AGCJ - AG COMM & JOURNALISM (AGCJ)

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

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 305 Theory and Practice of Agricultural Publishing
Credits 3. 3 Lecture Hours.
Audience identification, publication content, management and design; analyze existing agricultural publications, identify audiences, advertising base and content.
Prerequisites: AGCJ 105; junior or senior classification.

AGCJ 306 Theory and Practice of Agricultural Public Relations
Credits 3. 3 Lecture Hours.
Public relations between agricultural producers and their suppliers as a critical part of agricultural communication; public relations objectives, strategies, tactics, evaluation and execution theory and practice examined. Only one of the following will satisfy the requirements for a degree: AGCJ 306 and JOUR 324.
Prerequisites: Grade of C or better in AGCJ 105; junior or senior classification.

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 312 Editing for Agricultural Audiences
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: AGCJ 105; junior or senior classification.

AGCJ 313 Agricultural Media Writing I
Credits 3. 2 Lecture Hours. 2 Lab Hours.
News gathering, writing, editing and ethics for current and emerging mediums used in agricultural communication; includes news identification, basic news writing methods, introduction to public relations, broadcast and Internet writing, interviewing skills, proper use of direct quotes and other news style. Only one of the following will satisfy the requirements for a degree: AGCJ 312 and JOUR 203.
Prerequisite: Grade of C or better in AGCJ 105 and AGCJ 312.

AGCJ 314 Agricultural Media Writing II
Credits 3. 2 Lecture Hours. 2 Lab Hours.
Interpretative agricultural news gathering and writing for all media types; basic media law and ethics, interviewing skills with assigned practice writing about agriculture, and science and technology, including meeting and event coverage both on and off campus; print, broadcast, interactive and other media.
Prerequisites: Grade of C or better in AGCJ 312 and AGCJ 313; junior or senior classification.

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 380 Workshop in Agricultural Communications and Journalism
Credits 1 to 4. 1 to 4 Lecture Hours.
The study, understanding and solution of human-agricultural problems based on theory learned in the classroom, library, laboratory and fieldwork completed by individuals and teams.
Prerequisite: Junior or senior classification.

AGCJ 404 Communicating Agricultural Information to the Public
Credits 3. 2 Lecture Hours. 2 Lab Hours.
Use of agricultural journalism principles and techniques to communicate scientific information related to agriculture, agribusiness, natural resources and life sciences to the general public; communication processes include audience identification, writing, editing and production of agricultural science-based manuscripts for popular and refereed publications.
Prerequisite: Junior or senior classification.
AGCJ 405 Agricultural Publications Production  
Credits 3. 2 Lecture Hours. 2 Lab Hours.  
Study and practice of the principles and concepts of designing, writing, editing, producing and distributing the AgriLeader magazine and Web site; includes practical applications of writing feature articles, magazine and Web site design, advertising sales, layout and graphics. May be repeated one time for credit.  
Prerequisites: Grade of C or better in AGCJ 312; junior or senior classification.

AGCJ 406 Agricultural Public Relations Methods  
Credits 3. 2 Lecture Hours. 2 Lab Hours.  
Agricultural public relations campaign analysis; public relations case studies and methods including writing public relations plans for agricultural entities, producing public relations components and evaluating public relations objectives, strategies and tactics.  
Prerequisites: Junior or senior classification.

AGCJ 407 Web Authoring in Agricultural Communication  
Credits 3. 2 Lecture Hours. 2 Lab Hours.  
Study and practice of basic website design theories, principles and writing for the web; use of web authoring software (not a programming class) to create online publications tailored for agricultural audiences; emphasizes informative content and functional design.  
Prerequisites: Grade of C or better in AGCJ 307; junior or senior classification.

AGCJ 408 Advertising Copy and Design  
Credits 3. 2 Lecture Hours. 2 Lab Hours.  
Creative aspects of advertising strategy, copywriting, typography and design in a variety of visual media; learn to make and evaluate advertising.  
Prerequisites: Grade of C or better in AGCJ 307 and AGCJ 313; junior or senior classification; approval of instructor.

AGCJ 409 Television Production for Agricultural Journalists  
Credits 3. 2 Lecture Hours. 2 Lab Hours.  
Fundamental concepts required to develop a broadcast quality video production; uses the high definition facilities of KAMU-TV and TTVN; hands-on experience in video production including producing, shooting and hosting a professional program series broadcast on KAMU-TV.  
Prerequisite: Junior or senior classification.

AGCJ 411 Audience and Communications Research Methods  
Credits 3. 2 Lecture Hours. 2 Lab Hours.  
Evaluation and implementation of research designs and methods used in audience and communications research; data collection methods and strategies, including interviews, observations, focus groups, surveys and content analyses, use of descriptive and comparative analyses to develop data-driven personas and recommendations for engaging target audiences.  
Prerequisite: Junior or senior classification.

AGCJ 413 Emerging Media in Agriculture  
Credits 3. 3 Lecture Hours.  
Popular emerging media in agriculture to communicate, build and market a brand online; understanding the strategy behind the posts and other communications; create 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.

AGCJ 416 Agriculture Extension Communication  
Credits 3. 2 Lecture Hours. 2 Lab Hours.  
Identify essential principles and concepts of extension communications; plan, write, produce, and deliver extension communications for agricultural entities; analyze and evaluate extension communications outcomes using data from impact assessments.  
Prerequisites: Grade of C or better in AGCJ 312; junior or senior classification.

AGCJ 431 Public Relations Writing for Farmers  
Credits 3. 2 Lecture Hours. 2 Lab Hours.  
Develop proficiency in writing agricultural PR for farmers; understand principles of effective agricultural PR writing; use appropriate writing techniques to write agricultural PR for farmers; apply ethical principles to agricultural PR writing; critique agricultural PR writing.  
Prerequisites: Grade of C or better in AGCJ 307; junior or senior classification.

AGCJ 432 Advanced Agricultural Public Relations  
Credits 3. 2 Lecture Hours. 2 Lab Hours.  
Study and practice of fundamental principles of agricultural PR; develop a professional understanding of the role of PR in agricultural organizations; learn strategies to plan, produce and evaluate public relations plans for agricultural organizations.  
Prerequisites: Junior or senior classification.

AGCJ 433 Agricultural Public Relations Campaigns  
Credits 3. 2 Lecture Hours. 2 Lab Hours.  
Fundamental principles of agricultural public relations campaigns; the development and implementation of public relations plans for agricultural organizations; the use of various media and strategies to communicate with agricultural audiences.  
Prerequisites: Junior or senior classification.

AGCJ 434 Advanced Agricultural Public Relations Writing  
Credits 3. 2 Lecture Hours. 2 Lab Hours.  
Advanced writing techniques for agricultural public relations; the development of effective agricultural public relations plans; the use of various media and strategies to communicate with agricultural audiences.  
Prerequisites: Grade of C or better in AGCJ 312; junior or senior classification.

AGCJ 435 Agricultural Public Relations Campaign Management  
Credits 3. 2 Lecture Hours. 2 Lab Hours.  
Advanced principles of agricultural public relations campaigns; the implementation of public relations plans for agricultural organizations; the use of various media and strategies to communicate with agricultural audiences.  
Prerequisites: Grade of C or better in AGCJ 312; junior or senior classification.

AGCJ 436 Advanced Agricultural Public Relations  
Credits 3. 2 Lecture Hours. 2 Lab Hours.  
Advanced principles of agricultural public relations campaigns; the development and implementation of public relations plans for agricultural organizations; the use of various media and strategies to communicate with agricultural audiences.  
Prerequisites: Grade of C or better in AGCJ 312; junior or senior classification.

AGCJ 437 Agricultural Public Relations Campaigns  
Credits 3. 2 Lecture Hours. 2 Lab Hours.  
Advanced principles of agricultural public relations campaigns; the implementation of public relations plans for agricultural organizations; the use of various media and strategies to communicate with agricultural audiences.  
Prerequisites: Grade of C or better in AGCJ 312; junior or senior classification.