Changes in Curriculum

College of Agriculture and Life Sciences
B.S. in Agricultural Journalism

New Courses

AGJR 105. Introduction to Agricultural Communication. (2-0). Credit 2. 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; credit will not be given for both AGJR 105 and JOUR 102.

AGJR 203. Agricultural Media Writing I. (2-2). Credit 3. 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, and broadcast and Internet writing; interviewing skills, proper use of direct quotes and other news style; credit will not be given for both AGJR 203 and JOUR 203. Prerequisite: Grade of C or better in AGJR 105; passing score in the GSP test.

AGJR 303. Agricultural Media Writing II. (2-2). Credit 3. 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; credit will not be given for both AGJR 303 and JOUR 303. Prerequisite: Grade of C or better in AGJR 203.; passing score in the GSP test; junior or senior classification.

AGJR 304. Editing for Agricultural Audiences. (2-2). Credit 3. 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; credit will not be given for both AGJR 304 and JOUR 304. Prerequisite: Grade of C or better in AGJR 203; passing score in the GSP test; junior or senior classification.

AGJR 305. Theory and Practice of Agricultural Publishing. (3-0). Credit 3. Audience identification, publication content, management and design; analyze existing agricultural publications, identify audiences, advertising base and content; credit will not be given for both AGJR 305 and JOUR 321. Prerequisite: AGJR 105; junior or senior classification.

AGJR 306. Theory and Practice of Agricultural Public Relations. (3-0). Credit 3. 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; credit will not be given for both AGJR 306 and JOUR 324. Prerequisite: AGJR 105; junior or senior classification.
AGJR 307 Electronic Media Production in Agricultural Communications. (2-2). Credit 3. Study of the principles, concepts, and practices of agricultural industry uses of electronic media production (radio, television and computer) for advertising, informational videos, computer-mediated instruction and distance education. Prerequisite: Computer usage course and AGJR 105; junior or senior classification.

AGJR 404 Communicating Agricultural Information to the Public. (2-2). Credit 3. Use of agricultural education 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: AGJR 304; junior or senior classification.

AGJR 405 Agricultural Publications Production. (1-3). Credit 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. Prerequisites: AGJR 305 and approval of instructor; junior or senior classification.

AGJR 406 Agricultural Public Relations Methods. (2-2). Credit 3. 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. Prerequisite: AGJR 306; junior or senior classification.

AGJR 407 Web Authoring in Agricultural Communication. (2-2). Credit 3. Study and practice of basic Web site 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. Prerequisite: AGJR 307; junior or senior classification.