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Communication Problems Facing Agricultural Employees Working in Agricultural Extension in Extension Centers in the Central and Northern Governorates of Iraq and their Relationship to Some Variables

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Abstract

Survey to identify the size of the problems, solving them in solving them, solving their problems, solving them in solving them, solving their problems, solving their problems, solving them in solving them, solving their problems in solving them, solving their problems in solving them, solving their problems in solving communication, solving translation problems in Work environment) educational seminar, seminar, seminar, seminar, educational seminar, upbringing, participation in extension activities). The research included all the agricultural workers working in agricultural extension in extension centers in the governorates of central and northern Iraq, and their number was (103). The exploratory sample consisting of (30) employees was excluded from the final procedures of the research, and thus the final research community became (73) employees. A questionnaire form was prepared to collect data for the research. It consisted of two parts. The first part included the factors related to the employees, while the second part included (63) phrases, each of which represented a communication problem, divided into five areas. SPSS program has been used for the social and psychological sciences and some other statistical methods to analyze the data and achieve the research objectives. The results showed that more than half of the respondents suffer from medium communication problems, as it was found that the area of problems related to the counsellor ranked first. The results showed a significant correlation between the size of the problems and a number of the studied factors. The researchers concluded that a large number of respondents suffer from communication problems that limit them from carrying out counseling activities with high efficiency. The two researchers recommend solving the communication problems of the employees and taking into consideration the factors that had a significant correlation with the size of the communication problems when assigning the employees to implement the extension activities.

Introduction and Research Problem

Al-Desouki (2004) believes that the most important obstacles to agricultural extension in developing countries, including Iraq, are the weak level of extension communication with farmers and the lack of awareness of agricultural extension agents to increase their interaction through effective communication with them to obtain the largest amount of feedback, to understand farmers' problems and to direct research activities to address them and identify them the conditions for making decisions.

The efficiency of extension communication depends on the knowledge, arts and communication skills of the agricultural extension worker, and communication skills are among the basic skills in the agricultural extension workers' performance of their duties and the achievement of the goals of the agricultural extension. Communication skills are divided into skills (speaking, writing, reading, listening, nonverbal signs and gestures, silence, language analogues, methods, means and communicative aids), speaking and writing skills are used to translate ideas and meanings into communicative symbols. Reading and listening skills are used to translate symbols or signs into meanings and ideas, either thinking skills are used either to translate ideas or meanings into symbols or vice versa by translating symbols into ideas and meanings (Al-Dulaimi, 2018), and nonverbal signals and gestures include (body posture, movement The head, facial expressions, eye contact, the use of hands), and the agricultural guide is concerned with the style of silence between the axes of the extension research, which plays an important role in arranging the content of the extension research, and uses language analogues, including slow, fast and controlled pronunciation; To win the ears of farmers, thus achieving the goals of extension communication. The agricultural extension controls the selection and adaptation of sound and accurate methods, means and communication aids that are commensurate with a number of factors, the most important of which are the nature of farmers and the environment, communication objectives, and material, information, and financial capabilities, and takes into account choosing the time and choosing the appropriate place for extension communication (Al-Hamiri, 2007).

Since the communication skills are necessary to activate the interaction of extension communication and the development of the communication strategy of the agricultural extension agent, and that the basic skills that should be concerned with the perception of the guide are effective communication skills to be able to understand what he wants to convey to the guides from ideas (Al-Amoudi, 2013), it is necessary to The mentor is able to establish human relations with the mentors.

This requires having effective communication skills to deliver the guiding research to them. She emphasized that one of the most important features required of agricultural extension workers to perform their duties efficiently is their possession of effective communication skills, including following convincing extension methods when they contact farmers to bring about the desired changes in them (Maryam, 2016).

Abu Muslim (2019) believes that one of the most important qualifications of agricultural extension workers is that they have high communication capabilities and skills with farmers to make a positive impact and convince them of modern agricultural recommendations. And increase the confidence of the guided farmers.

Al-Manqros (2010) believes that any extension institution that wishes to achieve its goals must possess the agricultural extension workers working in it, sufficient communication skills to achieve the extension goals.

Agricultural extension is one of the important devices through which information is simplified, the formulation and transfer of the knowledge and skills of scientific research to the target audience in a manner that is easy to apply (Al-Subaie, 2011). In order to develop both human and material resources and organize them in a way that achieves the desired goals that this development seeks, as the human element is responsible for the process of making the most of the available material resources; Therefore, he must be well trained to be able to perform the role entrusted to him effectively. The process of communication is a necessary social need for every human being. Communication "is one of the most important pillars of guidance, as indicated by it (Al-Alaq, 2009), through which information and directions flow through it. And decisions are made from an individual to a group of individuals for the purpose of informing and influencing, or making change to achieve predetermined goals. With the great development witnessed by this era in all areas of life, which is clearly reflected on the educational field, the need arises for the existence of types of communication in line with the changes in the field of education In the educational field, the importance of communication emerges as the main means of achieving educational goals, and based on this importance and the fact that communication is one of the necessities of life, it was necessary for the agricultural guide to know his skills because communication gives others a picture of the sender, as he represents his opinion, thinking and culture (Al-Tamimi, 2007).

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Based on the foregoing, the research problem is to answer the following research questions.

1. What is the size of the communication problems facing the employees working in the counseling centers in the central and northern governorates of Iraq in general?
2. What is the descending order of the research areas (problems related to the mentor, problems related to the mentor, problems related to the research, problems related to the methods and means of communication, problems related to the communication environment)?
3. Is there a significant correlation between the volume of communication problems facing the employees working in the counseling centers and all the personal variables represented by (age, gender, educational level, upbringing, participation in counseling activities)?

Research Aims

1. Determining the size of the communication problems facing the employees working in the extension centers in the central and northern governorates of Iraq in general.
2. Arranging the research fields in descending order according to the arithmetic mean of the volume of communication problems.
3. Finding a correlation relationship between the volume of communication problems facing employees working in the counseling centers and all the personal variables represented by (age, gender, educational level, upbringing, participation in extension activities).

Statistical Hypotheses

Statistical hypotheses were developed according to the studied independent factors, as follows:

1. There is no significant correlation between the counseling communication problems facing the staff working in the counseling centers and age.
2. There is no significant correlation between the counseling communication problems facing the staff working in the counseling centers and gender.
3. There is no significant correlation between the counseling communication problems facing the staff working in the counseling centers and the educational level.
4. There is no significant correlation between the counseling communication problems facing the staff working in the counseling centers and the upbringing.
5. There is no significant correlation between the extension communication problems facing the employees working in the extension centers and participation in extension activities.

Procedural Fees

1. Employees working in extension centers: all agricultural employees who are assigned to carry out extension activities for farmers and hold a scientific qualification.
2. Communication problems: all the obstacles that hinder the delivery of the guiding research to the counsellors that face the staff working in the counseling centers during the implementation of the counseling activity.

Research Methodology

The descriptive approach was chosen for the current research as it is a method concerned with describing the phenomenon and depends on evaluation and comparison (Kandilji, 2008), and thus it focuses on improving agricultural extension work by describing the communication problems facing employees working in extension centers.

Research Community and Sample

The research included all the agricultural extension workers working in the extension centers in the central and northern governorates of Iraq, who numbered (103), distributed among the extension centers in the central and northern governorates of Iraq, which amounted to (7) extension centers. The number of employees subject to research procedures becomes (73) researched.

Preparation of the Questionnaire

The researcher used the questionnaire as a tool for collecting data related to the subject of the research due to its suitability to the research methodology used, and it is suitable for obtaining data and facts as it gives more objective data. The form included two parts:

Part One: This part included data related to the personal and functional characteristics of the general counselors in the counseling centers (age, gender, educational level, upbringing, participation in activities).

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Part Two: This part included a scale consisting of a number of paragraphs to determine the extent of communication problems facing counselors working in counseling centers. A scale has been prepared consisting in its initial form of (63) items, distributed into five areas: (problems related to the mentor, problems related to the mentor, problems related to the research, problems related to methods and means of communication, problems related to the communication environment, and the items were distributed over the fields as follows (14, 13, 11, 12, 13).

Measurement of search Variables

Measurement is defined as the process of describing information quantitatively, that is, using numbers to describe information or data, arranging and organizing it in an easy, objective form that can be easily understood and then easily interpreted (Latad et al., 2019).

Measuring Independent Variables

The search variables were measured as follows:

1. **Age:** it was measured by the number of years of age of the respondent when collecting the data.
2. **Gender:** it was measured through the two alternatives (male and female), and the values (2, 1) were assigned to it, respectively.
3. **The educational level:** It was measured through the alternatives (a graduate of middle school of agriculture, a graduate of an agricultural institute, a graduate of a college of agriculture, a holder of a higher degree), these levels were given the machine weights (1, 2, 3, 4) respectively
4. **Origin:** It was measured according to the following levels (rural, urban), and the values (2, 1) were assigned to it, respectively.
5. **Participation in extension activities:** It was measured by asking the respondent about his participation in extension activities during his job. The value (2) was given to the participant and the value (1) to the non-participant.

The Measure of the Dependent Variable

It was measured through a scale that included (63) items, and in front of each of them was a three-level scale (large, medium, and few). The numerical values were given (1, 2, 3) respectively, and thus the values expressing the size of the counselors' communication problems are limited (63-189).

Statistical Means

I use the Spss program for social and psychological sciences and some other statistical methods to analyze data and achieve research goals and some other means such as.

Range: The range is one of the scales that measure the difference between the divergence or convergence of values from each other, and it is defined as the difference between the largest and smallest value for the set of observation values. According to the following law:

Range = highest value – lowest value
Category length = range/number of categories (with results rounded to the nearest integer).

Frequency distribution: It is a summarization and arrangement of the data that have previously been collected and classified, divided into a number of groups, each of which is called a category, and these categories may be arranged ascending or descending according to the nature of the data (Krash et al., 2014).

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Results and Discussion

The results were discussed according to the following research objectives:

First Objective: Determine the extent of communication problems facing employees working in extension centers in the central and northern governorates of Iraq in general.

The results of the research showed that the lowest numerical value obtained by the respondents expressing communication problems was (76) degrees, and the highest numerical value was (179) degrees, with an average of (122.13) degrees, and a standard deviation of 23.14, the respondents were distributed into three categories as shown in Table (1).

Table 1. Distribution of respondents according to the size of communication problems

Categories	the number	%	average	($\bar{X}$)	SD
Low (76 - 110)	20	27.4	92.15		
Medium (111 - 145)	44	60.3	128.18	122.13	23.14
High (146 - 180)	9	12.3	159.22		
Total	73	100			

It is evident from Table - 1 that more than half of the respondents suffer from moderate communication problems, and the reason may be their poor use of guiding aids and aids and their lack of reliance on them in a way that ensures a positive communication between the counselors and the counselors during the implementation of the guiding activities.

The Second Objective: the order of the research fields in descending order The research fields were arranged in descending order according to the percentage weight and the results were as shown in Table (2).

Table 2. Ranking of problem areas for workers in counseling centers

Rank	field	Average size of problems	number of paragraphs	weight percentile
1	Problems related to the guide	26.92	13	69.02
2	Problems with methods and means of communication	23.89	12	66.36
3	Problems related to the communication environment	24.90	13	63.84
4	Problems with the guide	26.10	14	62.14
5	Problems with the research	20.32	11	61.57

It is evident from Table - 2 that the problems related to the counselor ranked first with an average of (26.92). The reason may be the low educational level of the counselors or the frequent boycott of the counselor during the implementation of the extension activity and an attempt to show his experiences in the field of agriculture and the contravention of the counselor's ideas.

While the problems related to the research got the last rank with an average of (20.32), and the reason may be the respondents' ability to formulate the research and treat it in a way that is understandable by the users and the use of words circulated among the target audience.

The Third Objective: To find a correlation between the volume of communication problems facing the employees working in the counseling centers and all the personal variables represented in:

1. Age

The results showed that the lowest age of the respondents was (21) years and the highest age

was (60) years. The respondents were divided into three categories, according to this variable, according to the range into three categories, as shown in Table (3).

Table 3. Distribution of respondents according to age

Categories	the number	percentage	Average size of problems	R
(21-34) years old	36	49.3	129.61	
(35-48) years old	24	32.8	122	0.39 - **
(49 years - and over)	13	17.9	101.69	
Total	73	%100		

** The relationship is significant at the 0.01 level

Table (3) shows that the largest percentage of respondents (49.3%) fall within the first age group, from (21-34) years, and the lowest percentage (17.9%) falls within the category (49 - and over). In order to find the correlation relationship between the volume of communication problems and age, the (Pearson) correlation coefficient was used, whose value was (-0.39), and this indicates the existence of a negative correlation. It was found that the relationship is significant at the level of (0.01), and thus we reject the statistical hypothesis that states (there is no significant correlation between the counseling communication problems facing the staff working in the counseling centers and age) and the reason may be that the elderly staff have the ability to overcome a lot of Communication problems encountered during the implementation of extension activities.

2. Gender

The respondents were distributed according to gender into two groups, as shown in Table (4).

Table 4. Distribution of respondents according to gender

sex	Average size of problems	percentage	the number	r. s
Male	119.10	53.5	39	-0.11
feminine	125.62	46.5	34	
Total		100%	73	

Table (4) shows the high ratio of males to females, and to find the correlation between the communication problems of the respondents and gender, the ordinal correlation coefficient (Spearman) was used, whose value amounted to (-0.11) which indicates a negative correlation

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between the two variables, and it was found that it is not significant. Thus, we accept the statistical hypothesis that states (there is no significant correlation between the counseling communication problems faced by the staff working in the counseling centers and gender.

Educational Level

The respondents were divided into four groups according to the educational level, as shown in Table (5).

Table 5. Distribution of respondents according to educational level categories .

Categories	The number	Percentage	Average size of problems	rs . value
Agriculture prep	14	19.2	134	
Agriculture Institute	11	15.1	117.09	
Faculty of agriculture	40	54.8	123.7	* -0.29
Higher agricultural certificate	8	10.9	100.5	
Total	73	100%		

* The relationship is significant at the level (0.05).

Table (5) shows that 19.2% of the respondents are graduates of high school of agriculture, with an average size of problems of (134) degrees, and (15.1%) of graduates of an agricultural institute, with an average size of problems of (117.09) degrees, and that the percentage of (54.8%) are college graduates. Agriculture with an average size of problems of (132.7) degrees, and that (10.9%) have a higher degree and an average size of problems of (100.5) degrees. (0.29*-) degree, which indicates the existence of an inverse correlation between the two variables, and it was found to be significant at the level (0.05), and thus we reject the statistical hypothesis that states (there is no significant correlation between the counseling communication problems facing the employees working in the counseling centers and the educational level The reason for this may be attributed to the fact that the respondent with high academic achievement makes him more able to formulate the guiding research and deal with the clients with high efficiency, which reduces the volume of communication problems that he faces.

4. Genesis

The respondents were distributed according to their origin into two categories, as shown in Table (6).

Table 6. Distribution of respondents according to the category of upbringing and its relationship to the level of problems

Categories	the number	percentage	Average size of problems	rs value
countryside	21	28.7	121.76	
civilized region	52	71.3	122.28	0.04
Total	73	%100		

Table (6) shows that (28.7%) of the respondents fall within the rural establishment with an average size of problems (121.76) degrees, and that (71.3%) of the respondents fall within the urban setting, with an average size of problems (122.28). To find the correlation between the two variables, a coefficient was used The ordinal correlation (Spearman), whose value is (0.04), indicates that there is no correlation between the two variables, so the statistical hypothesis that states (there is no significant correlation between the counseling communication problems facing employees working in counseling centers and upbringing) is accepted.

5. Participation in Extension Activities

The respondents were divided according to participation in the extension activities into two groups, as shown in Table (7).

Table 7. Shows the categories of respondents according to their participation in the extension activities

Categories	the number	percentage	Average size of problems	Values rs
participant	48	65.8	132.27	
not participating	25	34.2	102.68	0.59**
Total	73	100		

The relationship is significant at the 0.01 level**

Table (7) shows that (34.2%) of the respondents did not participate in topics related to agricultural extension activities, with an average of (102.68) problems, and that (65.8%) participated in these topics, with an average of (132.27) problems. In order to find the correlation between the volume of communication problems and participation in the

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extension activities, the ordinal correlation coefficient (Spearman) was used, whose value was (0.59). (There is no significant correlation between the counseling communication problems facing the staff working in the counseling centers and participation in extension activities) The reason for this may be due to the fact that the respondents' participation in the implementation of extension activities makes them exposed to more communication problems than the staff who are assigned with administrative tasks.

Conclusions

1. The results of the research showed that more than half of the respondents fall into the middle category. We conclude from this that a large number of respondents suffer from communication problems that limit their high efficiency of counseling activities.
2. The results showed that the problems related to the counselor occupied the first place. We conclude from this the need to indicate the importance of the research to the counselor and to clarify the research in an accurate way to convince the counselors of the counselor's work and trust the content of the research.
3. The results of the research showed the existence of an inverse correlation between age and the size of the communication problems facing the employees working in the extension centers. We conclude from this that the elderly employees have the ability to overcome most of the communication problems they face during the implementation of the extension activities.
4. The results showed a significant correlation between participation in the implementation of the extension activities and the size of the problems. We conclude from this that the employees working in the extension centers suffer from major problems when implementing the extension activities.

Recommendations

1. Qualifying the employees working in the guidance centers and developing their communication skills to enable them to find appropriate solutions to the communication problems they face while carrying out their guidance duties.
2. The counselor got acquainted with the circumstances of the counsellors and chose the appropriate message for their needs and capabilities.
3. Assigning the elderly employees to implement the guidance activities and involving the younger employees with them to benefit from their experiences in the way of implementing the guidance activities and to overcome the difficulties they face while carrying out their guidance tasks.
4. Taking into consideration the factors that had a moral correlation when assigning employees to implement the indicative activities.

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