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Nota di contenuto	Communication for Rural Innovation: Rethinking Agricultural Extension; Contents; Preface; The CTA; PART 1 RETHINKING EXTENSION; 1 Introduction; 1.1 Challenges for agricultural extension practice; 1.1.1 Challenges for farmers and agriculture at large; 1.1.2 Reinventing extension; 1.1.3 In conclusion: a new societal function for extension; 1.2 Objectives and outline of this book; Questions for discussion; 2 From extension to communication for innovation; 2.1 Historical roots and evolving conceptions of extension; 2.1.1 Origins, early meanings and international terminology 2.1.2 Evolving definitions2.2 Different types of communication services and strategies; 2.2.1 Basic rationale of different communication services and strategies; 2.3 Agricultural knowledge systems and other extension-related concepts; Questions for discussion; 3 The ethics and politics of communication for innovation; 3.1 The political implications of communication for innovation; 3.2 The acceptability of government communicative intervention; 3.3 The acceptability of non-governmental

communicative intervention; 3.4 Professional standards
3.5 Dilemmas regarding ethics and politics: an example
Questions for discussion; 4 The role of communicative intervention in policy planning: instrumental and interactive approaches; 4.1 Top-down planning and instrumental communication; 4.1.1 'Blueprint' planning and problem solving; 4.1.2 The instrumental model of communicative intervention; 4.1.3 In conclusion; 4.2 Process management and interactive communication; 4.2.1 Process management towards innovation; 4.2.2 Arguments for an interactive model of communicative intervention; 4.2.3 In conclusion
4.3 Shortcomings and conditions: the relation between interactive and instrumental approaches
Questions for discussion; PART 2 THE RELATIONS BETWEEN HUMAN PRACTICE, KNOWLEDGE AND COMMUNICATION; 5 Understanding human practices: the example of farming; 5.1 Different levels and domains of farming practice; 5.1.1 Farming practices at different hierarchical levels; 5.1.2 Different domains of farming practice; 5.1.3 Farming practices at different points in time; 5.2 Understanding the social nature of technical practices; 5.2.1 Evaluative frame of reference: the basis for reasoning about practices
5.2.2 Perceived effectiveness of the social environment
5.2.3 Perceived self-efficacy; 5.2.4 Social relationships and perceived social pressure; 5.2.5 The dynamics within the model; 5.3 Implications for communication for innovation; 5.3.1 The central role of knowledge and the need to be modest; 5.3.2 The relationship with different communication strategies and functions; 5.3.3 Communicative intervention must be 'tuned' to other communication processes; 5.3.4 The need to anticipate diversity among farmers; 5.3.5 Linking multiple socio-technical innovation processes
5.3.6 The multi-layered character of technology and policy acceptance

Sommario/riassunto

This important book is the re-titled third edition of the extremely well received and widely used Agricultural Extension (van den Ban & Hawkins, 1988, 1996). Building on the previous editions, Communication for Rural Innovation maintains and adapts the insights and conceptual models of value today, while reflecting many new ideas, angles and modes of thinking concerning how agricultural extension is taught and carried through today. Since the previous edition of the book, the number and type of organisations that apply communicative strategies to foster change and development i
