

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 communications. [AFNR.HS.4.4](#)

- 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](#)

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