Communications

Authored by:
Jennifer K. Richards, Ph.D., Curriculum Specialist, Tennessee 4-H Youth Development
Jamie Greig, Ph.D., Assistant Professor, Agricultural Leadership, Education & Communications
Andrea Brown, Undergraduate Student, Agricultural Leadership, Education & Communications
Jalen Dampier, Undergraduate Student, Agricultural Leadership, Education & Communications
Celina Menard, Undergraduate Student, Agricultural Leadership, Education & Communications
Margo Sweeney, Undergraduate Student, Agricultural Leadership, Education & Communications
Payton Thomas, Undergraduate Student, Agricultural Leadership, Education & Communications
Belle Velasco, Undergraduate Student, Agricultural Leadership, Education & Communications
Ahmon Watkins, Undergraduate Student, Agricultural Leadership, Education & Communications

Reviewed for Pedagogy by:
Molly A. West, Ph.D., Agricultural Leadership, Education & Communications

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Activity #1
Introduction to Public Speaking

Project Outcome
• Identify the essential elements in public speaking.

Words to know
• Speaker • Audience • Message • Noise • Context • Channel • Ethics

Today you are starting your journey to understand public speaking. Public speaking is a great skill to learn to help you develop confidence and knowledge. Once you understand it, you can get involved in public speaking contests in 4-H and have the chance to earn prizes, trips and even college scholarships!

Throughout this curriculum, you will see QR codes, like the one on your left. Scan the QR code using the camera on a smart device or click the image and be taken to a video, article or website to assist with an activity. By clicking or scanning the QR code on your left, you will watch a winner of the Tennessee 4-H Public Speaking contest!

During the video:
1. See how a speech flows when it is well prepared
2. Watch the speaker's hand gestures
3. Listen to how passionate the speaker is about the topic!

In your own words, write a definition for the following terms.

Speaker: _____

_____

Audience: _____

_____

Message: _____

_____

Noise: _____

_____

Context: _____

_____

Channel: _____

_____

Ethics: _____

_____

Now, for clearer thinking consider the following opportunities:

1. Find a 4-H public speaking video about a topic you enjoy!

2. Ask yourself, "What is the message the speaker is conveying? What is the tone?"

3. Write a reflection on the video using the terms defined on the previous page.
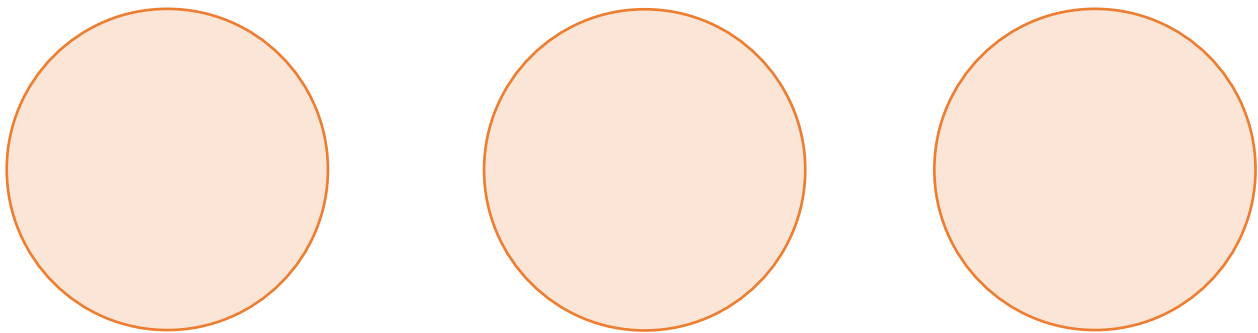
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Upload your reflection to your digital 4-H portfolio!

Using the circles below, brainstorm three different ideas for a speech, writing each different idea in its own circle.

Activity #2
Types of Speeches

Project Outcome
• Be able to identify different speech types. • Understand why a speech style is used. • Understand different components of different speeches.

Words to Know
• Persuasive Speech • Informative Speech • Special Occasion Speech

Did you know that not all speeches are the same? Some speeches are written to communicate information to educate the audience. Other speeches are written to convince or persuade the audience. These two speeches are skills many local, state and national politicians use to educate voters.

Here are three types of speeches you might give in 4-H.

A **persuasive speech** is a speech used when presenters want to convince their presentation or ideas to others.

An **informative speech** is intended to educate the audience on a particular topic

A **special occasion speech** is delivered during a special event such as an awards banquet, a wedding or another significant event.

Taking this new knowledge, fill in the blanks below by identifying which type of speech was given.

1. At graduation, the valedictorian gave a thoughtful _____ speech after accepting her award.

2. The guidance counselor presented us with a very _____ speech detailing what was to come this semester.

3. The coach gave us a _____ speech prior to kickoff that truly convinced us that we were capable of winning.

For the above statements, the valedictorian presented a special occasion speech, the guidance counselor presented an informative speech and the coach presented a persuasive speech.

Choose one of the above speech types and give a speech about 4-H or an agricultural topic you are passionate about. The speech should be at least one minute, but no longer than two minutes. Make sure to ask for permission to research your topic online to guarantee you present correct information.

Ask to present your speech in front of your 4-H club. Once you give your speech, ask your audience what type of speech you presented. Reveal the answer to them by explaining the differences between the types of speeches.

Upload the final copy of your speech to your digital 4-H portfolio!

Activity #3
Planning a Speech

Project Outcome
• Identify the elements of organizing a speech: topic and purpose; audience analysis; research; supporting materials; develop main points; organize main points; construct introduction, conclusion and transitions; word your speech; rehearse your speech; and present speech.

Words to know
• Purpose • Audience • Research • Main point • Introduction • Conclusions • Transitions

Why you do think the organization of a speech is important?

_____

_____

_____

_____

_____

Hopefully you mentioned a well-organized speech allows for easy follow and delivery. Speeches that are unorganized can be difficult to understand. By having an organized speech, you are showing your own confidence. In addition to organization, choosing a topic and finding the purpose for a speech is crucial for its success. It's easy to lose the purpose of a speech. While writing your speech, go back and make sure that the purpose of your speech is the same throughout.

Using the list of terms below, match the term in the left column to a definition in the right column.

Term	Definition
A. audience	_____ 1. A speech delivered during a special event such as an awards banquet, a wedding or another significant event.
B. content	
C. informative	_____ 2. A spoken expression of thoughts.
D. persuasive	_____ 3. Spectators or listeners at a public or private event, such as a play, movie, concert, speech or banquet.
E. purpose	
F. special occasion	_____ 4. The subject of a speech.
G. speech	_____ 5. A speech where the speaker has a purpose of convincing the audience to accept a specific point of view.
H. topic	
	_____ 6. A speech where the speaker aims to help the audience understand a specific subject.
	_____ 7. Words used in a speech that have a specific meaning building on the speech's purpose and topic.
	_____ 8. The goal of the speech – inform, persuade, entertain.

Now, let's review tips on how to give a good speech.
1. Research a specific topic in great detail
2. Use templates as a tool, not a crutch
3. Practice your speech out loud, multiple times
4. Rehearse your speech in front of your family or friends

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Scan or click the QR code to your left to see nine speech templates to help organize your speech.

Check your answers: 1. F, 2. G, 3. A, 4. H, 5. D, 6. C, 7. B, 8. E

Activity #4
Verbal/Non-Verbal Communication

Project Outcome
• Identify elements of verbal and non-verbal communication when delivering speeches.

Words to know
• Verbal
• Non-verbal

Oral communication is used when delivering any speech to an audience. From giving a class presentation to creating a PowerPoint for your family on why you need a family pet, it is important to communicate efficiently. You want to convey your message to your audience so they can understand you. **Verbal** communication is the content you present. **Non-verbal** communication is everything else – body language, eye contact and the volume of your voice.

Scan the QR code on your right to watch a video about verbal and non-verbal communication. Throughout the video, pay attention to the difference between verbal and non-verbal communication.

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Now, give additional examples of verbal and non-verbal communication:

Verbal	Non-Verbal

Think about what you've learned so far about oral communication. Which of the following are included in oral communication?

    A. Communicating through spoken word
    B. Communicating through visual aids (media or internet)
    C. Communicating through photographs and/or videos (media)
    D. All of the above

That's right! All of these are examples of oral communication.

Giving a speech can seem scary or make you nervous and anxious. That's okay! What are some ways you can ensure your speech is successful? Explain how you could might use verbal and non-verbal communication components to successfully deliver your speech.

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Upload your tips for success to your digital 4-H portfolio!

Here are some recommended tips for you:
- Use both verbal and non-verbal communication components
- Visual aids keep the audience engaged and help cue the speaker as to what is next
- Be excited and passionate about your topic, but speak slowly enough your audience can follow
- Speak clearly
- Be organized
- Be prepared by practicing your speech
- Have fun

Activity #5
Styles of Writing

Project Outcomes
• Be able to identify three different writing styles. • Understand the purpose of each style. • Understand where to use each style.

Words to know
• Journalistic • Scholarly • Business

In previous activities, you learned about different types of speeches, but did you know there are different styles of writing? Would you write the same way in a friend's birthday card as you would a paper for school? Probably not. That's because they are different types of writing.

> **Business** writing is commonly used in professional communications, such as reports, proposals and emails. You should write in business style when emailing your teachers or local 4-H agents and volunteers.

> **Journalistic** writing is commonly used to write newspaper or magazine articles.

> **Scholarly** writing is commonly used to write informational and educational papers, like how you'd write for a school project.

Share an example of when you used one of these writing styles. Explain why it was a specific style of writing. Upload your example to your digital portfolio.

_____

_____

_____

_____

Taking your new knowledge, identify which paper topics fall under each writing style.

Paper Topics		
New Organic Farm Opening Announcement	Resume	Extension research article about GMOs
Newspaper article covering how local farmers feel towards GMOs	Email informing employees of a change in management	Informational paper about a new agritechnology

Business	Journalistic	Scholarly

Now, let's put your head to clearer thinking. Select one paper topic that interests you and generate a headline for each style of writing.

Business	Journalistic	Scholarly

Upload your headlines to your digital 4-H portfolio!

Let's check your answers: *Business:* resume and email informing employees of a change in management; *Journalistic:* new organic farm opening announcement and newspaper article covering how local farmers feel towards GMOs; *Scholarly:* extension research article about GMOs and informational paper about a new agritechnology.

Activity #6
Crisis Communication

Project Outcome

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

Words to know

- Message development
- Issue
- Crisis communication
- Management

Take the time to read each of the following new terms and their definition. Then, read more about the phases of crisis management by scanning or clicking the QR code on the right. Once you have read the article, place the four terms in the correct order using the yellow diagram at the bottom of the page.

Message development: the process of creating a communication message for a specific scenario.

Issue: a situation that has adequate time to be assessed, but might need to have solutions implemented immediately.

Crisis communication: the technologies, systems and protocols established for an organization to use for effective communication during an emergency situation.

Management: the strategy and leadership a business has in place to diminish an issue.
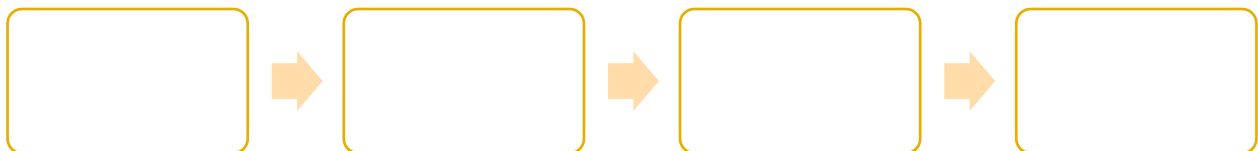
That's right. Hopefully you recognized that first an issue must arrive, then a message is developed, followed by crisis communication and lastly, the management of the issue.

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Using the QR code on the left, read the linked article on crisis communication specifically as it relates to issues in agriculture. Take notes as you read the article. Then, think of a crisis issue in agriculture. Create your own crisis message using the space below. Upload your message to your digital 4-H portfolio.

_____

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_____

Activity #7
Visual Design

Project Outcome
• 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.

Words to know
• Visual aids

Now, it is time to apply what you've learned in this project area guide. Using the steps below, practice creating a storyboard.

First, scan or click the QR code on the right to learn about storyboards and how to make one in six easy steps.

Create a storyboard using the provided storyboard template.

Record a video after your storyboard has been reviewed and approved by your local extension agent. This should be an interview or a video documenting someone or something in your life, with length between one and 1.5 minutes. Use the QR code on your left to learn how to use a smartphone to record your video.

Edit the video using the software of your choice. If you don't have a video editing software of choice, try iMovie (Mac) or Blender. The QR code on your right will show you how to use iMovie.

Congratulations! You have completed the Beginner Communications Project Curriculum. Upon completing this project book, you learned about essential components of speeches, different types of speeches, the importance of planning and practicing a speech, examples of verbal and non-verbal communication, styles of writing, crisis communication and created your own visual aid! Continue to seek opportunities to apply what you have learned in your project and learn new skills along the way.

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More information can be found on the Tennessee 4-H Public Speaking/Communications project page, including the project outcomes and curriculum for the Intermediate level.

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