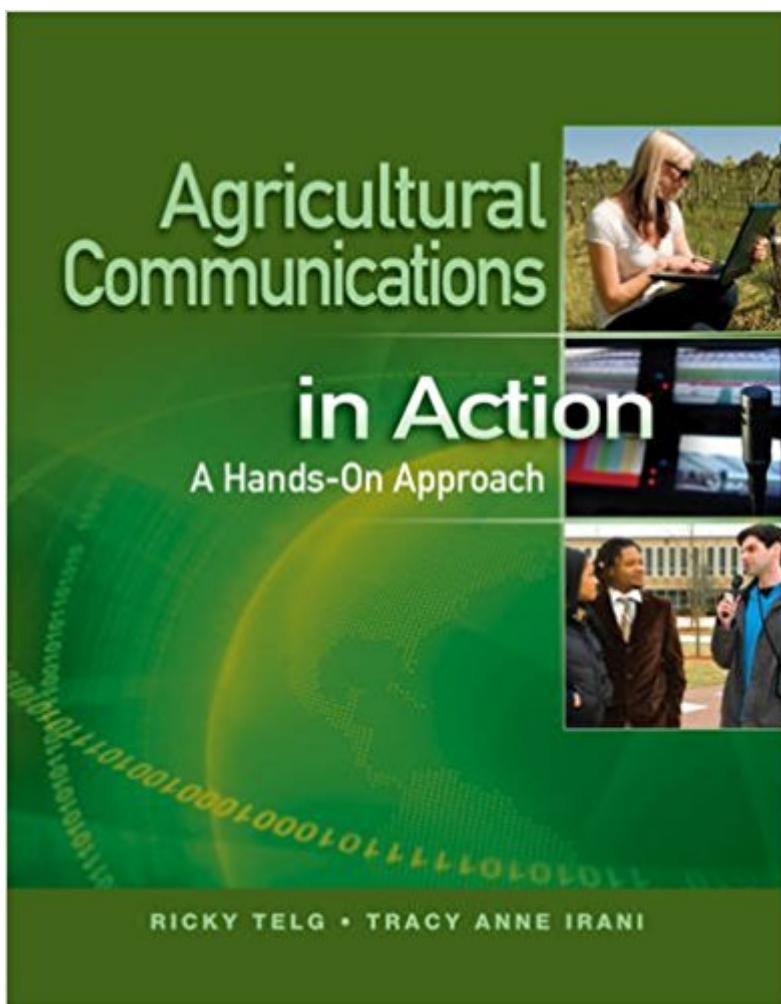


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# Agricultural Communications In Action: A Hands-On Approach



## **Synopsis**

Packed with real-life illustrations and practical applications, AGRICULTURAL COMMUNICATIONS IN ACTION: A HANDS-ON APPROACH helps you become a more effective communicator.

Focusing specifically on skills-building and communication concepts, this exciting First Edition helps you understand the broad methods utilized in communication--whether it be in journalism, through social media, or in other outlets. Current communication trends are integrated throughout this practical, "how-to" text. It also includes insight from real professionals in various agriculture-related industries, illustrating how they tackle communication issues and problems. Offering the basics to succeed in many areas of communications, the book is an excellent resource for Agricultural professionals in all areas of the industry.

## **Book Information**

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Section I: INTRODUCTION AND MESSAGE DEVELOPMENT. 1. Introduction to Agricultural Communications. 2. Effective Communication and Message Development. 3. Research Methods.

Section II: WRITING AND DOCUMENT DESIGN. 4. Business Writing. 5. News Media Writing. 6. Document Design. Section III: VISUAL COMMUNICATION. 7. Public Speaking. 8. Visual

Communication. 9. Digital Photography and Photographic Editing. Section IV: Video and Online Communication. 10. Video and Audio Production. 11. Web Design. 12. New Media. Section V: WORKING WITH THE MEDIA. 13. Media Relations. 14. Risk/Crisis Communication. Section VI: Putting it Together. 15. Persuasion and Persuasive Information and Educational Campaigns. 16. Special Events. 17. Communications Campaign Development. Section VII: THE FUTURE. 18.

Future of Agricultural Communications. --This text refers to the Paperback edition.

Ricky W. Telg, Ph.D., a professor at the University of Florida, has taught communication courses on digital media development and news writing for more than 15 years. Before joining UF's Department of Agricultural Education and Communication in 1995, he worked as a television reporter, radio personality, and newspaper reporter and editor. At UF, Dr. Telg advises the collegiate organization Agricultural Communicators and Leaders of Tomorrow and serves on several college and university committees that focus on enhancing undergraduate education and communication skills. He has served in leadership roles in several national organizations, including the National Agricultural Communicators of Tomorrow--where he was national ACT adviser for five years--and the Association for Communication Excellence in Agriculture, Natural Resources, and Life and Human Sciences (ACE). Dr. Telg has received UF's College of Agricultural and Life Sciences' Undergraduate Advisor of the Year and Undergraduate Teacher of the Year awards. In 2010 he was selected as one of two national U.S. Department of Agriculture Food and Agricultural Sciences Excellence in Teaching Award recipients, and in 2008 he was named the North American Colleges and Teachers of Agriculture's (NACTA) Southern Region Outstanding Teacher. Dr. Telg has presented numerous papers at regional, national, and international meetings and has published many articles on distance education- and agricultural communications-related topics. He has a bachelor's degree and doctorate from Texas A&M University and a master's degree from the University of North Texas.

Tracy A. Irani, Ph.D. is a professor at the University of Florida, teaching courses in communication campaigns, public relations, Web design, and critical and creative thinking. Previously she worked in marketing, public relations, and advertising. Dr. Irani holds a teaching and research appointment in the area of agricultural communications. She is currently development director for the Florida Center for Public Issues Education in Agriculture and Natural Resources in UF's Department of Agricultural Education and Communication. Her research interests focus on critical thinking, problem solving, and decision making with respect to controversial science, communications, and technology issues. She is a certified administrator of the Kirton Adoption Innovation (KAI) inventory. She is a past chair of the Association for Communication Excellence in Agriculture, Natural Resources, and Life and Human Sciences (ACE) Research and Academic Programs Special Interest Groups and is a past president of UF's chapter of Gamma Sigma Delta, the international agricultural honorary society. In addition, Dr. Irani is past head of the Association for Education in Journalism and Mass Communication's Science Communication Interest Group. She has authored numerous research articles and made

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