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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  
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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