Florida CTE

Agricultural Communications 2

Investigate the communications sector of the agricultural industry. The student will be able to: 1.0	**1** Describe the importance of and how communication is used in American agriculture and society. 1.1
	2 Discuss career opportunities in agricultural communications including the educational requirements. 1.2
	3 Identify professional organizations related to agricultural communications. 1.3
Identify the forms of communication. The student will be able to: 2.0	**1** Explain the different types of communication: verbal, non-verbal, written and visual. 2.1
	2 Compare the various forms of communication technologies: print, video, online media, visual arts and social media. 2.2
	3 Identify communication barriers and determine methods of overcoming these barriers. 2.3
Develop communication messages. The student will be able to: 3.0	**1** Conduct an audience analysis. 3.1
	2 Research information for message development. 3.2
	3 Analyze credibility of research and sources. 3.3
	4 Utilize elements of informative and persuasive messages. 3.4
	5 Compare and contrast media channels. 3.5
	6 Identify agricultural messages in the media. 3.6
	7 Create informative and persuasive messages using various communication methods. 3.7
Demonstrate oral communications skills. The student will be able to:	**1** Determine types of speeches: informative, persuasive. 4.1
	2 Identify the importance of public speaking skills in career development. 4.2
	3 Explain the characteristics of an effective public speaker. 4.3

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	4 Explain the steps necessary to prepare a speech. 4.4
	5 Present a prepared speech. 4.5
	6 Present an extemporaneous speech. 4.6
	7 Create visual aids for presentations. 4.7
Conduct interviews. The student will be able to: 5.0	1 Research information for an interview (including company or organization information and information about the interviewee to build rapport). 5.1
	2 Identify the types of interview questions. 5.2
	3 Write interview questions. 5.3
	4 Conduct an interview. 5.4
	5 Conduct follow-up procedures. 5.5
Prepare written agricultural media. The student will be able to: 6.0	1 Explain the evolution and relevance of printed media in the agricultural industry. Describe the components of various styles in written articles. 6.1
	2 Identify and list the criteria for newsworthiness of a news story. 6.2
	3 Explain the structure of the inverted pyramid. 6.3
	4 List the five W's and the H: who, what, when, where, why and how. 6.4
	5 Compose a news story and news release on an agricultural topic. 6.5
	6 Compose a news release on an agricultural topic. 6.6
	7 Use the Associated Press Stylebook and Libel Manual to edit articles. 6.7
	8 Define the components of an editorial. 6.8
Utilize photography and graphics. The student will be able to: 7.0	1 Identify types of photographs and graphics. 7.1
	2 Describe the importance of photographs and graphics to agriculture communications. 7.2
	3 Identify key terms in digital photography and photo editing. 7.3
	4 Compose a quality photograph. 7.4
	5 Demonstrate the use of technology, software, and hardware used in photography and graphic design. 7.5
	6 Explain the difference among digital file formats. . 7.6

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Develop, design and edit publications and documents. The student will be able to: 8.0	1 **Identify key terms in publication and document design.** 8.1
	2 **Explain and apply the components of the publication and document development process.** 8.2
	3 **Identify common mistakes in publication and document design.** 8.3
	4 **Use the appropriate software to design a publication and document.** 8.4
Develop audio and video media. The student will be able to: 9.0	1 **Explain and implement the electronic media production process.** 9.1
	2 **Write video and audio scripts.** 9.2
	3 **Describe the importance of grammar and punctuation in writing scripts.** 9.3
	4 **Draw a video storyboard.** 9.4
	5 **Write a video shot outline.** 9.5
	6 **Identify a proper video shot sequence (long shot, medium shot, close-up).** 9.6
	7 **Create a promotional video.** 9.7
	8 **Demonstrate proper tone and voice inflection for radio and video.** 9.8
	9 **Produce a video message with no narration.** 9.9
Investigate ethical and professional issues in agricultural communications. The student will be able to: 10.0	1 **Demonstrate characteristics of responsible/ethical media professionals: public relations professional, reporter and editor.** 10.1
	2 **Adhere to all media deadlines.** 10.2
	3 **Describe plagiarism, libel, slander, copyright and intellectual property.** 10.3
Demonstrate leadership, employability, and human relations skills. The student will be able to: 11.0	1 **Conduct a job search for a career in agricultural communications.** 11.1
	2 **Develop a resume and an application letter. Identify documents that may be required when applying for a job in the agricultural communication field.** 11.2
	3 **Identify and demonstrate proper human relation skills.** 11.3
	4 **Complete a job application form.** 11.4
	5 **Write a proper thank you letter.** 11.5
	6 **Identify proper workplace and interview attire.** 11.6
	:reate business letters. 11.7

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	8 Create electronic correspondence. 11.8
Students evaluate the importance of the food and fiber system to understand the impact on global economy. The student will be able to: 12.0	1 Assess the agricultural impact upon the US gross national product and the total global economy. 12.1
	2 Investigate local, state, and national regulatory laws, industry regulations, and legislation for agricultural businesses. 12.2
	3 Identify and describe the primary government agencies involved with agriculture. 12.3
	4 Research new and emerging technologies and their impact on the economy. 12.4
	5 Recognize the value of the food and agribusiness industry. 12.5
Students examine the scope of career opportunities in and the importance of agriculture to the economy. The student will be able to: 13.0	1 Define and explore agriculture and agribusinesses and their role in the economy. 13.1
	2 Evaluate and explore the agribusiness career opportunities in agriculture. 13.2
	3 Compare how key organizational structures and processes affect organizational performance and the quality of products and services. 13.3
	4 Demonstrate those qualities, attributes and skills necessary to succeed in, or further prepare for, a chosen career while effectively contributing to society. 13.4