



Introduction to Agricultural Communications

ALEC 330/532 — Fall 2019

Instructor

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Hours: By Appointment

Course Time & Location

Tu & Th — 12:40-1:55 Morgan Hall — 226

Course Description & Objectives

This course is designed to provide a basic understanding of the agricultural communication discipline. The course provides an overview of the history, philosophy, and theories of the discipline and introduces students to career options, skills and practical competencies required of agricultural communicators.

Student Learning Objectives:

- Discuss and evaluate various career options in agricultural communications.
- Explain the history and development of agricultural communications as a professional field.
- Identify and explain communication theories commonly used to guide agricultural communications practice.
- Identify and describe information sources, information channels, and audiences in agricultural communications.
- Demonstrate novice-level practical communications skills in preparation for later coursework and professional internships, including writing, editing, graphic design, electronic media, and campaign development.

Course Materials *Textbooks:*

Telg, R., & Irani, T., (2012). *Agricultural Communications in Action; A Hands-On Approach*. Clifton Park, NY: Delmar Cengage Learning.

2019 Associated Press Stylebook

Required Technical Materials:

- Laptop
- External Drive with at least 500gb of space
- Adobe CC subscription

Canvas Account:

All students will be automatically enrolled on Canvas for this course once they have paid registration. Lesson outlines, assignments, resources, grades and other materials will be posted on the course page throughout the semester. Students are expected to check Canvas frequently and are responsible for monitoring their grades on the system. All communication with your instructor should be via email or in person—do not send messages through Canvas.

Course Expectations

As the instructor, I am committed to helping you improve your communication knowledge and skills. To that end, you can expect constructive feedback on your assignments and an opportunity to apply that feedback on future assignments.

Punctuality:

I expect punctual attendance, collegial class participation, on-time submission of assignments, and honest effort. Tardiness is disruptive and disrespectful to the classroom, students, and instructor. Roll call will be taken promptly at 12:40, and you will not receive credit for the day if you miss roll call.

Students are responsible for obtaining any missed class material. Make-up exams will only be permitted to those individuals on a case-by-case basis with a documented excuse. Students participating in UTK-approved activities must notify me a week in advance of any Exam.

Electronic devices:

I recognize the benefits of technology in the classroom, especially when used throughout the semester for activities and assignments. However, if your use of electronic devices becomes distracting, you will be disinvented from the next class (Working on other assignments, Facebooking, surfing the web, watching videos, texting, etc.).

Assignments

Submission:

The ability to meet deadlines is one of the most basic requirements expected of communication professionals. All deadlines are firm for all graded work, including assignments, in-class assignments, quizzes and exams, unless you receive prior permission from your instructor—no late material will be accepted.

In-Class:

Throughout the semester there will be several in-class assignments. The purpose of in-class assignments is to allow you to practice and reflect on class concepts as well as explore relevant resources.

You must be in class, and activities cannot be made up without a documented university excused absence. In-class assignments are due the same day they are assigned, unless otherwise indicated, and no late submissions will be accepted.

Some of the in-class assignments will be group activities. You are expected to split the work equally among group members; the instructor reserves the right to assign the earned grades to group members based on contributions

Out-of-class:

In conjunction with your coursework you will be expected to keep up with assigned readings and come prepared to discuss these in class. You will also be expected to keep up with developments in the agriculture field through attention to local and national media. It would be beneficial for you to maintain an active subscription to your preferred media outlets.

You will also be assigned activities and assignment to perform out-of-class. I understand that you have other commitments and classes to keep on top of and so will attempt to balance your out-of-class activities with a need to advance relevant course knowledge and practice.

Grade Discrepancies:

All grade discrepancies are to be addressed within a **week** of the assignment being posted to Canvas.

Equipment

Camera Equipment:

- You will each be assigned a camera set for the course
- Camera equipment can be reserved through Mrs. Ownby in Morgan Hall 320 (Recommend emailing first).
- You are responsible for checking the cameras out using the proper channels and returning them on time and in the condition they were received or privileges will be revoked.

Writing Expectations

As a student in the Herbert College of Agriculture at UTK, you are expected to produce high quality writing. This means your writing assignments should meet college standards...

- Proper grammar, punctuation, and sentence structure
- No use of first person
- The use of proper Associated Press Style writing for journalistic writing

LinkedIn Learning

The University of Tennessee has an agreement with LinkedIn to provide free online tutorials to students and faculty on many software programs. If you feel “rusty” with any program, after being introduced to it in an ALEC course, it is **highly recommended** that you take it upon yourself to go through some of the LinkedIn tutorials, which can be accessed through the link on your myUTK page. I will provide more info on how to access this service during a class session.

Syllabus Disclaimer

Serious effort and consideration were used in formulating this syllabus. While viewed as an educational contract between the instructor and student, unforeseen events may cause changes to the scheduling of assignments, lectures, etc. I reserve the right to make any changes deemed necessary to best fulfill the course objectives. You will be made aware of any changes in a timely fashion using reasonable means.

University Civility Statement

Civility is genuine respect and regard for others: politeness, consideration, tact, good manners, gracious-ness, cordiality, affability, amiability and courteous-ness. Civility enhances academic freedom and integrity and is a prerequisite to the free exchange of ideas and knowledge in the learning community. Our community consists of students, faculty, staff, alumni, and campus visitors. Community members affect each other's well-being and have a shared interest in creating and sustaining an environment where all community members and their points of view are valued and respected. Affirming the value of each member of the university community, the campus asks that all its members adhere to the principles of civility and community adopted by the campus. <http://civility.utk.edu/>

Academic Integrity

“An essential feature of the University of Tennessee, Knoxville is a commitment to maintaining an atmosphere of intellectual integrity and academic honesty. As a student of the university, I pledge that I will neither knowingly give nor receive any inappropriate assistance in academic work, thus affirming my own personal commitment to honor and integrity.”

All parties involved will be reprimanded if evidence of plagiarism surfaces through the guidelines established by the university conduct board. The student may receive a zero on the assignment or in some cases may fail the course.

For more information, please visit: <http://www.lib.utk.edu/instruction/plagiarism>

Services for Students with Disabilities

Any student who feels he or she may need an accommodation based on the impact of a disability should contact the Office of Disability Services (ODS) at 865-974-6087 in 100 Dunford Hall to document their eligibility for services. ODS will work with students and faculty to coordinate reasonable accommodations for students with documented disabilities.

For more information regarding your rights as a student at UTK, please visit:

<http://accessibility.utk.edu>

Grade Breakdown

A	100% — 90%	D+	72.9% — 70%
B+	89.9% — 87%	D	69.9% — 67%
B	86.9% — 83%	D-	66.9% — 60%
B-	82.9% — 80%	F	Below 59.9%
C+	79.9% — 77%		
C	76.9% — 73%		

Grade Weighting	Assignments	75%
	In-Class Assignments	15%
	Punctuality	10%

Course Assignments

Assignment	Due Date	Portfolio Item	Points Available
Video Script	Sept. 14		75
Footage Capture	Various		75
Photo Editing Assignment	Oct. 7		100
Video Production Rough Draft	Oct. 9		75
Graphic Design Assignment	Nov. 4		100
Video Production Assignment	Nov. 13		150
Layout Design Rough Draft	Nov. 18		75
Layout Design Assignment	Dec. 7		150
Electronic Portfolio	Dec. 12		100
Attendance/Participation	Various		100

University Schedule

Classes Begin.....	Wednesday	August 21
Labor Day	Monday	Sept. 2
1st Session Ends	Wednesday	Oct. 9
2nd Session Begins	Thursday.....	Oct. 10
Fall Break.....	Thursday - Friday	Oct. 17-18
No Class Day.....	Wednesday	Nov. 27
Thanksgiving Holiday.....	Thursday - Friday	Nov. 28-29
Classes End.....	Wednesday	Dec. 4
Study Day	Thursday.....	Dec. 5
Exams.....	Friday - Thursday	Dec. 6, 9, 10, 11, 12
Graduate Hooding.....	Thursday.....	Dec. 12
Commencement.....	Friday	Dec. 13
Official Graduation Date.....	Saturday	Dec. 14

Course Schedule

Week

- Aug. 22: Introduction to Syllabus — History & Role of Agricultural Communicators
- Aug. 27: Introduction to visual communication: Finding and telling the story
- Sept. 3: Video Production — Script Writing — Lighting & Sound
- Sept. 10: Capture Film — Using cameras

Due: Video Script (Sept. 14)

- Sept. 17: Video editing software
- Sept. 24: Photo editing software
- Oct. 1: Developing the “photo editing” assignment

Due: Photo Editing Assignment (Oct. 7)

- Oct. 8: Video Presentations and examples

Due: Video Production Rough Draft (Oct. 9)

- Oct. 15: AP Style — Journalistic Writing — Visual Design

Fall Break-No Class Thursday Oct. 17

- Oct. 22: InDesign
- Oct. 29: Feature Writing — Print Layout — Captions

Due: Graphic Design Assignment (Nov. 4)

- Nov. 5: InDesign — Work Day

Nov. 11 *Dr. Greig's baby due*** (Date may vary and instruction cover will be provided as needed)**

- Nov. 12: Video Presentations

Due: Video Production Assignment (Nov. 13) & Layout Design Rough Draft (Nov. 18)

- Nov. 19: Online Presence and Your online Portfolio
- Nov. 26: Work Day

Thanksgiving Thursday Nov 28 no class.

- Dec. 3: Work Day— *Study Day*

Class End (Dec. 4);

Due: Layout Design Assignment (Dec. 7)

Electronic Portfolio (Dec. 12)