



Introduction To Ag Communications Course Syllabus



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Classroom: Agricultural Education Building

Description of Course: This course introduces the broad field of agricultural communications and provides for the development of knowledge and skill in specific areas related to communications theory and practice. Content includes the meaning and process of communication, the role and history of print and electronic media, legal aspects of agricultural communications, news and feature writing in agriculture, news photography, layout and design, and ethics in agricultural communications. Content may also include web design and broadcast journalism in agriculture. Students will be encouraged to begin developing a portfolio in an area of interest such as print media, electronic media, or public relations. FFA and supervised experience will be included as appropriate.

Grading Scale:

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| A = | 100 - 90% |
| B = | 89 - 80% |
| C = | 79 - 70% |
| D = | 69 - 60% |
| F = | 59 - 0% |

Grading Procedure

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| Daily Grades (Quizzes, homework, worksheets, etc.) | 40% |
| Test Grades | 40% |
| Notebook Grades/Bell Work | 10% |
| Participation (10 pts/day) | 10% |

**Participation Grades can be reduced for tardiness and unexcused absences.

Test and Quizzes:

All tests will be announced and most quizzes will be announced in advance and material will be reviewed in class. Some pop quizzes will be given to make sure that the students are staying current with the material and to keep all students participating in class.

Projects:

Each student will be expected to develop, write and present a six (6) minute speech for this class. Students will be encouraged to present their speech at an FFA competition in the Spring semester. Projects will be graded on quality of work and time efficiency. Some projects will be individual and some group. Grades will be given according to work, participation and quality.

Absences:

Late work will not be accepted unless the absence was an excused absence. The student has the same number of days to submit the late assignment as was granted for the excused absence. *Example: If a student was on a UIL excused trip for two days, the student will have two days upon their return to class to complete and submit the assignments.* **Students are responsible for asking the instructor for missed work or to make up tests or quizzes.**

Agricultural Education Program Expectations

- 1) When entering the classroom, the student will have paper and pencil and be seated before the bell rings. (Tardy Policy is found in the Bethel High School Student Handbook).
- 2) No cell phone use without express permission from the instructor.

- 3) No profanity or obscene language will be tolerated in class or in extra-curricular FFA activities.
- 4) There will be no use of tobacco or alcohol or any other substance on or in school premises or on school or FFA related activities.
- 5) No soda or food in the classroom, without express permission from the instructor.
- 6) Student's best behavior is expected at all times, but especially when the instructor is on the phone, when visitors are present or when on extra-curricular FFA activities.
- 7) All students will have a separate notebook (binder) for their agriculture class(es).
- 8) All assigned work, notebooks and projects will be graded. Students that are caught cheating in any form may receive a "ZERO" for the assignment. In addition, the cheating may result in the student failing the unit, quarter, or even the semester.
- 9) The classroom is a place for learning. Students will behave in an orderly manner; avoid talking out of turn, horseplay and disturbing other students. No use of electronic devices such as MP3 players, cell phones, headphones, etc. (As per Bethel High School Student Handbook). *If cell phones are to be utilized by the students during class, the instructor will grant express permission for such use.*
- 10) Students should not leave the classroom without permission from the instructor and you must have your assignment notebook.
- 11) The instructor's desk, office and phone are private. They should not be opened, entered or touched without express permission from the instructor.
- 12) The classroom, lab area, shop and all work areas will be cleaned at the end of each class period. A student must stop their activity with enough time remaining in the class period for them to be able to clean their area.
- 13) For the students protection, safety goggles, glasses, face shields or welding helmets will be worn when working with any hand or power tool, including horticulture tools and machinery.
- 14) Students must obtain instructors permission before using and tools in the shop or at the farm.
- 15) Return tools in the same or better condition than when they were checked out.
- 16) Students should work in a careful and responsible manner to avoid injury or damage to the equipment. Students will be responsible for all damages to the equipment.
- 17) Report all accidents to the instructor. Do not enter the first aid kit without permission.
- 18) All agriculture students will have some type of supervised agricultural experience program or directed laboratory experience and records to support their program.
- 19) Students should not enter the shop or greenhouse without the permission of the instructor.
- 20) Violation of the above rules will result in disciplinary measures by the instructor and/or school administration.
- 21) Students that are disruptive during a substitute teacher's time in class will receive disciplinary action.
- 22) Students should dress appropriately for the classroom as described in the Bethel High School Student Handbook. FFA members should follow the FFA dress code at all state, regional, district, local competitions as described in the National FFA Manual.

The Following Units Will Be Covered in This Course

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| Unit 1 - Introduction to Professional Communication | Unit 8 – Formulas for Career Success: Resumes |
| Unit 2 – Presentation Strategies & Tactics | Unit 9 – Agriculture Communications: Broadcasting |
| Unit 3 – Agricultural Communications: The Basics | Unit 10 – Advertising for Agriculture |
| Unit 4 – Photography in Agriculture | Unit 11 – Public Speaking Basics |
| Unit 5 – Agricultural Communications: Journalism | Unit 12 – Researching Strategies & Tactics |
| Unit 6 – Business Letters & Memos | Unit 13 – Internet Basics |
| Unit 7 – Written Communication Practices | Unit 14 – Extemporaneous Speaking |