

## AGRICULTURAL COMMUNICATIONS: ORAL AND WRITTEN PROFILE OF TRAINING MASTERY

Instructor \_\_\_\_\_

Date \_\_\_\_\_

Program _____	
Grade _____	School _____
Name _____ Soc. Sec. No. _____	
Address _____ Phone _____	
In Case of Emergency, Contact _____	
Address _____ Phone _____	
Allergies/Disabilities that might require special accommodation for training (please specify) _____	
<p><b>The above information can be used for school records and/or to ensure safety of students. This confidential information is not to be released to employers or the general public.</b></p>	

Date of Enrollment \_\_\_\_ - \_\_\_\_ - \_\_\_\_ Total Class Hours \_\_\_\_\_ Total Hours Absent \_\_\_\_\_

Date of Withdrawal \_\_\_\_ - \_\_\_\_ - \_\_\_\_ Total On-the-Job Training Hours \_\_\_\_\_ Total Hours Tardy \_\_\_\_\_

Date of Completion \_\_\_\_ - \_\_\_\_ - \_\_\_\_ Total Lab Hours \_\_\_\_\_

### ON-THE-JOB TRAINING/WORK EXPERIENCE

_____	_____	_____
Duration of Employment	Job Title	Supervisor's Name
_____		_____
Address of Employer		Phone
_____	_____	_____
Duration of Employment	Job Title	Supervisor's Name
_____		_____
Address of Employer		Phone

### Use of This Document

This document can be used to record information about the student and skills mastered. This information is useful in documenting student progress during training and in providing information about the student's qualifications to potential employers and/or for entry into advanced training programs. Instructors using these materials are authorized to reproduce this document as required for use in their training programs.

# SPECIFIC JOB COMPETENCIES

Instructor: As each competency is mastered, place your initials and the date in the blank on the left. This will verify that the student can perform the skill with a minimum of supervision.

Date/Initials

## UNIT 1 — USING COMMUNICATION STRATEGIES

- \_\_\_\_\_ 1. Define communication.
- \_\_\_\_\_ 2. Complete statements about communication.
- \_\_\_\_\_ 3. Classify levels of communication.
- \_\_\_\_\_ 4. Identify parts of a communication model.
- \_\_\_\_\_ 5. Explain roles of senders and receivers.
- \_\_\_\_\_ 6. Define noise.
- \_\_\_\_\_ 7. Complete statements about feedback.
- \_\_\_\_\_ 8. Describe the process of listening.
- \_\_\_\_\_ 9. Describe types of nonverbal communication.
- \_\_\_\_\_ 10. Identify types of workplace communication.
- \_\_\_\_\_ 11. Analyze communication scenarios. (Assignment Sheet 1)
- \_\_\_\_\_ 12. Role-play verbal and nonverbal communication activities. (Assignment Sheet 2)
- \_\_\_\_\_ 13. \_\_\_\_\_

## UNIT 2 — EXAMINING PROFESSIONAL RELATIONSHIPS

- \_\_\_\_\_ 1. Differentiate between missions, goals, and objectives.
- \_\_\_\_\_ 2. Formulate missions, goals, and objectives. (Assignment Sheet 1)
- \_\_\_\_\_ 3. Identify business work ethics.
- \_\_\_\_\_ 4. Apply business work ethics to case studies. (Assignment Sheet 2)
- \_\_\_\_\_ 5. Describe characteristics of professional interpersonal relationships.
- \_\_\_\_\_ 6. Identify characteristics of a professional image.
- \_\_\_\_\_ 7. Complete statements about time management.
- \_\_\_\_\_ 8. Use time management guidelines to develop a work schedule. (Assignment Sheet 3)
- \_\_\_\_\_ 9. Describe effective team membership.
- \_\_\_\_\_ 10. Participate in a team project. (Assignment Sheet 4)
- \_\_\_\_\_ 11. Identify stress management skills.
- \_\_\_\_\_ 12. React to statistics about stress management. (Assignment Sheet 5)
- \_\_\_\_\_ 13. Play roles in a small group. (Assignment Sheet 6)
- \_\_\_\_\_ 14. \_\_\_\_\_

## UNIT 3 — EXPANDING THINKING SKILLS

- \_\_\_\_\_ 1. Classify obstacles to critical and creative thinking.
- \_\_\_\_\_ 2. Classify logical fallacies.
- \_\_\_\_\_ 3. Practice identifying logical fallacies. (Assignment Sheet 1)
- \_\_\_\_\_ 4. Complete statements about standards for thinking.
- \_\_\_\_\_ 5. Apply standards for thinking to a case study. (Assignment Sheet 2)
- \_\_\_\_\_ 6. Use critical thinking skills to analyze an essay. (Assignment Sheet 3)
- \_\_\_\_\_ 7. Describe phases of creative thinking.
- \_\_\_\_\_ 8. Apply creative thinking skills to a problem. (Assignment Sheet 4)
- \_\_\_\_\_ 9. Arrange in order the steps in the problem-solving process.
- \_\_\_\_\_ 10. Apply the problem-solving process. (Assignment Sheet 5)
- \_\_\_\_\_ 11. Identify guidelines for group problem-solving.
- \_\_\_\_\_ 12. Participate in a group problem-solving process. (Assignment Sheet 6)
- \_\_\_\_\_ 13. Evaluate the group problem-solving process. (Assignment Sheet 7)
- \_\_\_\_\_ 14. \_\_\_\_\_

Date/Initials

## UNIT 4 — DEVELOPING LEADERSHIP SKILLS

- \_\_\_\_\_ 1. Identify skills of effective leaders.
- \_\_\_\_\_ 2. Assess personal leadership skills. (Assignment Sheet 1)
- \_\_\_\_\_ 3. Identify characteristics of effective leaders.
- \_\_\_\_\_ 4. Assess personal leadership characteristics. (Assignment Sheet 2)
- \_\_\_\_\_ 5. Describe types of leadership styles.
- \_\_\_\_\_ 6. Determine your leadership style. (Assignment Sheet 3)
- \_\_\_\_\_ 7. Identify responsibilities of a leader in a small group.
- \_\_\_\_\_ 8. Determine responsibilities in case studies. (Assignment Sheet 4)
- \_\_\_\_\_ 9. Identify negotiation guidelines.
- \_\_\_\_\_ 10. Apply negotiation guidelines to case studies. (Assignment Sheet 5)
- \_\_\_\_\_ 11. Describe aspects of human behavior.
- \_\_\_\_\_ 12. Classify levels of conflict.
- \_\_\_\_\_ 13. Identify guidelines for resolving conflict.
- \_\_\_\_\_ 14. Research the accomplishments and characteristics of a leader. (Assignment Sheet 6)
- \_\_\_\_\_ 15. \_\_\_\_\_

## UNIT 5 — UNDERSTANDING MEDIA

- \_\_\_\_\_ 1. Distinguish characteristics of types of media.
- \_\_\_\_\_ 2. Describe aspects of copyright law.
- \_\_\_\_\_ 3. Apply copyright law to case studies. (Assignment Sheet 1)
- \_\_\_\_\_ 4. Complete statements about news.
- \_\_\_\_\_ 5. Define fact, inference, and opinion.
- \_\_\_\_\_ 6. Classify statements as fact, inference, or opinion. (Assignment Sheet 2)
- \_\_\_\_\_ 7. Identify techniques for using visual aids.
- \_\_\_\_\_ 8. Analyze visual aids. (Assignment Sheet 3)
- \_\_\_\_\_ 9. Determine visual aids appropriate for topics. (Assignment Sheet 4)
- \_\_\_\_\_ 10. Describe uses of multi-media presentation software.
- \_\_\_\_\_ 11. Analyze a multi-media presentation. (Assignment Sheet 5)
- \_\_\_\_\_ 12. Analyze broadcast media. (Assignment Sheet 6)
- \_\_\_\_\_ 13. Analyze a film. (Assignment Sheet 7)
- \_\_\_\_\_ 14. Identify principles of page layout.
- \_\_\_\_\_ 15. Identify characteristics of desktop publishing.
- \_\_\_\_\_ 16. Identify characteristics of printing processes.
- \_\_\_\_\_ 17. Analyze page layout. (Assignment Sheet 8)
- \_\_\_\_\_ 18. Analyze print media. (Assignment Sheet 9)
- \_\_\_\_\_ 19. \_\_\_\_\_

## UNIT 6 — USING JOURNALISTIC WRITING SKILLS

- \_\_\_\_\_ 1. Define the elements of news.
- \_\_\_\_\_ 2. Identify elements in news. (Assignment Sheet 1)
- \_\_\_\_\_ 3. Identify elements in press releases.
- \_\_\_\_\_ 4. Write a press release. (Assignment Sheet 2)
- \_\_\_\_\_ 5. Select the order of points for journalistic writing.
- \_\_\_\_\_ 6. Analyze the structure of news stories. (Assignment Sheet 3)
- \_\_\_\_\_ 7. Outline news stories. (Assignment Sheet 4)
- \_\_\_\_\_ 8. Arrange in order the steps in writing broadcast news stories.
- \_\_\_\_\_ 9. Identify the structure of a broadcast news story.
- \_\_\_\_\_ 10. Complete statements regarding broadcast writing.
- \_\_\_\_\_ 11. Write a broadcast news story. (Assignment Sheet 5)
- \_\_\_\_\_ 12. Identify guidelines for writing headlines and captions.
- \_\_\_\_\_ 13. Write headlines and captions. (Assignment Sheet 6)
- \_\_\_\_\_ 14. Complete statements about proofreading.
- \_\_\_\_\_ 15. Match proofing symbols to their instructions.
- \_\_\_\_\_ 16. Use proofing symbols. (Assignment Sheet 7)
- \_\_\_\_\_ 17. Participate as a writer in a press conference. (Assignment Sheet 8)
- \_\_\_\_\_ 18. \_\_\_\_\_

**Student ratings on specific competencies evaluated during the course are available upon student's written request and/or by calling the instructor. Parent's or guardian's signature is necessary if student is under 18 years of age.**

Date/Initials

**UNIT 7 — DEVELOPING SKILLS IN PHOTOJOURNALISM**

- \_\_\_\_\_ 1. Define functions of journalistic photographs.
- \_\_\_\_\_ 2. Identify functions of journalistic photographs. (Assignment Sheet 1)
- \_\_\_\_\_ 3. Define types of photographs taken by photojournalists.
- \_\_\_\_\_ 4. Identify types of photographs taken by photojournalists. (Assignment Sheet 2)
- \_\_\_\_\_ 5. Define elements of news photographs.
- \_\_\_\_\_ 6. Identify elements of news photos. (Assignment Sheet 3)
- \_\_\_\_\_ 7. Identify types of events that interest news photographers.
- \_\_\_\_\_ 8. Identify sources news photographers use to find photo opportunities.
- \_\_\_\_\_ 9. Take news photographs. (Assignment Sheet 4)
- \_\_\_\_\_ 10. Define elements of feature photographs.
- \_\_\_\_\_ 11. Identify elements of feature photographs. (Assignment Sheet 5).
- \_\_\_\_\_ 12. Take feature photographs. (Assignment Sheet 6)
- \_\_\_\_\_ 13. Define photographic methods of taking photo essays.
- \_\_\_\_\_ 14. Interpret the meaning of a photo essay. (Assignment Sheet 7)
- \_\_\_\_\_ 15. List guidelines for legal and ethical practices in photojournalism.
- \_\_\_\_\_ 16. Identify camera equipment useful to photojournalists.
- \_\_\_\_\_ 17. Define qualities of good photographs.
- \_\_\_\_\_ 18. Identify qualities of good photographs. (Assignment Sheet 8)
- \_\_\_\_\_ 19. \_\_\_\_\_

**UNIT 8 — INVESTIGATING CAREERS IN AGRICULTURAL COMMUNICATIONS**

- \_\_\_\_\_ 1. Analyze personal interests and abilities. (Assignment Sheet 1)
- \_\_\_\_\_ 2. Identify general skills needed for employment.
- \_\_\_\_\_ 3. Complete statements about entrepreneurship.
- \_\_\_\_\_ 4. Profile an agriculture-related business in your area. (Assignment Sheet 2)
- \_\_\_\_\_ 5. Profile a professional publication or association. (Assignment Sheet 3)
- \_\_\_\_\_ 6. Describe information in résumés.
- \_\_\_\_\_ 7. Prepare a résumé. (Assignment Sheet 4)
- \_\_\_\_\_ 8. Identify characteristics of cover and follow-up letters.
- \_\_\_\_\_ 9. Prepare a cover letter. (Assignment Sheet 5)
- \_\_\_\_\_ 10. Identify guidelines to follow when completing application forms.
- \_\_\_\_\_ 11. Complete an application form. (Assignment Sheet 6)
- \_\_\_\_\_ 12. Identify guidelines for interviewing.
- \_\_\_\_\_ 13. Apply interview guidelines to a case study. (Assignment Sheet 7)
- \_\_\_\_\_ 14. Prepare a follow-up letter. (Assignment Sheet 8)
- \_\_\_\_\_ 15. Explore a career in agricultural communications. (Assignment Sheet 9)
- \_\_\_\_\_ 16. \_\_\_\_\_

Date/Initials

**UNIT 9 — IMPROVING PUBLIC SPEAKING SKILLS**

- \_\_\_\_\_ 1. Differentiate between public speaking and conversational speaking.
- \_\_\_\_\_ 2. Describe an audience analysis.
- \_\_\_\_\_ 3. Analyze an audience. (Assignment Sheet 1)
- \_\_\_\_\_ 4. Identify characteristics of the body of a speech.
- \_\_\_\_\_ 5. Identify characteristics of introductions and conclusions.
- \_\_\_\_\_ 6. Label parts of a speech. (Assignment Sheet 2)
- \_\_\_\_\_ 7. Outline a speech. (Assignment Sheet 3)
- \_\_\_\_\_ 8. Identify guidelines for presenting speeches.
- \_\_\_\_\_ 9. Describe elements in speeches to introduce.
- \_\_\_\_\_ 10. Prepare and present a speech of introduction. (Assignment Sheet 4)
- \_\_\_\_\_ 11. Match types of informative speeches to their descriptions.
- \_\_\_\_\_ 12. Prepare and present a speech to inform using visual aids. (Assignment Sheet 5)
- \_\_\_\_\_ 13. Complete statements about extemporaneous speeches.
- \_\_\_\_\_ 14. Prepare and present an extemporaneous speech. (Assignment Sheet 6)
- \_\_\_\_\_ 15. Describe elements in speeches to persuade.
- \_\_\_\_\_ 16. Prepare and present a speech to persuade. (Assignment Sheet 7)
- \_\_\_\_\_ 17. Compete in a speech contest. (Assignment Sheet 8)
- \_\_\_\_\_ 18. \_\_\_\_\_