Florida CTE

Agricultural Communications 3

Explore the communications sector of the agricultural industry. The student will be able to: 14.0	**1** Identify influential, historical, and current issues in the agricultural industry that necessitates agricultural communication. 14.1
	2 Objectively debate agricultural issues. 14.2
Create communication messages. The student will be able to: 15.0	**1** Define what persuasion is and explain how it can be used to influence others. 15.1
	2 Describe and provide an example of how persuasion is used in the media. 15.2
	3 Create persuasive media. 15.3
	4 Identify different types of communication research methods. 15.4
Demonstrate oral communications skills. The student will be able to: 16.0	**1** Identify various forms of visual aids for an oral presentation. 16.1
	2 Present a speech using visual aids and non-verbal cues. 16.2
	3 Evaluate a speech. 16.3
Generate printed agricultural media. The student will be able to: 17.0	**1** Develop a media kit consisting of a backgrounder, fact sheet, news release and other media. 17.1
	2 Compose an advance story, feature story, follow-up story, cover story and news release on an agricultural topic. 17.2
Modify photography and graphics. The student will be able to: 18.0	**1** Crop and edit photographs and graphics to enhance an article or news release. 18.1
	2 Write effective captions/cutlines for photographs and graphics. 18.2
Create, design and edit publications and documents. The student will be able to:	**1** Create a magazine layout, brochure, poster, newsletter, and/or display for an agriculture product or event. 19.1

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Create or analyze audio and video media. The student will be able to: 20.0	**1** Create or analyze an informational video. 20.1
	2 Create or analyze a persuasive video. 20.2
	3 Create or analyze an audio program or podcast. 20.3
Investigate ethical and professional issues in agricultural communications. The student will be able to: 21.0	**1** Define key terms related to ethics and professionalism and discuss their relationship to agriculture. 21.1
	2 Describe the importance of confidentiality in agricultural communications. 21.2
	3 Respond appropriately to opposing views in a professional manner. 21.3
	4 Identify concepts of risk communication and crisis communication. 21.4
Demonstrate leadership, employability, and human relations skills. The student will be able to: 22.0	**1** Demonstrate competence in job interview techniques 22.1
	2 Identify or demonstrate appropriate responses to criticism. 22.2
	3 Answer interview questions competently. 22.3
	4 Participate in mock interviews. 22.4
	5 Analyze one's own online presence. 22.5
Use online and social media. The student will be able to: 23.0	**1** Compare and contrast the methods of delivering a message through different types of online and social media. 23.1
	2 Analyze online and social media for credibility and relevance. 23.2
	3 Research the agricultural industry's use of online and social media. 23.3
	4 Compose a professional e-mail. 23.4
	5 Demonstrate an understanding of web design software and language. 23.5
	6 Create or analyze an agricultural website. 23.6
	7 Use proper composition principles to capture images with mobile technology. 23.7
	8 Access data or information utilizing a mobile app. 23.8
Create an agricultural communications campaign. The student will be able to: 24.0	**1** Define key terms in communications campaign development. 24.1
	2 Identify and perform the various professional roles in a communications campaign. 24.2

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	3 **Identify the strengths and weaknesses of various media for use in communication campaigns.** 24.3
	4 **Develop a communications campaign.** 24.4
	5 **Develop a research report for the agricultural industry using an industry standard format.** 24.5
Explain the components of the American business system. The student will be able to: 25.0	1 **Describe the five basic ways American business is organized.** 25.1
	2 **Distinguish and identify between the characteristics of each method of doing business.** 25.2
	3 **Evaluate the advantages and disadvantages provided by each business method.** 25.3
	4 **Evaluate how cooperative principles and practices differentiate cooperatives from other businesses.** 25.4
Investigate agricultural cooperatives structure and function. The student will be able to: 26.0	1 **Explain the definition of a cooperative.** 26.1
	2 **Understand the history of cooperative principles and practices.** 26.2
	3 **Describe the five areas that classify cooperative structure.** 26.3
	4 **Distinguish and identify between the five types of cooperative structure and their functions.** 26.4
	5 **Demonstrate the need for internal and external communications in a cooperative.** 26.5