

Course Catalog - Spring 2006

Agricultural Communications

110 ***Intro to Ag and Env Comm*** Credit: 3 hours.

Introduction to the uses of mass communications media and theories in agricultural and environmental communications and community and human development, and to professional opportunities in applied communications in agricultural, environmental, and human services organizations.

190 ***Student Publications and Media*** Credit: 1 to 3 hours.

Reporting, photography, editing and other production for Illini Horizon and other College of Agricultural, Consumer and Environmental Sciences student publications and broadcast activities. May be repeated to a maximum of 12 hours. Students may register in this course more than once in the same term for a total of 3 undergraduate hours. Approved for S/U grading only.

199 ***Undergraduate Open Seminar*** Credit: 1 to 5 hours.

Experimental course on a special topic in agricultural communications. May be repeated in the same or separate terms as topics vary.

210 ***Writing for Ag and Env Media*** Credit: 3 hours.

Introduction to writing for the agricultural and environmental media. Emphasis on basic skills used to communicate through these media, with particular emphasis on writing skills.

220 ***Presenting Information*** Credit: 3 hours.

Examines four types of information necessary for promoting social change: problem analysis, benefit and risk, utility, and mobilization information. Students apply principles of information analysis and presentation using desk-top publishing software. Same as ENVS 220, and NRES 220.

*This course satisfies the General Education Criteria for a*Advanced Composition course.

240 ***Photography in Agriculture*** Credit: 4 hours.

Application of visual communications principles to agriculture using the photograph as medium; emphasizes communicative, creative, and technical aspects. See Class Schedule for approximate cost of materials.

293 ***Communications Internship*** Credit: 1 to 4 hours.

Supervised, off-campus experience in a field directly pertaining to subject matter in agricultural communications. May be repeated in the same or subsequent terms to a maximum of 10 hours. Approved for S/U grading only. Prerequisite: Sophomore standing.

294 ***Research Internship*** Credit: 1 to 4 hours.

Supervised, on-campus, learning experience with faculty engaged in research. May be repeated in the same or subsequent terms to a maximum of 10 hours. Approved for S/U grading only. Prerequisite: Sophomore standing.

295 ***Independent Study or Research*** Credit: 1 to 4 hours.

Individual research, special problems, thesis, development and/or design work under the supervision of an appropriate member of the faculty. May be repeated in the same or subsequent terms.

320 ***Educational Campaign Planning*** Credit: 4 hours.

Coordinated approach to planning and carrying out information campaigns using a variety of communications media; students contact and work with an agency interested in running a communications campaign to plan an information strategy related to the campaign topic.

*This course satisfies the General Education Criteria for a*Advanced Composition course.

330 ***Environmental Communications*** Credit: 3 hours.

Basics of communicating about environmental issues to various audiences, emphasizing communication to lay publics. Gathering information about a current environmental issue, analyzing interests of groups involved, and

examining strategies for communicating clearly to different groups. Same as ENVS 330, and NRES 330.

370 Ag Sales Communications Credit: 3 hours.

Role, dynamics, and principles of personal sales communications as related to food and agriculture; methods for analyzing, setting objectives, planning, conducting and evaluating sales communications efforts; individual observation of principles applied by agricultural sales professionals. Prerequisite: Junior standing.

380 Leadership Development Credit: 3 hours.

Examines leadership theory, styles and roles of leaders; includes exercises and activities to improve functional leadership skill, as adapted to career interests of the individual class member.

390 Prof Dev in Ag and Env Comm Credit: 1 hours.

Professional developments and issues in agricultural communications; the agricultural communicator today; and avenues for continuing professional growth. Approved for both letter and S/U grading. Prerequisite: Junior-senior standing.

396 Honors Research or Thesis Credit: 1 to 4 hours.

Individual research, special problems, thesis, development and/or design work under the direction of the Honors advisor. May be repeated in the same or subsequent terms. Prerequisite: Junior standing, admission to the ACES Honors Program.

398 Undergraduate Seminar Credit: 1 to 3 hours.

Special topics in a field of study directly pertaining to subject matter in agricultural communications. May be repeated in the same or subsequent terms to a maximum of 12 hours.

430 Comm in Env Social Movements Credit: 3 hours.

Examines the interests, values systems and communications strategies of key participants in the environmental movement. Students examine environmental issues and predict possible reactions from key participants in the environmental arena. Same as ENVS 430, NRES 430, and SOC 464. Prerequisite: SOC 100 or RSOC 110.

499 Seminar Credit: 1 to 3 hours.

Special topics in agricultural communications. May be repeated in the same or subsequent terms to a maximum of 12 undergraduate or graduate hours as topics vary.