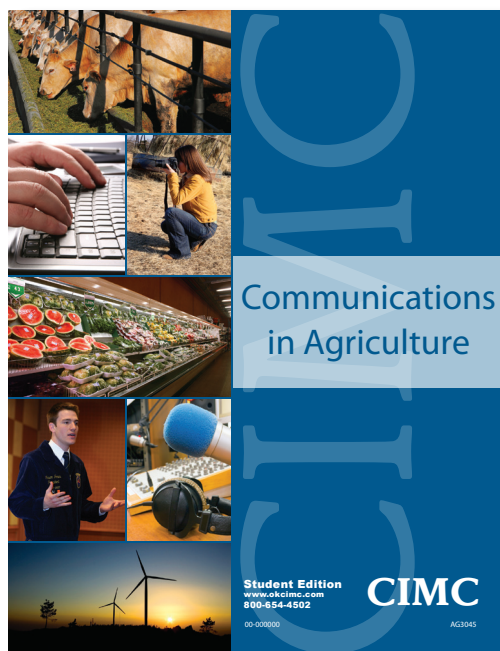


Communications in Agriculture

Curriculum Crosswalk

- National Agriculture, Food and Natural Resources (AFNR) Career Cluster Content Standards
- Oklahoma Academic Standards



*career*tech

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Unit Objectives	Activity Number(s)	Oklahoma Academic Standard(s) Grade 12: Language Arts	National AFNR Career Cluster Standard(s)
Unit 1 - Communication Theory			
Describe the listening process.		Oral Language/Listening and Speaking Standard 1.1	CS.03.01
Discuss listening skills and the role of feedback.		Oral Language/Listening and Speaking Standards 1.1, 1.2	CS.03.01
Distinguish between verbal and non-verbal communication.		Oral Language/Listening and Speaking Standards 1.1, 1.2, 1.3	CS.03.01
Discuss factors that determine audience.		Writing/Grammar/Mechanics and Usage Standards 1.1.d.i, 1.1.d.ii, 2.5.a, 2.5.e	CS.03.01
Define fact, inference, and opinion.	Activity 1	Reading/Literature Standard 2.3.b	CS.03.01
Discuss ethics in communication.		Writing/Grammar/Mechanics and Usage Standard 1.4.d	CS.03.01
Unit 2 - Photographic Journalism			
Define digital camera terminology.		-----	CS.03.01
Determine the elements of good photographs.		-----	CS.03.01
Explain the types of photographs.		-----	CS.03.01
Demonstrate how to crop a photo.		-----	CS.03.01
Recall characteristics of photo captions.		-----	CS.03.01
Describe how audience affects photojournalism and how photography affects the agricultural industry.		-----	CS.03.01
Explain the uses and characteristics of photography in agricultural communications.		-----	CS.03.01
Discuss guidelines for legal and ethical practices in photojournalism.		-----	CS.03.01
Unit 3 - Business Writing and Resumes			
Identify the elements of a business and thank you letter.	Activity 2, 3, 4	Writing/Grammar/Mechanics and Usage Standard 2.5.c, 2.5.d	CS.03.01
Determine the elements of professional e-mail writing.		Writing/Grammar/Mechanics and Usage Standard 2.5.b	CS.03.01
Determine the elements that make a good résumé.	Activity 5	Writing/Grammar/Mechanics and Usage Standard 2.5.f	CS.03.01

Unit Objectives	Activity Number(s)	Oklahoma Academic Standard(s) Grade 12: Language Arts	National AFNR Career Cluster Standard(s)
Unit 4 - Journalistic Writing			
Discuss the importance and use of written communication in the agriculture industry.		Writing/Grammar/Mechanics and Usage Standard 2.2	CS.03.01
Compare the purposes of writing and how audience affects written communication.		Writing/Grammar/Mechanics and Usage Standard 1.1.d.i, 1.1.d.ii	CS.03.01
Discuss the ABCs of journalistic writing.	Activity 6, 7	Writing/Grammar/Mechanics and Usage Standard 1.2.a, 1.2.b	CS.03.01
Identify the elements of a press release.	Activity 8	Writing/Grammar/Mechanics and Usage Standard 2.2.b, 2.2.c, 2.2.e, 2.2.f	CS.03.01
Examine Associated Press (AP) writing style.	Activity 9 - 14	Writing/Grammar/Mechanics and Usage Standard 1.4.b, 1.4.c, 4.5, 4.6, 4.8	CS.03.01
Apply AP editing marks.	Activity 15 -25	Writing/Grammar/Mechanics and Usage - Standard 1.4.a, 1.4.b	CS.03.01
Unit 5 - Broadcast Media			
Discuss the forms of broadcast stories.		-----	CS.03.01
Determine the role of audio and video in society.		-----	CS.03.01
Explain the broadcast production process.		-----	CS.03.01
Determine writing style used for radio and television.		-----	CS.03.01
Identify video production equipment.		-----	CS.03.01
Determine proper video production field of view.		-----	CS.03.01
Identify elements video production storyboards.		-----	CS.03.01
Discuss radio and video scriptwriting basics.		-----	CS.03.01
Discuss the ethics and standards for broadcasting.		-----	CS.03.01
Unit 6 - Graphic Design			
Determine principals of page layout.	Activity 26	Visual Literacy Standard 3	CS.03.01
Discuss rules for effective design.		Visual Literacy Standard 3	CS.03.01
Examine the functions and elements of various design layouts.	Activity 27	Visual Literacy Standard 3	CS.03.01

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Unit 7 - Creating Presentations			
Discuss the value of speaking skill development.		Oral Language/Listening and Speaking Standard 2	CS.03.01
Differentiate between formal and conversational speaking.		Oral Language/Listening and Speaking Standard 1.5	CS.03.01
Discuss factors affecting presentation topic selection.		Oral Language/Listening and Speaking Standard 2.3	CS.03.01
Distinguish between informative and persuasive presentations.		Oral Language/Listening and Speaking Standard 2.2	CS.03.01
Determine how to develop a message.		Writing/Grammar/Mechanics and Usage Standards 1.1, 1.2, 1.3	CS.03.01
Examine the parts of a speech or presentation.		Writing/Grammar/Mechanics and Usage Standard 2.2.b	CS.03.01
Examine the use of an outline for presentation development.		Writing/Grammar/Mechanics and Usage Standards 1.1.a, 2.1	CS.03.01
Use basic researching methods, including Internet research.		Reading/Literature Standard 4	CS.03.01
Discuss the importance of citations and a bibliography.	Activity 28	Writing/Grammar/Mechanics and Usage Standard 2.8	CS.03.01
Analyze the use of visual aids to support a presentation.		Oral Language/Listening and Speaking Standard 2.5	CS.03.01
Discuss tips for preparing effective electronic visuals aids.		Oral Language/Listening and Speaking Standard 2.5	CS.03.01
Determine when memorization of a presentation is needed.		Oral Language/Listening and Speaking Standard 2.2	CS.03.01
Unit 8 - Delivering Presentations			
Identify guidelines for presenting speeches.		Oral Language/Listening and Speaking Standard 2.1	CS.03.01
Determine the difference between paralanguage and body language.		Oral Language/Listening and Speaking Standard 2.1	CS.03.01
Deliver a tool-based presentation.		Oral Language/Listening and Speaking Standard 2.5	CS.03.01
Discuss the elements of extemporaneous speaking.		Writing/Grammar/Mechanics and Usage Standard 2.3	CS.03.01
Determine the best method for preparing for extemporaneous speaking.		Writing/Grammar/Mechanics and Usage Standard 2.3	CS.03.01
Discuss how to prepare for questions and answers.		Oral Language/Listening and Speaking Standard 1.4, 2.6	CS.03.01
Discuss techniques for answering questions.		Oral Language/Listening and Speaking Standard 2.6	CS.03.01