

Communications/Public Speaking

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Oral Communication

- Identify the essential elements in public speaking: speaker, audience, message, noise, context, channel and ethics.
- Understand the value of evaluation in public speaking.
- Identify the elements of organizing a speech: topic and purpose; audience analysis; research; supporting materials; develop main points; organize main point; construct introduction, conclusion and transitions; word your speech; rehearse your speech; and present speech.
- Identify the different types of speeches: informative, persuasive and special occasion.
- Identify elements of verbal and nonverbal communication when delivering speeches.
 - Verbal: enunciation and pronunciation, inflection, cadence and pause.
 - Nonverbal: eye contact, facial expressions, gestures, body language, body movement and clothing.

Styles of Writing

- Differentiate between styles of writing and their uses: journalistic, scholarly, business writing.
- Given a writing sample; be able to identify the style.

Communicating Agricultural Issues

- Define the following terms as they relate to communications: message development, issue and crisis communication management.
- Describe how communicators use message development.
- Identify methods to test and create messages.



Visual Design

- Identify proper communication design principles.
- Discuss how visual design is used in communication mediums.
- Explain the importance of visual aids including videos and photographs.
- Explore basic functions and practice working with various editing software for page layout.

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