

## **Agricultural Communications and Journalism (AGCJ) Course Descriptions**

### **Core Courses (21hours):**

- **105. Introduction to Agricultural Communication. (3-0) Credit 3.** Introduction to mass communication, its history, role in society, and especially its role in agriculture. The course will provide an understanding how the importance of mass communication and various communication methods in modern society and will lay the groundwork for an understanding of agricultural news and information as it relates to various audiences.
- **281. Journalism Concepts in Agriculture. (3-0) Credit 3.** This seminar is designed as a to help students analyze agricultural communications as a career field, make the necessary job and intern search preparations, practice job interview skills, and identify the skills necessary to grow within our profession, and contribute to it. Students will identify important challenges and opportunities facing professional agricultural communicators. Students will learn about government and its workings from a journalistic point of view and related practical knowledge about life as a working journalist or communicator.
- **312. Editing for Agricultural Audiences. (2-2) Credit 3.** Principles and practices of editing for an agricultural and technical audience including improving and tightening copy, writing headlines, titles and subheads, photo editing and captions, graphics and layout.
- **313. Agricultural Media Writing I. (2-3) Credit 3.** Newsgathering, writing, editing and ethics for all types of media used in agricultural communication. Limited to AGCJ majors and others with approval of department head. Prerequisites: C or better in AGCJ 312.
- **314. Agricultural Media Writing II. (2-3) Credit 3.** Interpretative news gathering and writing for all types of media. Basic media law and ethics; interviewing skills with assigned practice writing about agriculture; science and technology topics and off campus. Prerequisites: AGCJ 312.
- **307. Design for Agricultural Media. (2-2) Credit 3.** Principles and practices of agricultural media design, including design and production of printed publications and graphics. Computer assisted design and production of media pieces. Required for AGCJ majors and minors.
- **481. Senior Seminar. (2-1) Credit 3.** Seminar for students within 2 semesters of graduation. Overview of Agricultural Communication, communication methods and the industry. Includes introduction to professionals in the industry and interview strategies.

### **Core Electives (6 hours)**

- **305. Agricultural Publishing. (3-0) Credit 3.** Agricultural producers still use agricultural publications as their number one source of information. Audience identification, publication content, management and design. Prerequisites: AGCJ 105.
- **306. Agricultural Public Relations. (3-0) Credit 3.** The unique relationship between agricultural producers and their suppliers makes public relations a critical part of agricultural communication. Public relations objectives, strategies, tactics, evaluation, writing and execution. Prerequisites: AGCJ 105.
- **308. Agricultural Photojournalism. (2-2). Credit 3.** This course is intended to explore digital photography as a component of skills necessary for agricultural journalists and communicators. Students will actively engage in photo shoots and use software to enhance and improve digital photographs. A final portfolio will demonstrate skills learned and applied during the course.
- **366. Introduction to Radio Broadcasting, Production, and Audience Analysis. (2-1) Credit 3.** In this course you will be introduced to American broadcasting, its development, impact and influence on society; basic principles, mass communication theory, station operation programming, advertising, rating services, regulation, censorship, and audience analysis; in-depth analysis of current issues and developments.

### Professional Skills Courses (9 Hours):

- **404. Communicating Agricultural Information to the Public (2-2) Credit 3.** Using the principles of agricultural education to communicate scientific information relevant to agriculture, agribusiness, natural resources, and life sciences to the general public. Medium identification, writing, editing and production.
- **405. Agricultural Publication Production. (1-3) Credit 3.** Designing, writing, editing, producing, distributing and authoring the *AgriLeader* magazine and Web site. Includes practical applications of writing feature articles, magazine and Web site design, advertising sales, layout, and graphics. Prerequisites: AGCJ 305 and instructor approval.
- **406. Agricultural Public Relations Methods. (2-2) Credit 3.** Agricultural public relations campaign analysis including objectives, strategies and tactics. Course includes writing public relations campaigns for agricultural entities, and producing public relations products including news releases, backgrounders, speeches, advertorials and other public relations products used in agricultural company or brand campaigns. Prerequisites: AGCJ 306 and instructor approval.
- **407. Web Authoring in Agricultural Communication. (2-2) Credit 3.** Basic Web site design theories, principles, and writing, Web authoring software (not a programming class) used to create online publications tailored for agricultural audiences; emphasizes informative content and functional design. Prerequisites: AGCJ 307 and instructor approval.
- **409. Television Production for Agricultural Journalists (2-2) Credit 3.** Fundamental concepts required to put together a broadcast quality video production; Uses the high definition facilities of KAMU-TV and TTVN; Provides hands-on experience in video production including producing, shooting and hosting a professional program series broadcast on KAMU-TV.
- **413. Emerging Media in Agriculture (3-0) Credit 3.** Popular emerging media in agriculture to communicate, build and market a brand online; understanding the strategy behind the posts and other communications; create emerging media communications strategies for academic or business entities that may be implemented upon completion of course. Prerequisite: AGCJ 313 or instructor approval.
- **466. Advanced Radio Broadcasting, Production, and Audience Analysis. (2-2) Credit 3.** Students enrolled in this course will have already taken AGCJ 366 (Radio I) or have some broadcasting experience. This course uses project-based instruction and offers a practical guide to producing, presenting, programming and managing a radio station. Students work on individual projects and collaborate on content ideas in weekly station meetings.