

# AGRICULTURAL & NATURAL RESOURCES COMMUNICATIONS (AGCM)

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## AGCM 200, MOBILE AND DRONE PHOTOGRAPHY FOR VISUAL STORYTELLING IN AGRICULTURE AND NATURAL RESOURCES, 2 Credits

Explores the use of mobile device and drones as tools for capturing compelling visual stories in agriculture and natural resources. Develops foundational and advanced skills in photography, composition, editing, and visual storytelling using mobile phones and drones in agricultural and natural resources contexts.

## AGCM 210, EXPLORING SOCIAL SCIENCE IN OREGON AGRICULTURE & NATURAL RESOURCES, 3 Credits

Explore diverse topics, industries, and challenges in agriculture and natural resources in the state of Oregon through the lens of social science. Engage with topics such as local food production, forestry, wildlife and fisheries management and conservation, water resources, ranching, and more. Examine the social elements inherent to complex topics of agriculture and natural resources including but not limited to public perceptions and engagement, communication and education initiatives, and economic factors. Identify social science practice and methodology as valuable tools.

## AGCM 250, +ADVANCEMENT & CONSUMPTION OF AGRICULTURAL & NATURAL RESOURCES MEDIA, 3 Credits

Discusses how evolving technology has changed the way agricultural and natural resources communicators reach the public and share about scientific advancements, products, and issues in agriculture and natural resources. Explores how the convergence of multiple forms of media – newspaper, video, radio, and photojournalism – on the internet is impacting how communicators provide information on various topics. Analyzes the field of agricultural and natural resources communications and the impact technological advancements have had on content choices, media selection, and audience engagement within the field.

**Attributes:** CFCM – Core Ed - Communication, Media & Society

*Available via Ecampus*

## AGCM 300, DIGITAL MEDIA PRODUCTION IN AGRICULTURE AND NATURAL RESOURCES, 3 Credits

Explores photography, media literacy, and video production to support education and outreach in agricultural and natural resources contexts. Develop skills to capture compelling images, critically analyze media messages, and produce short educational videos tailored to a general public audience. Communicate visual storytelling, humanizing agriculture and natural resources, ethical representation, and effective use of digital tools to communication science, practices, and issues in agriculture and natural resources to diverse stakeholders.

**Recommended:** Critical thinking, multitasking, and reasoning skills

## AGCM 351, COMMUNICATING AGRICULTURE & NATURAL RESOURCES ISSUES, 3 Credits

Explore the communication of agriculture and natural resources topics/issues through a series of communication media. Find and evaluate credible sources to inform the development of key messages. Identify basic principles of written, oral, and visual communication as they relate to public engagement with agricultural science and natural resources issues. Develop foundational agriculture and natural resources communication knowledge and employability skillsets.

**Equivalent to:** AG 351

**Recommended:** AGCM 210 or equivalent agricultural or natural resources science course; evaluation, synthesis, and writing skills

*Available via Ecampus*

## AGCM 390, +COMMUNICATING WICKED PROBLEMS: LAND SCARCITY, POLICY, & ADVOCACY IN AGRICULTURE & NATURAL RESOURCES, 3 Credits

Addresses the wicked problem of land scarcity through collaboration of students from diverse disciplines. Develops and communicates actionable responses to real-world challenges through systems thinking, stakeholder engagement, policy analysis, and advocacy strategies. Emphasizes transdisciplinary collaboration, ethical engagement, and influencing change at the intersection of science, society, and sustainability.

**Attributes:** CSSS – Core Ed - Seeking Solutions

## AGCM 392, AGRICULTURAL AND NATURAL RESOURCES COMMUNICATION WRITING, 3 Credits

Develops writing skills essential for effective agricultural and natural resources communication. Emphasizes clear, accurate, and engaging writing for diverse audiences through feature stories, press releases, and television and radio writing. Focuses on adapting scientific and technical information, addressing complex issues, and building a professional writing portfolio. Prepares students to communicate effectively and strategically about agricultural and natural resources topics across various media platforms and stakeholder groups.

**Prerequisite:** WR 121Z with C- or better or WR 121HZ with C- or better or WR 121 with C- or better or WR 121H with C- or better

## **AGCM 435, PROFESSIONAL PRESENTATIONS IN AGRICULTURE, 3 Credits**

Learn to effectively create and deliver professional presentations relevant to careers in agriculture and natural resources by developing skills for both formal and informal presentations, using visual aids effectively, and using appropriate strategies to engage various audiences.

**Equivalent to:** AG 435

## **AGCM 445, SOCIAL MEDIA ADVOCACY IN AGRI SCIENCES & NATURAL RESOURCES, 3 Credits**

Through practice and application, develop the ability to communicate effectively in writing using social media and other digital platforms for business purposes, including internal communication, stakeholder engagement, educational messaging, event promotion, and product marketing.

**Equivalent to:** AG 445

## **AGCM 455, \*RISK AND CRISIS COMMUNICATIONS IN AG SCI & NATURAL RESOURCES, 3 Credits**

Examine potential risk and crisis communications scenarios in agriculture, natural resources and environmental sciences, plus the relevant theories, models, and processes involved in addressing these types of situations effectively. Explores the mitigation, management, and response to risks and crises from a communications perspective with special application to natural resources, along with agricultural and environmental sciences, hazardous situations through completing case studies and creating a risk and crisis communications manual.

**Attributes:** CPSI – Bacc Core, Perspectives, Social Processes & Institutions

**Equivalent to:** AG 455

*Available via Ecampus*

## **AGCM 465, AG SCI AND NATURAL RESOURCES COMMUNICATIONS MINOR CAPSTONE, 2 Credits**

Reflect on accumulated knowledge and technical/soft skills gained and conceptualize how to apply communication theories and practices in the context of future agricultural and natural resources careers. Integrate real-life agriculture and natural resources communications scenarios, which will allow for the practice of strategy development, proper implementation, and appropriate assessment methods. Helps package and demonstrate skills verbally and in a portfolio.

**Prerequisite:** AGCM 351 with D- or better or AG 351 with D- or better

**Equivalent to:** AG 465

## **AGCM 580, COMMUNICATING AGRICULTURAL AND LIFE SCIENCES TO THE PUBLIC, 3 Credits**

Focuses on communicating with the public about research-based science in agricultural and life sciences for the purposes of education, influencing public policy, promoting positive agricultural practices and creating change. Explores various communication outlets and media and how they are appropriate for different messages.

**Equivalent to:** AED 580