

Communications/ Public Speaking

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Oral Communication

- Identify the essential elements in public speaking: speaker, audience, message, noise, context, channel and ethics.
- Understand the value of evaluation in public speaking.
- Identify the elements of organizing a speech: determine topic and purpose; analyze audience; conduct research; gather supporting materials; develop main points; organize main point; construct introduction, conclusion and transitions; word your speech; rehearse your speech; and present speech.
- Identify the different types of speeches: informative, persuasive and special occasion.
- Identify elements of verbal and nonverbal communication when delivering speeches.
 - Verbal: enunciation and pronunciation, inflection, cadence and pause.
 - Nonverbal: eye contact, facial expressions, gestures, body language, body movement and clothing.

Written Communication

- Value proper grammar.
- Value proper punctuation.
- Value clear and concise writing.
- Identify proper methods of revising and editing.
- Differentiate between styles of writing and their uses.

Journalistic Writing

- Value proper grammar.
- Value proper punctuation.
- Value clear and concise writing.
- Identify proper methods of revising and editing.
- Differentiate between styles of writing and their uses.

Scholarly Writing

- Recognize the importance of research writing.
- Identify elements of a research report.
- Identify different communication theories used in research writing.

Business Writing

- Recognize proper business writing etiquette.
- Recognize different styles of business writing.
- Describe each of the different types of emails used in the business setting.

Group Work

- Explain the value of working in groups.
- Identify the planning process when working in groups.
- Recognize the roles team members serve in group work.
- Discuss how to manage conflict when working in groups.

Professional Development

- Explain important factors to consider for a job interview.
- Discuss important factors to consider when dressing for an interview.

Message Development

- Identify what message development is.
- Describe how communicators use message development.
- Identify methods to test and create messages.

Agricultural Issue and Trend Management

- Identify what issue and crisis communication management means.
- Describe the impact of issues and trends in the agricultural industry.
- Discuss the development of issues and trends in agriculture.
- Identify elements used in developing a crisis communication plan.
- Identify elements used in developing an issue management plan.

Visual Design

- List proper communication design principles.
- Discuss how visual design is used in communication mediums.
- Discuss the importance of visual aids.
- Explore basic functions and practice working with Adobe InDesign and Illustrator visual design software.

Videography

- List steps in the video production process.
- Practice operating videography equipment.
- Explore basic functions and practice working with Adobe Premiere Pro video editing software.

Photography

- Explain how digital photography works.
- Recognize digital photography composition techniques.
- Discuss elements within provided photos (significance of poses, period picture was captured, clothing worn, and individuals/items in the photo).
- Practice operating photography equipment.
- Explore basic functions and practice working with Adobe Photoshop photo editing software.

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