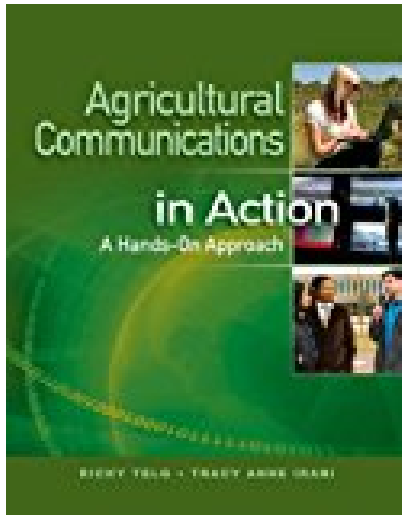


Agricultural Communications in Action A Hands-On Approach



BOOK DETAILS

- Author : Ricky Telg
- Pages : 368 Pages
- Publisher : Delmar Cengage Learning
- Language : English
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BOOK SYNOPSIS

Packed with real-life illustrations and practical applications, **AGRICULTURAL COMMUNICATIONS IN ACTION: A HANDS-ON APPROACH** helps students become better equipped as effective communicators. With a high degree of correlation to the AFNR Standards, this exciting First Edition is focused specifically on skills-building and communication concepts. It helps students understand the broad methods utilized in communication--whether it be in journalism, through social media, or in other outlets. With the text's breadth and depth of coverage, students can master communications development concepts quickly and then immediately put them into action. 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. Communications skills are critical to student success in high school, college, and their careers. By learning and applying the contents of this book, students will be better able to communicate the importance of agriculture to the world around them. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

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