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Autore	Leeuwis Cees
Titolo	Communication for rural innovation [[electronic resource] ] : rethinking agricultural extension / / Cees Leeuwis, with Anne van den Ban
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Altri autori (Persone)	LeeuwisCees BanA. W. van den
Disciplina	630.715 630/.71/5
Soggetti	Agricultural extension work Electronic books.
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Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references (p. [382]-404) and index.
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

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## 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

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2. Record Nr.	UNINA9910817743303321
Autore	O'Malley Vincent
Titolo	Haerenga : early Maori journeys across the globe / / Vincent O'Malley
Pubbl/distr/stampa	Wellington, New Zealand : , : BWB Texts, , 2015 ©2015
ISBN	1-927277-96-5
Descrizione fisica	1 online resource (91 p.)
Collana	BWB Texts
Disciplina	919.315703
Soggetti	Excavations (Archaeology) - New Zealand Maori (New Zealand people) - Antiquities Maori (New Zealand people) - History New Zealand History To 1840
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
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Nota di bibliografia	Includes bibliographical references.
Nota di contenuto	BWB Texts; CONTENTS; INTRODUCTION; 1. FIRST TRAVELERS; Ranginui (1769); Te Weherua and Koa (1777); Tuki Tahua and Huru Kokoti (1793); 2. THE SECOND WAVE; Teina (1803); Te Pahi (1805); Moehanga (1806); Matara (1807); Atahoe (1807-10); 3. MISSIONARY CONNECTIONS; Ruatara (1805-12); Maui (1806-16); Tuai and Titere (1818); 4. 'HOW DO YOU DO, MR KING GEORGE'; Hongi Hika (1820); Te Pehi Kupe (1824); 'New Zealand Indians' (1826); 'Brian Boru' and 'Morgan McMarragh' (1826-27); 'Adic Hator' and 'Feedee' (1829-30); Te Whaiti (1836-37); 5. TRAVEL IN THE POST-TREATY ERA; Tuati (1838-40); Pirikawau (1843) Maria Island prisoners (1846) Tamihana Te Rauparaha (1852); Hoani Hipango (1855); Hemara Te Rerehau and Wiremu Toetoe (1859); 'Maori Warrior Chiefs' (1862); 6. LATER TRAVELS; William Jenkins's tour party (1863); Paora Tuhaere (1863); Hirini Taiwhanga (1882); King Tawhiao (1884); Later travelers; CONCLUSION; FURTHER READING; NOTES; Introduction; 1. First Travelers; 2. The Second Wave; 3. Missionary Connections; 4. 'How Do You Do, Mr King George'; 5. Travel in the Post-Treaty Era; 6. Later Travels; Conclusion; ABOUT THE AUTHOR; ABOUT BWB TEXTS
Sommario/riassunto	This book tells the history of Maori travel and exploration, providing

fresh light on a little known yet absorbing aspect of early New Zealand.

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