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 or JOUR 102.

AGCJ 281 Journalism Concepts for Agriculture
Credits 3. 3 Lecture Hours.
The role of the news media in covering government, the court systems, corporations, taxation, and insurance; a practical perspective on how journalists interact with public and private institutions from a legal, ethical and social standpoint.
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 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.
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.
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 105 and AGCJ 312.

AGCJ 314 Agricultural Media Writing II
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 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 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.
(2-3). 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.
Prerequisite: Grade of C or better in AGCJ 307, AGCJ 312, and AGCJ 313; 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 466 Advanced Radio Broadcasting  
**Credits 3. 2 Lecture Hours. 2 Lab Hours.**  
Project-based instruction; a practical guide to producing, presenting, programming and managing a radio station. May be taken four times for credit.  
**Prerequisites:** AGCJ 366; junior or senior classification or approval of instructor.

AGCJ 481 Senior Seminar  
**Credits 3. 2 Lecture Hours. 2 Lab Hours.**  
Identification of communication-related issues; strategic planning to meet goals; measureable communication outcomes; writing, designing, creating and distributing communications products to clients; measuring effectiveness; working in teams.  
**Prerequisites:** Grade of C or better in AGCJ 313; 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.