

**What is not Extension**

Perception of those who don't understand  
extension say,

## **Extension is**

- Gossip
- Not science / Not for intellectuals / not a academic discipline /
- Photography
- Story writing
- Postman's job
- Vague / hazy / indistinct / fuzzy subject
- Crowd puller
- Arranging tent, public

# What is not Extension

- **“Propaganda”** is “information, especially of a biased or misleading nature, used to promote a political cause or point of view”
- **“Advertising”** is an audio or visual form of marketing communication that employs an openly sponsored, nonpersonal message to promote or sell a product, service or idea.

- **“Journalism”** is the production and distribution of reports on the interaction of events, facts, ideas, and people that are the news of the day" and that informs society to at least some degree.
- **“Mass communication”** is the study of how people exchange information through mass media to large segments of the population at the same time

# Difference between Extension Educator and Extension Service Provider

- **Extension Educationist:** is a person with the background of education in agriculture and/or allied sciences and specialization in extension science and provides the knowledge and skills of extension and communication tools and techniques to the Extension Service Providers at regular intervals to bring the desirable changes in the behavior of Extension Service Providers.
- **Extension Service Provider:** is a person with the background of education in agriculture and/or allied sciences and specialization in the disciplines of agricultural and/or allied sciences who is serving a public or private institution and meant for dissemination of the technological advances to the intended communities and institutions based on needs after acquiring the extension and communication tools and techniques from Extension Educationist.

# Conclusion

- Misconceptions' need to be overruled
- As long as misconceptions persist extension cannot be strengthened
- Agricultural professionals should understand difference between extension service provider and extension educationist
- Extension is basically an educational effort