

# 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: 19.0

- 1 Create a magazine layout, brochure, poster, newsletter, and/or display for an agriculture product or event. 19.1

**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

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**4 Develop a communications campaign.** 24.4

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**5 Develop a research report for the agricultural industry using an industry standard format.** 24.5

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**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

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**2 Distinguish and identify between the characteristics of each method of doing business.** 25.2

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**3 Evaluate the advantages and disadvantages provided by each business method.** 25.3

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**4 Evaluate how cooperative principles and practices differentiate cooperatives from other businesses.** 25.4

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**Investigate agricultural cooperatives structure and function. The student will be able to:** 26.0

**1 Explain the definition of a cooperative.** 26.1

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**2 Understand the history of cooperative principles and practices.** 26.2

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**3 Describe the five areas that classify cooperative structure.** 26.3

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**4 Distinguish and identify between the five types of cooperative structure and their functions.** 26.4

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**5 Demonstrate the need for internal and external communications in a cooperative.** 26.5

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