

# 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: 4.0

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

**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
- 7 Create business letters.** 11.7

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**8 Create electronic correspondence. 11.8**

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**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**

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**2 Investigate local, state, and national regulatory laws, industry regulations, and legislation for agricultural businesses. 12.2**

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**3 Identify and describe the primary government agencies involved with agriculture. 12.3**

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**4 Research new and emerging technologies and their impact on the economy. 12.4**

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**5 Recognize the value of the food and agribusiness industry. 12.5**

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**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**

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**2 Evaluate and explore the agribusiness career opportunities in agriculture. 13.2**

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**3 Compare how key organizational structures and processes affect organizational performance and the quality of products and services. 13.3**

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**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**

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