



ALC 3312-Agricultural Communications and Publications

Instructor: Laura Suchini

Email: Laura.Suchini@etamu.edu

Office Hours and Communication:

Due to my work schedule, I am available to provide assistance primarily via email during the workday or by appointment via Zoom in the evenings. If needed, please email me to schedule an appointment. **During the week, I will answer emails within 24 hours.** Emails received during the weekend may not be answered until the following Monday.

Course Meeting Time:

Web-based, asynchronous

Materials – Textbooks, Readings, Supplementary Readings

The course will use the free online textbook cited below as a foundation, and supplementary readings and materials will also be provided throughout the course.

Telg, R.W., Irani, T., Kent, K., & Lundy, L. (Eds.). (2022). *Agricultural and natural resources communications*. <https://anrcommunications.org/>.

Course Description: This course provides students with an introduction to the field of agricultural communications and journalism by providing an overview of the history, importance to society, and role media plays in agriculture. This course will introduce the communication process, how media serves as a communication channel, and how agricultural communicators utilize media to reach a variety of audiences.

Student Learning Outcomes

1. Develop understanding of the birth and evolution of agricultural communications as a discipline.
2. Understand the importance agricultural communications play in our society via the role media plays in agriculture.
3. Develop specific skills, competencies, and points of view needed by professionals in agricultural communications careers. To do this students will:
 - a. Conduct audience analyses
 - b. Interview sources

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- c. Create, practice, and critique social media content, print and online publications, policy communications, educational materials, audio/video content, digital photography, and other communication and journalistic endeavors centered around agriculture.

Course Assignments and Grading

Activities & Assignments	Point Value and Grading Scale
Discussions	400 total, 20 per discussion
Assignments	400 total, 40 per assignment
Final presentation	200
Final Grade:	Points Earned/1000=Your Grade (don't panic...move the decimal) A=90-100% B=80-89% C=70-79% D=60-69% F=59% and below

Course Policies and Instructor Expectations:

Students are required to meet the expectations listed below:

Professional Behavior: All interactions are expected to be professional and courteous. This includes course discussions, communication with peers and the instructor, and any other interactions that may occur during the course. Students will likely have differing perspectives on topics discussed in the course. When presented respectfully, these differences create a richer learning environment. For the rest of your career, you will be developing effective communication skills with coworkers, employers, and employees from different backgrounds than your own. Use this course as practice for your future interactions. **Rude and disruptive behavior, as well as cheating, in any form, will not be tolerated.** Inappropriate conduct will not be tolerated. Failure to comply with these expectations will be factored into your discussion and assignment grades.

Class Participation Policy: As this is an asynchronous course, there is not an attendance policy per say. However, active, engaged, and on-time participation in all discussions, activities, and assignments is required and expected. Missing or late work will impact your grade. If you experience extenuating circumstances that prevent you from participating, you are expected to

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communicate this with me as soon as possible via email. I cannot try to assist you unless you communicate with me.

Assignments:

1. **Submitted assignments must demonstrate effective communication and correct formatting.** This is not a grammar class, but errors of grammar, formatting, writing, etc. that interfere with the effective communication of your message will be factored into your grade. Additionally, effective communicators work within the accepted standards of their discipline.
 - All citations should be formatted using APA 7.
 - Journalistic assignments should follow the standards of the Associated Press Stylebook.
2. **Students should demonstrate basic computer skills** and willingness to improve in their utilization of software for word processing, spreadsheets, databases, graphics, presentations, and with web browsers and search engines. University provided software resources are described later in this syllabus.
3. **Due Dates and Late Work:** Assignments and discussions are due on the date listed in the course schedule and module. Start working on each assignment as soon as you possibly can to make sure that you have all the assignments submitted by the specified due dates. **Work turned in more than 1 week late cannot receive more than 75% credit.** This is as a courtesy to you. You are an adult, and sometimes life happens, so you aren't able to submit something on time. If you are willing to put in the work and finish an assignment, I am willing to be understanding. **Any late work must be submitted by December 6 to be included in your grade.**
4. **Assignments must be complete.** You must complete and submit all components at the specified due date and time to receive full credit for the assignment.
5. **Written assignments must be submitted in a format that is compatible with Microsoft Word,** if submitting electronically.

Email: Students must routinely check email sent to his or her **East Texas A&M account**. This is my primary mechanism for communicating important information. I check my email several times a day during the workweek, so this is the best way to reach me: Laura.Suchini@etamu.edu. Just as you expect me to read and respond to your emails, I expect you to regularly check your email. Missing an email is not an excuse to miss an assignment/update.

Make-up Assignments: As submitting work late is allowed (you can receive up to 75% credit for work submitted more than a week late), make-up assignments will not be provided.

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Extra Credit: Please see the list below for activities that qualify for extra credit. Other opportunities may be added as the instructor becomes aware of them. Please email the instructor any agriculture-focused community events/activities that could qualify for extra credit (not guaranteed, but an option).

25 points: Attend an agriculture-focused workshop or activity hosted by your local extension service. You must take a photo showing yourself at the event and write a 2 to 4 paragraph reflection on the event, who you connected with, what you learned, and how the experience will be useful for you. As always, properly cite any sources you use.

25 points: Find a USDA or extension publication that could be communicated more effectively. Redesign it to be more engaging/accessible. Define the audience and provide a short statement (2-4 paragraphs) describing the changes you made and why. Submit the redesigned content and the statement. As always, properly cite the publication you chose and any other sources you use.

50 points: Give an agriculture-focused presentation or workshop for a community group (such as 4-H, Master Gardeners, EHC, senior center, community education program etc.). Take a photo of yourself facilitating. Write a short statement (2-4 paragraphs) on the purpose of your presentation, who your audience was, and how it went. Submit the photo and the statement. As always, properly cite any sources you use.

25-50 points: Create an item of social media content for a local farmer, agricultural organization, or small-scale agriculture-related business. These may be posts, graphics, videos, photos, or really any other type of social media content. This should be accomplished with the knowledge and permission of the individual/organization. Content should be designed to meet their needs. Submit your created content as well as a note of feedback from the individual/organization. The content doesn't have to be actively posted to be counted, but the individual farmer/organization should have access to post it when needed. The points will be awarded depending on the complexity of the item (for example, a photo post vs. a video post).

Changes to Schedule: While I plan to stick to the course schedule, there might be occasions to modify the schedule. In these cases, all changes will be announced in the course shell and email. It is your responsibility to become aware of any such changes.

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Technology Requirements:

LMS

All course sections offered by East Texas A&M University have a corresponding course shell in the myLeo Online Learning Management System (LMS). Below are technical requirements

LMS Requirements:

<https://community.d2l.com/brightspace/kb/articles/5663-browser-support>

Access and Navigation:

You will need your campus-wide ID (CWID) and password to log into the course. If you do not know your CWID or have forgotten your password, contact the Center for IT Excellence (CITE) at 903.468.6000 or helpdesk@etamu.edu.

Note: Personal computer and internet connection problems do not excuse the requirement to complete all course work in a timely and satisfactory manner. Each student needs to have a backup method to deal with these inevitable problems. These methods might include the availability of a backup PC at home or work, the temporary use of a computer at a friend's home, the local library, office service companies, Starbucks, an ETAMU campus open computer lab, etc.

Helpful Software

All ETAMU students have access to Microsoft 365, Adobe Creative Cloud, and other software intended to support student learning. Click here for more information on these resources:

<https://etamu.teamdynamix.com/TDClient/62/Portal/14050/Resources>.

Students in this course will be expected to explore and utilize these resources appropriately, depending on the assignment. Other software, such as [Canva](#), may also be used. **Students are not expected to use software that requires a paid subscription.**

Here are directions to activate your Microsoft 365 account:

<https://etamu.teamdynamix.com/TDClient/62/Portal/KB/Article/2967/Sign-In-to-Microsoft-365-One-Drive>

Here is more information on the Adobe Creative Cloud resources:

<https://www.etamu.edu/adobe/>

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Technical Support

Brightspace Support

If you are having technical difficulty with any part of Brightspace, please contact Brightspace Technical Support at 1-877-325-7778. Other support options can be found here:

<https://community.brightspace.com/support/s/contactsupport>

myLeo Support

Your myLeo email address is required to send and receive all student correspondence. Please email helpdesk@etamu.edu or call 903-468-6000 with any questions about setting up your myLeo email account. Directions to set up your account are found here:

<https://www.etamu.edu/logging-into-myleo/>. **The instructor is not an IT technician**, so the correct individuals should be contacted with any issues the student experiences.

University Specific Procedures:

Student Conduct

All students enrolled at the University shall follow the tenets of common decency and acceptable behavior conducive to a positive learning environment. The [Code of Student Conduct](#) is described in detail in the [Student Handbook](#).

Students should also consult the Rules of Netiquette for more information regarding how to interact with students in an online forum: <https://www.britannica.com/topic/netiquette>

ETAMU Attendance

For more information about the university attendance policy please visit the [Attendance](#) webpage.

Academic Integrity

Students at East Texas A&M University are expected to maintain high standards of integrity and honesty in all of their scholastic work. For more details and the definition of academic dishonesty see the following procedures:

[Undergraduate Student Academic Dishonesty University Procedure 13.99.99.R0.03](#)

[Undergraduate Student Academic Dishonesty Form](#)

[Graduate Student Academic Dishonesty University Procedure 13.99.99.R0.10](#)

[Graduate Student Academic Dishonesty Form](#)

Use of Artificial Intelligence

East Texas A&M University acknowledges that there are legitimate uses of Artificial Intelligence, ChatBots, or other software that has the capacity to generate text, or suggest replacements for text beyond individual words, as determined by the instructor of the course.

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Any use of such software must be documented. Any undocumented use of such software constitutes an instance of academic dishonesty (plagiarism).

Individual instructors may disallow entirely the use of such software for individual assignments or for the entire course. Students should be aware of such requirements and follow their instructors' guidelines. If no instructions are provided the student should assume that the use of such software is disallowed.

In any case, students are fully responsible for the content of any assignment they submit, regardless of whether they used an AI, in any way. This specifically includes cases in which the AI plagiarized another text or misrepresented sources.

Students with Disabilities-- ADA Statement:

The Americans with Disabilities Act (ADA) is a federal anti-discrimination statute that provides comprehensive civil rights protection for persons with disabilities. Among other things, this legislation requires that all students with disabilities be guaranteed a learning environment that provides for reasonable accommodation of their disabilities. If you have a disability requiring an accommodation, please contact:

Office of Student Disability Resources and Services

East Texas A&M University

Velma K. Water Library Room 162

Phone (903) 886-5150 or (903) 886-5835

Fax (903) 468-8148

Email: StudentDisabilityServices@etamu.edu

Website: <https://www.etamu.edu/student-disability-services/>

Non-Discrimination Notice:

East Texas A&M University will comply in the classroom, and in online courses, with all federal and state laws prohibiting discrimination and related retaliation on the basis of race, color, religion, sex, national origin, disability, age, genetic information or veteran status. Further, an environment free from discrimination on the basis of sexual orientation, gender identity, or gender expression will be maintained.

Campus Concealed Carry Statement:

Texas Senate Bill - 11 (Government Code 411.2031, et al.) authorizes the carrying of a concealed handgun in Texas A&M University-Commerce buildings only by persons who have been issued and are in possession of a Texas License to Carry a Handgun. Qualified law enforcement officers or those who are otherwise authorized to carry a concealed handgun in the State of Texas are also permitted to do so. Pursuant to Penal Code (PC) 46.035 and A&M-Commerce Rule 34.06.02.R1, license holders may not carry a concealed handgun in restricted locations.

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For a list of locations, please refer to the [Carrying Concealed Handguns On Campus](#) document and/or consult your event organizer.

East Texas A&M Supports Students' Mental Health-Counseling Services

The Counseling Center at East Texas A&M University, located in the Halladay Building, Room 203, offers counseling services, educational programming, and connection to community resources for students. Students have 24/7 access to the Counseling Center's crisis assessment services by calling 903-886-5145. For more information regarding Counseling Center events and confidential services, please visit www.etamu.edu/counsel.

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