



(1) Background of the Study

In developing states, there is an urgent need for development and agricultural transformation.

Communication is key to the realization of all development goals. It is also essential to facilitate knowledge generation and foster the active engagement of all actors (Kasper & Kellerman, 2014; Mefalopulos, 2008).

(2) Rationale for the Study

Development and communication are intertwined. However, in Ethiopia, communication is unable to serve the farm households to receive development related information that helps them to make an informed choice (ATA, 2017; Inagaki, 2007).

Farm households receive development information in varieties of ways, but the potential of communication is underutilized and the way that communication strategies and approaches are implemented for development is not yet researched.

Therefore, the purpose of this study is to explore the strategies and approaches used for development communication.

(3) Aim of the Study

How do communications contribute to sustainable agricultural development in Ethiopia?

Outputs

1. Three papers published in peer-reviewed journals
2. Policy implications and recommendations for development communication

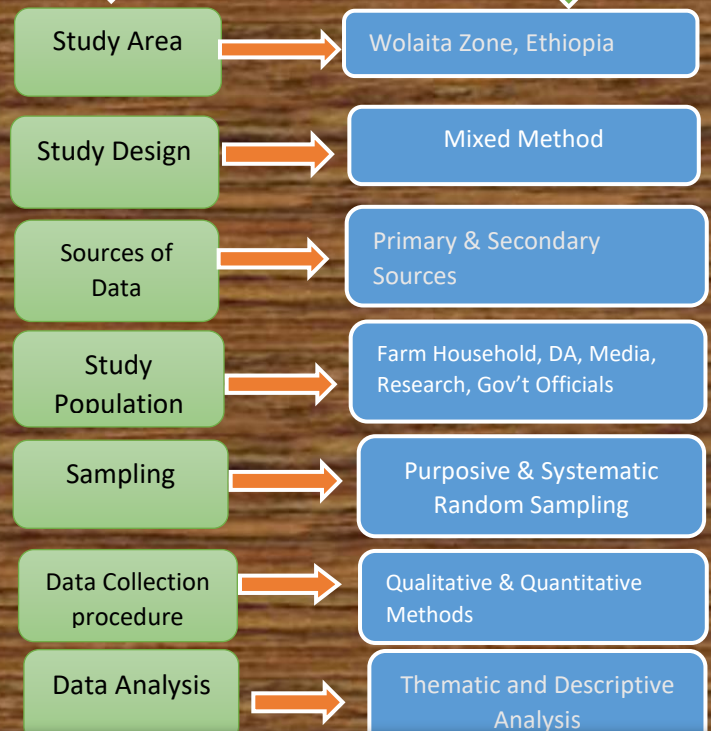
Utility

This study will enormously benefit: Farm Households, Mass media, Government, Development Partners, Agricultural Development Agents, Development Planners, Policy Makers, Research Institutions & Academia.

(4) Specific Objectives

- To prioritize the sources of information used by stakeholders
- To evaluate communication channels used by development agents to address the farm households
- To analyze communication strategies and approaches used to address the farm households
- To find out factors affecting the practice of agricultural development communication
- To establish how the institutions and policy environment support development communication
- To identify the perception of the farm households, DAs, research, and media towards the contribution of communication for agricultural development

(5) Methodology



References

Agricultural Extension Strategy of Ethiopia (2017). Agricultural Transformation Agency: The Ministry of Agriculture and Natural Resources

Inagaki, N. (2007). Communicating the impact of communication for development: Recent trends in empirical research: The World Bank.

Kasper, G., & Kellerman, E. (2014). Communication strategies: Psycholinguistic and sociolinguistic perspectives: Routledge

Mefalopulos, P. (2008). Development communication sourcebook: Broadening the boundaries of communication: FAO