

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>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.</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. _____