

# AGRICULTURAL AND NATURAL RESOURCES COMMUNICATIONS

## **Agricultural & Extension Education 421**

### Fall Semester 2008

#### 1. Course Information

Description: Procedures and practices in developing, interpreting, and communicating agricultural and natural resources information with emphasis on the use of visual materials and effective presentations.

Level: Undergraduate/Graduate

Credit: Three semester hours

Packet: *Concepts in Agricultural and Life Science Communications (Required)*.

Text: The following textbooks are useful, but not required.

They were not ordered through the bookstore specifically for this class.  
Effective Oral Communication (2nd ed.) Illinois: Interstate Printers and Publishers or  
Communications Handbook (4<sup>th</sup> ed.) Illinois: Interstate Printers and Publishers.  
**(2-3 copies available and can be checked out from the instructor over-night)**

#### 2. Instructors

**Dr. Stacy A. Gartin**, Professor  
Agricultural & Extension Education  
2056 Ag. Sciences Bldg.  
Campus Phone: 293-4832, ext. 4480  
Email: [sgartin@wvu.edu](mailto:sgartin@wvu.edu)

#### Teaching Assistants

**Ms. Amy Moyers**  
**Mr. Chad Smith**  
**Ms. Jessica Shockley**  
**Ms. Lemma McLean**  
**Ms. Jenna Wine**  
**Mr. Greg Moran**

**Mr. Adam Judy**  
**Mr. Dan Koerner**  
**Ms. Melanie Davis**  
**Mr. John Workman**  
**Ms. Allison Heavner**

#### Teaching Assistants Office:

2049 Ag. Sciences Bldg.

Secretary: Mrs. Alice Compton, 293-4832x4484, Room 2056 AGS  
Office Hours: See instructor or TAs for an appointment time.

#### 3. Course Objectives\*

The primary objectives of this course are to assist the student in:

- a. Describing the importance and applications of the communication process in agricultural and natural resources business, industry, and education.
- b. Analyzing and interpreting agricultural and natural resources information and research data.
- c. Organizing effective presentations using audio and/or visual communication techniques and the related equipment for various audiences.
- d. Making effective presentations employing appropriate communication techniques and hardware for specific audiences.
- e. Evaluating the productivity and efficiency of presentations and of their related components.
- f. Demonstrating proficiency in interpersonal and group communication techniques.
- g. Contributing to the improvement of presentation skills of him/herself.

\*(Objectives of a-g will be identified following the title for each class session in the Daily Schedule portion of this syllabus. This will enable the student to associate the class session with the objectives for the course.)

#### 4. Daily Schedule\*

Page  
(P=Packet)

#### August

#### Class Sessions

18	Class Orientation and Personality Types (start studying for 1 <sup>st</sup> exam)	<b>Study - 20 min./day</b>
20	Communication Process (SMCR) (a)	
22	Communication Process (a) Two Step Flow Method, Barriers to Communication (a)	
25 & 27	<b>Personal Introductions</b> (d, f) (1 min.) – Rm. 2001	P: 28-31, 49
29	Business Letters (a)	P: 8-9,12

#### September

#### Class Sessions

1	NO CLASS – Labor Day Recess	
3	Résumé (a)	P: 10-11
5	Listening (a) Speeches for Special Occasions (d,f)	P: 6-7
8	<b>Student Introduction of Guest Speaker</b> (1 min.) – Room 2001 (d,f,g)	
10	Time Management and Goal Setting (a) <b>(Letters due)</b>	
12	Creative Intelligence and Biorhythms (a)	P: 6, 49
15	<b>Students Present: Special Occasions Speeches</b> (d,f,g) (Partners from group; 1 minute each in presentation; One student will present an award and the other will accept the award) <b>(Résumé is due)</b>	P: 6, 7, 49
17	Professionalism, Interviewing Techniques (a,f,g) (Students may want to purchase "Knock'em Dead" by Martin Yate <b>(Email Assignment Due)</b>	
19	Securing Employment	
22	<b>1<sup>st</sup> Student Extemporaneous/Impromptu Speaking</b> (d,f,g) (1-2 min.) (Class will be divided in half, two rooms)	
24	Preparation of Graphs & Charts based on Data (b,c) Overhead Projectors and Transparencies (a,c)	P: 13-14, 48
<b>24 Night (5-9pm)</b>	<b>FIRST EXAM</b> (T/F, Multiple Choice, Short Answer, Essay) Includes information from lectures, handouts and packet	
26	Planning for and Developing a Major Presentation (Strategy Plan) (c)	P: 13-25
29	Delivering a Major Presentation (c) Illustrated Talk vs. Demonstration Talk Presentation Techniques (c,d) <b>(Voice Mail Assignment is due)</b>	P: 28-31 P: 26-27, 32-35

#### October

#### Class Sessions

1	Effective PowerPoint Presentations	
3	Diffusion and Adoption Process (a) Principles of Learning (a)	

6, 8, 10	<b>3-5 minute Overhead Chart/Graph Presentations</b> (d,e,f,g) [7/day/room – 2 rooms] Persuasive, Informational, or Technical Data (must use one of the seven types discussed in class), <b>Student attendance is mandatory (-10%/day)</b>	
13, 15, 17	<b>4-5 minute Music Interpretation Presentations</b> (d,f,g) (No more than 1½ min. of music) [7/day/room – 2 rooms], <b>Student attendance is mandatory (-10%/day)</b>	
20	Photographic Composition (c,d)	P: 24,25, 46,47,50
22	<b>MAKE-UP DAY</b>	
24	<b>NO CLASS</b>	
27	Photographic Principles (c,d)	P: 24,25, 46,47,50
29	<b>2<sup>nd</sup> Student Extemporaneous/Impromptu Speaking</b> (d,f,g) (1-2 min.) (Class will be divided in half) <b>(Strategy Plan Due)</b>	
<b>29 - Night (5-9pm)</b>	<b>SECOND EXAM</b> (T/F, Multiple Choice, Matching, Short Answer/Essay)	
31	Techniques of Selling	
<b>November</b>	<b><u>Class Sessions</u></b>	
3	<b>4-6 minute Powerpoint Presentations</b> (d, e, f, g) [7/day/room – 2 rooms]; <b>Student attendance is mandatory (-10%/day)</b>	
5	<b>4-6 minute Powerpoint Presentations</b> (d, e, f, g) [7/day/room – 2 rooms]; <b>Student attendance is mandatory (-10%/day)</b>	
7	<b>4-6 minute Powerpoint Presentations</b> (d, e, f, g) [7/day/room – 2 rooms]; <b>Student attendance is mandatory (-10%/day)</b>	
10	<b>8-10 minute Major Presentations</b> (d, e, f, g) [4/room –Two rooms]; <b>Student attendance is mandatory (-10%/day)</b>	
12	<b>8-10 minute Major Presentations</b> (d, e, f, g) [4/room –Two rooms]; <b>Student attendance is mandatory (-10%/day)</b>	
14	<b>8-10 minute Major Presentations</b> (d, e, f, g) [4/room -Two rooms]; <b>Student attendance is mandatory (-10%/day)</b>	
17	<b>8-10 minute Major Presentations</b> (d, e, f, g) [4/room -Two rooms]; <b>Student attendance is mandatory (-10%/day)</b>	
19	<b>8-10 minute Major Presentations</b> (d, e, f, g) [4/room –Two rooms]; <b>Student attendance is mandatory (-10%/day)</b>	
21	Purposes of Evaluation – History, Program, Self (e, g)	
<b>December</b>	<b><u>Class Sessions</u></b>	
1	<b>2<sup>nd</sup> Mock Interview</b> (12-12:50 and 3-6:00pm)	
3	<b>3<sup>rd</sup> Student Extemporaneous/Impromptu Speaking</b> (d,f,g) (1-2 min.)	
5	Course Evaluation (oral & written) Review for Final Exam (last day of class)	
<b>Dec 12</b>	<b>FINAL EXAM (comprehensive)</b> , Friday, 3:00 - 5:00 p.m., Room 2001	

\* Course content and assignments are subject to revision if instructor deems necessary..

## 5. Grading Policy and Late Work

Twenty five percent (25%) of the total points possible for any assignment will be **deducted for being submitted or performed late**. Exceptions will be made by the instructor only for extenuating circumstances.

All late assignments must be completed by November 21st. University policy will be followed regarding incompletes and academic misconduct.

## 6. Grading Scale\*

1200-1116	93%	A	923-876	73%	C
1115-1080	90%	A-	875-840	70%	C-
1079-1044	87%	B+	839-804	67%	D+
1043-996	83%	B	803-756	63%	D
995-960	80%	B-	755-720	60%	D-
959-924	77%	C+	719 and below		F

How to calculate your grade: take your total points earned to date and divide that number by the total points currently possible.

### Summary of Assignments:

Written Assignments =	360 pts =	30%
Oral Assignments =	540 pts =	45%
Tests =	<u>300 pts =</u>	<u>25%</u>
<b>TOTAL =</b>	<b>1200 pts.</b>	<b>100%</b>

\*In the event that the hard drive on Dr. Gartin's computer crashes and the student scores are lost, **students** are required to save all graded assignments. It is the responsibility of the student to document his/her grades.

### Social Justice Statement

*"West Virginia University is committed to social justice. I concur with that commitment and expect to maintain a positive learning environment based upon open communication, mutual respect, and nondiscrimination. Our University does not discriminate on the basis of race, sex, age, disability, veteran status, religion, sexual orientation, color or national origin. Any suggestions as to how to further such a positive and open environment in this class will be appreciated and given serious consideration.*

*If you are a person with a disability and anticipate needing any type of accommodation in order to participate in this class. Please advise me and make appropriate arrangement with Disability Services (293-6700)."*

### Academic Honesty Statement

*All acts of plagiarism, cheating, forgery, misrepresentation, or other dishonest practices will be handled in accordance with official West Virginia University policies.*

## 7. Course Requirements\*

<u>Assignment</u>	<u>Due Date</u>	<u>Points</u>	<u>Earned</u>
Personal Introductions (1-2 minutes) Review video & Self critique	Aug. 25 & 27	20 10	
Application Letter (30 pts), Follow-up Letter (15 pts), Acceptance Letter (10 pts), Resignation Letter (15 pts) (typed and saved, <i>submit hard copy only</i> )	Sept. 10	70	
Introduction of a Guest Speaker Review video & Self critique	Sept. 14	25 10	
Résumé (saved on hard drive, <i>submit hard copy only</i> )	Sept. 17	50	
Speeches for Special Occasions (2 minutes/team, Present & Accept) Review video & Self critique	Sept. 17	30 10	
Email Assignment Due (submit hard copy and email to TAs)	Sept. 19	15	
1 <sup>st</sup> Extemporaneous/Impromptu Speech (1-2 minutes) Review video & Self critique	Sept. 24	25 10	
<b>FIRST EXAM (5-9pm)</b>	Sept. 26	100	
Voice Mail Message, requesting information about the company (typed word for word and saved, <i>submit hard copy only</i> )	Sept. 28	15	
1 <sup>st</sup> Mock Interview ( <b>Mon.Oct. 1st<sup>h</sup> – outside of class</b> ) Review video & Self critique	Oct. 1	25 10	
Communication Strategy Plan	Oct. 10	50	
4-5 minute Music Interpretation Presentation <b>Attendance required (-10%/day)</b> Review video & Self critique	Oct. 12,15,17	100 10	
2 <sup>nd</sup> Extemporaneous/Impromptu Speech (1-2 minutes) Review video & Self critique	Oct. 29	30 10	
<b>SECOND EXAM (5-9pm)</b>	Oct. 31	100	
3-5 minute Overhead Chart/Graph Presentation <b>Attendance required (-10%/day)</b> (Must use graph or chart discussed in class) Review video & Self critique	Oct 31, Nov. 2, 5	100 10	
4-6 minute PowerPoint Presentation <b>Attendance required (-10%/day)</b> Review video & Self critique			
Major Presentations (8-10 minutes) <b>Attendance required (-10%/day)</b> Review video & Self critique	Nov. 7, 9, 12, 14, 16	150 10	
3 <sup>rd</sup> Extemporaneous/Impromptu Speech (1-2 minutes) Review video & Self critique	Nov. 26	30 10	
2 <sup>nd</sup> Mock Interview ( <b>12-12:50 and 3:00-6:00pm</b> )	Nov. 30, Dec. 3, 5	50	
Student Self-Evaluation	Dec. 7	15	
<b>FINAL EXAM</b> (comprehensive)	<b>Fri, Dec 12, 3-5:00pm</b>	<u>100</u>	
	<b>TOTAL</b>	<b>1200</b>	