

AGCJ - AG COMM & JOURNALISM (AGCJ)

AGCJ 105 Introduction to Agriculture and Life Sciences Communications

Credits 3. 3 Lecture Hours. Introduction to journalism and mass communication, its history, role in society, and unique role in agriculture; importance of journalism mass communication and the communication methods used in modern society; foundation for an understanding of agricultural news and information and how it is delivered to broad audiences. Only one of the following will satisfy the requirements for a degree: AGCJ 105 or JOUR 102.

AGCJ 281 Media Concepts in Agriculture and Life Sciences

Credits 3. 3 Lecture Hours. Preparation for the job and internship search process, practicing interview skills, and identification of the skills necessary to grow in and contribute to the agricultural communications and journalism profession; identification of challenges and opportunities facing professional agricultural communicators and journalists; identification and analysis of industry-wide issues; learning how to think critically about the news. **Prerequisite:** Grade of C or better in AGCJ 105 or concurrent enrollment.

AGCJ 285 Directed Studies

Credits 1 to 4. 1 to 4 Other Hours. Directed study of selected issue in field of agricultural communications with emphasis on collection, synthesis and interpretation of information. **Prerequisite:** Approval of department advisor.

AGCJ 289 Special Topics in...

Credits 1 to 4. 1 to 4 Lecture Hours. Special topics in an identified area of agricultural development. May be repeated for credit. **Prerequisite:** Approval of department advisor.

AGCJ 291 Research

Credits 1 to 4. 1 to 4 Other Hours. Research conducted under the direction of faculty member in agricultural communications and journalism. May be repeated 2 times for credit. **Prerequisites:** Freshman or sophomore classification and approval of department advisor.

AGCJ 301 Media Production in Agriculture and Life Sciences

Credits 3. 3 Lecture Hours. Application of principles of media production in photography, videography, and podcasting within the context of agriculture and life sciences; exploration of pre-production planning and writing, production, post-production, camera techniques, equipment use, video editing and graphics, and sound editing; exploration of unique techniques used for media production in the complex fields of agriculture and life sciences. **Prerequisites:** Grade of C or better in AGCJ 105 and AGCJ 281.

AGCJ 306 Theory and Practice of Public Relations in Agriculture and Life Sciences

Credits 3. 3 Lecture Hours. Exploration of the unique relationships among agricultural stakeholders; topics include writing public relations objectives, strategies, tactics, and evaluation of public relations plans and strategies. **Prerequisites:** Grade of C or better in AGCJ 105 or concurrent enrollment.

AGCJ 307 Design for Agricultural Media

Credits 3. 2 Lecture Hours. 2 Lab Hours. Principles and practices of agricultural media design, including design and production of printed publications and graphics; computer assisted design and production of media pieces. Required for AGCJ majors and minors. **Prerequisite:** Junior or senior classification.

AGCJ 308 Agricultural Photography

Credits 3. 2 Lecture Hours. 2 Lab Hours. Develop knowledge of photography, editing software, and composition techniques used in the agricultural communications field; develop photography and photo editing skills to a satisfactory level as demonstrated by performance on assignments and exams. **Prerequisite:** Junior or senior classification.

AGCJ 309 Data Storytelling in Agriculture & Life Sciences Communications

Credits 3. 3 Lecture Hours. Data Storytelling in Agriculture & Life Sciences Communications. Fundamentals of effective data-driven storytelling; detection and articulation of the stories behind datasets; communication in visual, oral, and written contexts for various audiences and publics; use of data analysis, evaluation, and other tools to create media stories in the context of agricultural and life sciences. **Prerequisites:** Grade of C or better in AGCJ 281 and AGCJ 311.

AGCJ 311 Introduction to Research in Agriculture and Life Sciences Communications

Credits 3. 3 Lecture Hours. Explanation of research and its ethics; development of research questions for audience, journalism and communications research; analysis of research designs and methods use of journalism, audience and communications research; topics include describing data collection methods and strategies, including interviews, observations, focus groups, surveys and content analyses; identification of research problems. **Prerequisites:** Grade of C or better in AGCJ 105 and AGCJ 281.

AGCJ 312 Editing in Agriculture and Life Sciences

Credits 3. 2 Lecture Hours. 2 Lab Hours. Principles and practices of editing for agricultural and technical audiences including improving and tightening copy; writing headlines, titles, and subheads; photo editing and captions, graphics and layout; print, broadcast, interactive and other media. **Prerequisites:** Grade of C or better in AGCJ 105; junior or senior classification.

AGCJ 313 Media Writing in Agriculture and Life Sciences I

Credits 3. 2 Lecture Hours. 2 Lab Hours. Newsgathering, writing, editing and ethics for all types of media used in agriculture and life sciences communications. **Prerequisites:** Grade of C or better in AGCJ 312.

AGCJ 314 Media Writing in Agriculture and Life Sciences II

Credits 3. 2 Lecture Hours. 2 Lab Hours. Examination of interpretative news gathering and writing for all types of media; basic media law and ethics, interviewing skills with assigned practice writing about agriculture; science and technology topics. **Prerequisites:** Grade of C or better in AGCJ 313; junior or senior classification.

AGCJ 355 Digital Storytelling in Agriculture and Life Sciences I

Credits 3. 3 Lecture Hours. Identification and pitching of digital story ideas in the agriculture and life sciences; recognition of technical and aesthetic aspects of visual design and storytelling that appeal to scientific and non-scientific audiences; design and creation of digital stories for dissemination through broadcast channels; composition of compelling and engaging stories for scientific and non-scientific audiences; management of digital storytelling projects. **Prerequisites:** Grade of C or better in AGCJ 301 and AGCJ 313.

AGCJ 366 Radio Broadcasting

Credits 3. 2 Lecture Hours. 2 Lab Hours. Survey of American broadcasting, development, and impact; influence on society, basic principles, mass communication theory, station operating programming, advertising, rating services, regulation, and censorship; in-depth analysis of current issues and developments. **Prerequisite:** Junior or senior classification.

AGCJ 404 Science Communications and Public Engagement in Agriculture and Life Sciences

Credits 3. 3 Lecture Hours. Integration of science communications experience in agriculture and life sciences research, education, and extension; overview of how to communicate effectively about science, technology, engineering, and math; application of the basics of science communication; examination of conducting science communication research and becoming an effective science influencer. **Prerequisite:** Grade of C or better in AGCJ 313 or approval of instructor.

AGCJ 405 Design and Publication in Agriculture and Life Sciences

Credits 3. 3 Lecture Hours. 0 Lab Hours. Examination of how to design, publish, and disseminate a print magazine; includes writing a journalism feature story for the print publication; designing and selling advertising for the publication. May be taken two times for credit. **Prerequisite:** Grade of C or better in AGCJ 312 and AGCJ 313.

AGCJ 406 Public Relations and Campaigns in Agriculture and Life Sciences

Credits 3. 3 Lecture Hours. Analysis of agricultural public relations campaign; topics include examination of public relations case studies and methods including writing public relations plans for agricultural entities, production of public relations components and evaluation of public relations objectives, strategies and tactics. **Prerequisites:** Grade of C or better in AGCJ 306 and AGCJ 313.

AGCJ 408 Advertising Copy and Design in Agriculture and Life Sciences

Credits 3. 2 Lecture Hours. 2 Lab Hours. Examination of creative aspects of advertising strategy, copywriting, typography and design in a variety of visual media; topics include learning to make and evaluate advertising. **Prerequisites:** Grade of C or better in AGCJ 313.

AGCJ 410 Risk Communications in Science and Society

Credits 3. 3 Lecture Hours. Expansion of understanding of risk communications and public-focused risk communication related to environmental, agricultural and public health contexts; examination of how risk is defined, assessed, quantified, perceived, and communicated; application of best practices of risk communication to crisis and risk-related events. **Prerequisites:** Grade of C or better in AGCJ 306 and AGCJ 313.

AGCJ 411 Advanced Research in Agriculture and Life Sciences Communications

Credits 3. 3 Lecture Hours. Development of research hypothesis, questions, and variables for audience and communications research; implementation of qualitative and quantitative research designs; collection, analysis, visualization, and reporting of qualitative and quantitative data; participation in research activities to apply research methods and analyses guided by sociological, psychological, and anthropological theories. **Prerequisite:** Grade of C or better in AGCJ 311; junior or senior classification.

AGCJ 413 Emerging Media in Agriculture and Life Sciences

Credits 3. 3 Lecture Hours. Examination of the use of popular emerging media in agriculture to communicate; exploration of building and marketing a brand online; understanding the strategy behind the posts and other communications; creation of emerging media communications strategies for academic or business entities that may be implemented upon completion of course. **Prerequisite:** Grade of C or better in AGCJ 313; junior or senior classification.

AGCJ 455 Digital Storytelling in Agriculture and Life Sciences II

Credits 3. 3 Lecture Hours. Application of advanced storytelling, shooting, and editing techniques for digital storytelling within the context of agriculture and life sciences; building of visual narratives using a combination of still images, HD video, ambient audio, and natural voices that appeal to scientific and non-scientific audiences; application of the journalistic standards of truth, fairness and accuracy with the tools and techniques of digital storytelling to tell compelling stories in the agriculture and life sciences. **Prerequisites:** Grade of C or better in AGCJ 301 and AGCJ 355.

AGCJ 481 Seminar

Credits 3. 3 Other Hours. Identification of communication-related issues; examination of the effects of media on the dissemination of scientific information and consumers' behavioral change; write, design, create and distribute communications products; exposure to work in teams. **Prerequisites:** Grade of C or better in AGCJ 314; senior classification.

AGCJ 485 Directed Studies

Credits 1 to 4. 1 to 4 Lecture Hours. Directed individual study of selected problems in agricultural communications, communication methods and the communication profession with emphasis on collection, analysis and presentation of information. **Prerequisites:** Junior or senior classification; approval of department advisor.

AGCJ 489 Special Topics in...

Credits 1 to 4. 1 to 4 Lecture Hours. 0 to 4 Lab Hours. Special topics in an identified area of agricultural communications and journalism. May be repeated for credit. **Prerequisite:** Junior or senior classification.

AGCJ 491 Research

Credits 1 to 4. 1 to 4 Other Hours. Research conducted under the direction of faculty member in agricultural communications and journalism. May be repeated 3 times for credit. Registration in multiple sections of this course are possible within a given semester provided that the per semester credit hour limit is not exceeded. **Prerequisites:** Junior or senior classification and approval of department advisor.

AGCJ 494 Internship

Credits 1 to 6. 1 to 6 Other Hours. Supervised internship and independent study related to the student's professional interest. **Prerequisites:** Junior or senior classification; approval of department advisor.