Introduction to Agricultural Communication  
AGJR 105 - 500, 2 hours credit  
Texas A&M University  
Fall 2004  
http://www.aged.tamu.edu/agjour/105/index.html

Course Assignments and Deadlines

Class Participation and Attendance - 100 points
Attendance and participation points will be awarded throughout the semester. It is your 
responsibility to attend class and participate in class discussions. Lecture is only one way 
to learn the course content, much deeper learning and understanding will come from class 
discussion. Your participation is important to the overall classroom culture and depth.

Assignment #1: 100 points, October 12, 2004, Media Analysis
Topics related to agriculture are covered by many media sources. Agricultural 
communicators must keep current with how issues are being covered by other media 
sources. Each student must find three sources of media coverage by popular press (radio, 
tv, news, magazines, e-zines) media, not agricultural publications or media of a current 
(within the last 3 years) agricultural topic. Evaluate how the topic was covered in a 500-
word essay. The evaluation should discuss
1. the number and types of sources used for information,
2. the balance or lack thereof in the story,
3. what images, if any, were associated with the story,
4. where was the story placed in the medium.
5. how might this story be different in an agricultural media, and
6. how the story could be improved.

Assignment #2: 100 points, November 30, 2004, Careers in Agricultural Communications
1. Choose a specific entry-level position or internship in agricultural 
communications or agricultural journalism with a specific company or 
an organization. (i.e. Angus Journal graphic designer, marketing communications 
director for Valent USA Corporation, 4-H and Youth Development Extension 
Specialist for Tarrant County, Assistant Editor for Quarter Horse Journal). This 
position does not need to be currently open or accepting applicants.
2. Gather information about the specific qualifications and responsibilities of this 
position.
3. Develop or find a 1-2 page job description that includes the responsibilities of the 
position, skills needed, education and experience required, location of the position 
and a description of the administrative hierarchy (to whom or what position will 
this person report, who reports to this position).
4. Apply for the position
5. Develop a one page invited cover letter addressed to the instructor that explains 
why you should be hired for this job.
6. Develop a one page résumé highlighting your experience and educational background relevant to the position for which you are applying.

7. Staple these items together and turn them in to the teaching assistant. You do NOT need to print your résumé and cover letter on professional paper.

Exams
Exam #1: 50 points, September 21, 2004
   25 multiple-choice questions covering material from first five lectures. There will be five questions from each lecture.

Exam #2: 200 points, October 28, 2004
   Multiple choice, short answer and essay questions. This exam will cover lectures from September 23 through October 21 and chapters 1 and 2 in the text book. Any guest speakers or additional course readings will also be fair game.

Exam #3: 200 points, November 30, 2004
   Multiple choice, short answer and essay questions. This exam will cover lectures from October 26 through November 23 and chapter 3 in the textbook. Any guest speakers or additional course readings will also be fair game.

Final Exam: 250 points, Wednesday, December 15, 2004 8-10 a.m.
   Comprehensive multiple choice and short answer questions. Includes any material covered during the semester, all five chapters of the textbook, guest speakers and additional readings.

Assignment distribution

Exams 700 points total 70% of course grade
Participation 100 points 10% of course grade
Media Analysis 100 points 10% of course grade
Careers in Ag Comm 100 points 10% of course grade
1000 points