Nebraska CTE

Agricultural Communication (2023)

Compare and contrast effective communication techniques in agricultural issues and literacy topics. AFNR.HS.4.1	**a** Identify trending issues in historical and modern United States agriculture. AFNR.HS.4.1.A
	b Classify and compare agricultural communication strategies of goals, target audience, key messages, and producer scenarios. AFNR.HS.4.1.B
	c Classify methods of communication (e.g., verbal, non-verbal, written, visual). AFNR.HS.4.1.C
Demonstrate journalistic writing communication techniques. AFNR.HS.4.2	**a** Identify and critique standard rules of grammar, spelling, punctuation, and formatting for news writing. AFNR.HS.4.2.A
	b Compare and contrast the different types of journalistic writing (e.g., feature story, news release, opinionated). AFNR.HS.4.2.B
	c Analyze the steps in developing and formatting an effective news story. AFNR.HS.4.2.C
	d Develop an agricultural news story using accepted strategies (e.g., inverted pyramid, interpretive journalism). AFNR.HS.4.2.D
Analyze the utilization of graphics as methods of marketing and communicating with clients/customers. AFNR.HS.4.3	**a** Compare and contrast the elements of photography (e.g., line, shape, form, texture, pattern, color, space). AFNR.HS.4.3.A
	b Identify the key elements of magazine advertisement and understand how they are used to enhance an ad's effectiveness. AFNR.HS.4.3.B
	c Indicate aspects of an effective logo for an agricultural business. AFNR.HS.4.3.C
	d Utilize graphics as a part of an effective merchandising and advertising plan. AFNR.HS.4.3.D
Apply concepts of broadcasting media to agricultural co	**a** Summarize effective communications practices applying to agriculture in the radio communications sector. AFNR.HS.4.4.A
	b Examine the changes in television communications and the influence it has on the agricultural sector. AFNR.HS.4.4.B

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	c Identify and practice current trends in agricultural podcasting. AFNR.HS.4.4.C
Summarize current trends in agricultural communications utilizing online media. AFNR.HS.4.5	**a** Compare and contrast social media outlets and identify successful methods of communications utilizing each method. AFNR.HS.4.5.A
	b Explain key elements of design for online media platforms. AFNR.HS.4.5.B
	c Explore the methods used in online advertising and summarize processes in designing an online advertisement. AFNR.HS.4.5.C
Exhibit professional public speaking practices. AFNR.HS.4.6	**a** Define specific speaking techniques as deemed effective in the agricultural industry. AFNR.HS.4.6.A
	b Use concepts of public speaking to demonstrate proper agricultural-based public speaking methods. AFNR.HS.4.6.B
	c Display competency in agriculture literacy through various agricultural topics. AFNR.HS.4.6.C
	d Develop logical arguments to exhibit understanding of agriculture in a debate setting. AFNR.HS.4.6.D
Analyze and develop communication methods of a media plan. AFNR.HS.4.7	**a** Explain the steps in selecting a client or situation and effectively identifying their needs. AFNR.HS.4.7.A
	b Identify the successful elements of a media plan. AFNR.HS.4.7.B
	c Analyze media plans for effective communication methods. AFNR.HS.4.7.C
	d Demonstrate concepts of an effective presentation to communicate key points of a media plan. AFNR.HS.4.7.D