

AGEC 596

Multimedia and Communication Strategies for Agricultural Economics

Jessica Eise

Thursdays 10:30 - 11:20 (Rawls 1071)

1 COURSE DESCRIPTION

This one-credit course is designed to teach students how to practice strategic communication and incorporate new media and new forms of communication into their agricultural economics work and research through a hands-on, practical approach.

Communication is evolving at a rapid rate and new tools are available to reach our audiences. In order to communicate agricultural economics work and research effectively, it is critical that students be able to incorporate effective and responsive communication skills into their work.

Each class is broken into a 25-minute discussion and a 25-minute interactive workshop.

2 COURSE MATERIAL

1. *The Communication Scarcity in Agriculture* (Routledge, 2017) by Jessica Eise and Whitney Hodde
2. Assigned articles throughout semester

*A link for the article for the following week's class will be sent via email one week in advance

3 ASSIGNMENTS/REQUIREMENTS

1. Four simple pop quizzes on the day's reading assignment (5 points each, for a total of 20 points across the semester)
2. Four assignments (20 points each, for a total of 80 points)
 1. Writing prompt on a current communication phenomenon in food and agriculture

2. Blog post
3. Video
4. One professional social platform (LinkedIn, Research Gate or Google Citations)

4 COURSE POLICIES

- No cell phones or laptops (laptops may be periodically allowed *only* during certain workshops - you will be notified)
- No cheating
- Be respectful of everyone, no matter how they may differ from you
- You may miss only one in-class quiz and make it up, any more and you receive a zero (excepting in the case of severe medical emergencies, family emergencies or death in the family, for which you will need proof)

5 GRADING

| | |
|--------------|---|
| 90-100 | A |
| 80 - 89 | B |
| 70 - 79 | C |
| 60 - 69 | D |
| 59 and below | F |

| | |
|--------------------------|------------|
| Pop Quiz 1 | 5 |
| Pop Quiz 2 | 5 |
| Pop Quiz 3 | 5 |
| Pop Quiz 4 | 5 |
| 1. Writing prompt | 20 |
| 2. Blog post | 20 |
| 3. Video | 20 |
| 4. Social media platform | 20 |
| TOTAL | 100 |

6 SCHEDULE

| Date | Reading assignment to be completed for that day's class discussion | Other items due | Workshop topic |
|-------------|--|-------------------|-------------------------------------|
| January 12 | none | | Introduction to course |
| January 19 | 1. PREFACE - Today's Communication Environment 2. INTRODUCTION - A Scarcity of Communication 3. Article TBD | | What is communication? |
| January 26 | 1. CHAPTER ONE - Pink Slime: When the 24-Hour News Cycle Strikes 2. Article TBD | | Forms and methods of communication |
| February 2 | 1. CHAPTER TWO - Chipotle's Marketing: Pushing Polarization to the Next Level 2. Article TBD | | Types of audiences |
| February 9 | 1. CHAPTER THREE - All That Glitters: The Power of Non-Expert Influence 2. Article TBD | 1. Writing prompt | Basics of a communication plan |
| February 16 | 1. CHAPTER FOUR - Triple for a Dozen: The Rise and Dominance of Advocacy 2. Article TBD | | Multimedia |
| February 23 | 1. CHAPTER FIVE - Technical Difficulties: Grappling with Real Benefits and Risks of GMOs 2. Article TBD | | Blogs |
| March 2 | 1. CHAPTER SIX - Emotions and Agriculture 2. POP-OUT - Food and Health: A Consumer's Perspective 3. Article TBD | | Personal websites |
| March 9 | 1. CHAPTER SEVEN - Communicating the Essence of Agriculture 2. POP-OUT - Kids, Cows and Grass: A Farmer's Perspective 3. Article TBD | 2. Blog post | Video |
| March 23 | 1. CHAPTER EIGHT - The Importance of Perception 2. POP-OUT - For Better Communication, A Cultural Reorientation 3. Article TBD | | Writing for a non-academic audience |
| March 30 | 1. CHAPTER NINE - Turning Up the Volume on Science 2. POP-OUT: The Cost of Not Spending: An Academic's Perspective 3. Article TBD | | LinkedIn, Facebook & Twitter |
| April 6 | 1. CHAPTER TEN - Working With, Not Against: The Power of a Diversity of Perspectives 2. Article TBD | 3. Video | Google Citations & Research Gate |
| April 13 | 1. CHAPTER ELEVEN - Settling into Common Ground: The Future of Food and Agriculture 2. Article TBD | | PowerPoint |
| April 20 | TBD | | The media & journalists |
| April 27 | none | 4. Social media | Class presentations |

7 SPECIAL NEEDS

If you have a disability that requires academic adjustments, please make an appointment to meet with me during the first week of classes to discuss your needs. Please note that university policy requires all students with disabilities to be registered with Adaptive Programs in the Office of the Dean of Students before classroom accommodations can be provided.

8 CAMPUS EMERGENCIES

In the unusual event of a major campus emergency, course requirements, deadlines and grading percentages are subject to changes that may be necessitated by a revised semester calendar or other circumstances. To get information about changes in this course visit the course home page, contact me.

To report an emergency, call 911. To obtain updates regarding an ongoing emergency, sign up for Purdue Alert text messages, view www.purdue.edu/ea. There are nearly 300 Emergency Telephones outdoors across campus and in parking garages that connect directly to the PUPD. If you feel threatened or need help, push the button and you will be connected immediately.

If we hear a fire alarm during class we will immediately suspend class, evacuate the building, and proceed outdoors. Do not use the elevator. If we are notified during class of a Shelter in Place requirement for a tornado warning, we will suspend class and shelter in class or in the basement. If we are notified during class of a Shelter in Place requirement for a hazardous materials release, or a civil disturbance, including a shooting or other use of weapons, we will suspend class and shelter in the classroom, shutting the door and turning off the lights. Please review the Emergency Preparedness website for additional information.
http://www.purdue.edu/ehps/emergency_preparedness/index.html