

ASTE Course Map
Agricultural Communication and Journalism
ACAJ Program Learning Objectives

<u>ACAJ Program Learning Objectives</u>	Required Courses (Appendix A)																			
	A	A	A	A	A	A	A		A		P	E	F		J	J	J	J	J	J
	S	S	S	S	S	S	S		D	N	L	C	C		C	C	C	C	C	C
	T	T	T	T	T	T		V	F	S	O	S		O	O	O	O	O	O	O
	E	E	E	E	E	E		S	S	C	N	E		M	M	M	M	M	M	M
	1	2	2	3	3	4	5	1	2	4	3	3	1	1	2	2	4	4	4	4
	7	8	9	0	1	9	2	1	0	3	0	0	1	5	0	1	0	0	0	0
	1	3	0	5	0	0	6	1	4	0	3	3	3	0	1	6	0	3	3	3
	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
A. Develop in students a high degree of agricultural literacy with a wide variety of agricultural experiences which will provide an adequate reservoir of skills and knowledge in agricultural subjects to meet the need of the agricultural communication profession;	X	X	X		X	X	X		X	X	X	X	X							
B. Provide students with abilities and practical skills required to work in communications professions;	X			X	X	X									X	X	X	X	X	X
C. Provide students with theoretical and practical understanding of the workings of mass communication principles and practice;	X															X	X			X
D. Provide students with a grounding in the philosophical, ethical, and legal frameworks of mass communication, as well as an understanding of the roles and responsibilities of mass communication in a democratic society; and	X															X	X			X
E. Develop in students critical thinking and analytical abilities, facility in social science research methods, and strong written and oral communication skills within the context of the agricultural industry.	X	X		X	X	X									X	X	X	X	X	X

ASTE Course Map

Agricultural Communication and Journalism

Journalism and Communication Department Learning Objectives

<u>Journalism and Communication Department Learning Objectives</u>	Required Courses (Appendix A)																			
	A	A	A	A	A	A	A		A		P	E	F		J	J	J	J	J	J
	S	S	S	S	S	S	S		D	N	L	C	C		C	C	C	C	C	C
	T	T	T	T	T	T		V	F	S	O	S		O	O	O	O	O	O	O
	E	E	E	E	E	E		S	S	C	N	E		M	M	M	M	M	M	M
	1	2	2	3	3	4	5	1	2	4	3	3	1	1	2	2	4	4	4	4
	7	8	9	0	1	9	2	1	0	3	0	0	1	5	0	1	0	0	0	0
	1	3	0	5	0	0	6	1	4	0	3	3	3	0	1	6	0	3	3	3
	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
A. Journalism and Communication skills: Writing and verbal skills, information-gathering, fact-checking, the synthesis of ideas, deductive logic.				X	X	X									X	X	X	X	X	X
B. Technological skills: Both the ability to use effectively as well as the knowledge of current delivery systems for information and their impacts.						X											X	X		
C. Philosophical grounding: Understanding of the philosophical, historical, ethical antecedents of modern mass Journalism and Communication practice in the context of the First Amendment and a free and open society, and how those lessons apply in day-to-day mass media practice for media producers and consumers.	X					X									X	X	X	X	X	X
D. Critical thinking: The ability to evaluate mass media messages and campaigns, to understand how media and society interact and implications of that interaction.	X					X									X	X	X	X		X
E. Professional and personal responsibility: Affirmation of the individual's responsibilities as either a producer or consumer of information in a democratic mass media age.	X			X		X									X	X	X	X	X	X
F. Market savvy: Exposure to real-world situations that instruct and demonstrate application of classroom lessons.		X	X	X		X	X				X	X	X						X	

Required Courses for Agricultural Communication and Journalism Majors

Agricultural Communication (ASTE)

ASTE 1710. Introduction to Agricultural Communication. Overview of the history, importance to society, and role of mass communication in agriculture. Introduces students to the use of mass media in the agricultural industry. (3 cr) (F)

ASTE 2830. Agribusiness Sales and Marketing. Basic principles of agribusiness sales and marketing. After completing a series of self-assessments relating to sales, learning, and personality preferences, students learn to complete each major step of the sales process. (3 cr) (F)

ASTE 2900. (BSS) Humanity in the Food Web. Provides broad overview of food systems in conjunction with detailed analysis of particular issues, such as different theories and supporting data on the domestication of plants and animals, the use of human labor, the development and operation of complex technologies, and the analysis of socioeconomic data on human population growth and well-being. (3 cr) (F,Sp)

ASTE 3050. (CI) Technical and Professional Communication Principles in Agriculture. Technical communication principles and practices used in the agricultural industry. Emphasizes technical writing of reports and correspondence using electronic information retrieval and presentation. Prerequisite: Fulfillment of Communications Literacy CL2 requirement. (3 cr) (F,Sp)

ASTE 3100. Leadership Applications in Agricultural Science, Management, and Development. Study of leadership styles and their applications in development of agricultural programs for youth and adults. Emphasizes leadership and communication principles for effective community resource management in rural environments. Experiences provided in leadership styles, program planning, and meeting organization. (2 cr) (Sp)

ASTE 4900. Senior Project Research and Creative Opportunity. Agricultural communication students participate in the planning and constructing of agricultural publications. (3 cr) (Sp)

ASTE 5260. (CI) Environmental Impacts of (dual listed 6260) Agricultural Systems. Investigation of relationship between agricultural practices and environmental quality, including control of agricultural nonpoint-source pollution. (3 cr) (F)

Technical Agriculture (Agricultural Literacy)

ADVS 1110. Introduction to Animal Science. Influence and contributions of animal production and its commodities to society. Introductory scientific principles of animal science, livestock production systems, and contemporary issues. Introduction to professions and careers in animal agriculture and veterinary sciences. (4 cr) (F,Sp)

NFS 2040. Introduction to Biotechnology. Introduces freshmen to the emerging field of biotechnology and the impact this technology has on society. Also taught as ADVS 2040, BIOL 2040, and PSB 2040. (1 cr) (Sp)

PLSC 4300. World Food Crops and Cropping Systems: The Plants That Feed Us. Climatic, geographic, and management requirements of the world's plants that provide food for humans, including botanical relationships. Systems used to produce these crops and processes for turning them into food. Prerequisite: Integrated Science or comparable breadth course. (3 cr) (F even)

ECON 3030. (DSS) Introduction to Agribusiness Marketing. Principles and practices used by agribusiness firms to market products. Topics covered include the use of futures markets, international trade, marketing orders, and commodity marketing problems. Prerequisite: ECON 1500. (3) (F)

FCSE 3030. (DSC) Textile Science. Study of fibers, yarns, fabric constructions, and finishes as related to appreciation, selection, use, and care of current textiles. Evaluation of physical, economic, and aesthetic properties of textile products to determine suitability for desired end use. (4 cr) (Sp)

Journalism and Communication

JCOM 1130. Beginning Newswriting for the Mass Media. (formerly JCOM 1110) Techniques of writing news for various media. News values, philosophy, and practice. Elementary news-gathering and interviewing skills. Practice in various newswriting forms. Structures of the news industries and work place. Prerequisites: Fulfillment of Communications Literacy CL1 requirement through coursework or examination; and English Proficiency Test. (3 cr) (F,Sp,Su)

JCOM 1500. (BSS) Introduction to Mass Communication. (formerly JCOM 1000 BSS) History, philosophy, structures, and functions of the mass media (newspapers, magazines, TV and radio, advertising, and public relations) and their intersection with other social institutions. Media economics and the impacts of new technologies on media institutions and society. (3 cr) (F,Sp)

JCOM 2010. (BSS) Media Smarts: Making Sense of the Information Age. (formerly JCOM 2000 BSS) Critical analysis of the roles and performance of mass media content and messages, and their influence on society. Emphasizes critical reading of news, entertainment, and advertising content regarding women, minorities, children, and other groups. Basic mass media ethics and law. Prerequisite: Fulfillment of Communications Literacy CL1 requirement through coursework or examination. (3 cr) (F,Sp)

JCOM 2160. (CI) Introduction to Online Journalism. (formerly JCOM 2110 CI) Use of interactive computer networks, databases, and other electronic resources for news reporting and writing. Practice in research and information evaluation for news stories and features in news and public relations contexts. Prerequisites: Minimum grades of C+ in JCOM 1130, 1500, and 2010. (2 cr) (F,Sp)

JCOM 4000. Senior Seminar in Mass Communication. Capstone seminar required of all majors. Includes small discussion groups to pull together and synthesize experiences of students in all emphases. Examination of fundamental mass communication issues. Preparation for mass media careers. Prerequisite: Senior standing. (1 cr) (F,Sp)

JCOM 4030. (DSS) Mass Media Law. (dual listing 6430) Principles and theories of constitutional and case law governing the mass media, including libel and privacy, copyright, press freedom, broadcast regulation, and press responsibility. Prerequisite: Junior standing or permission of instructor. (3 cr) (F,Sp)