

Communications/ Public Speaking

March 2018

For more information, contact:

Arthur Leal, Agricultural Leadership, Education and Communications Department

Jennifer Richards, Tennessee 4-H Youth Development

James William Swart, Tennessee 4-H Youth Development

Oral Communication

- Develop a proper speech.
- Practice delivering informative, persuasive and special occasion speeches.
- Explain the purpose of delivering different types of speeches.

Written Communication

- Demonstrate the use of proper grammar through written assignments.
- Demonstrate the proper use of punctuation through written assignments.
- Demonstrate clear and concise writing through written assignments.

Journalistic Writing

- Explain proper Associated Press (AP) style.
- Practice developing a lead and nut graph for newsworthy stories.
- Develop an outline for the stories in which a lead and nut graph were created using the inverted pyramid.
- Practice conducting journalistic interviews.
- Describe the different techniques used in journalistic interviews.

Scholarly Writing

- Explain proper American Psychological Association (APA) style.
- Use a given topic to develop an annotated bibliography.
- Using a given topic, outline and develop a research prospectus.
- Practice citing a book, journal article, reports, thesis/dissertation and website.

Business Writing

- Select a job description and construct a cover letter.
- Select a job description and construct a resume.
- Construct each of the different types of emails.

Group Work

- Demonstrate your ability to serve as a group leader.
- Demonstrate your ability to serve as a member of a group.
- Demonstrate your ability to resolve a conflict in a group.



Professional Development

- Participate in a mock interview with a peer.
- Participate in a mock interview with a mentor.

Message Development

- Use the effective messaging process to develop a message for a selected organization.
- Prepare to test the message developed via the effective messaging process.

Agricultural Issue and Trend Management

- Using a case study, analyze how an issue was handled and identify what improvements could have been made.
- Track the life and development of an agricultural issue over an allotted amount of time.

Visual Design

- Using provided design pieces (print or web), identify the design principles.
- Incorporate design principles in the development of a print piece using Adobe InDesign.
- Develop a logo for a company using Adobe Illustrator.

Videography

Production

- Create a storyboard for a two-minute or less music video with a given topic.
- Using the created storyboard, capture the planned music video.
- Demonstrate setting up camera equipment for an interview
- Develop a set of questions to use during a video interview on a given topic.
- Conduct a basic video interview with the questions developed.

Editing

- Edit the visual and audio portion of the storyboard video.
- Edit the visual and audio portion of the video interview.

Photography

- Using captured photos, describe the meaning depicted in the photo and how you interpret it.
- Using captured photos, write captions for each photo.
- Capture images using different photography equipment and different composition techniques.
- Edit photos using Adobe Photoshop.
- Using captured photographs, describe composition techniques used.



UTIA.TENNESSEE.EDU

Real. Life. Solutions.™