

Student Publications' Place in Agricultural Communication Curriculum

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Abstract: Many agricultural communication or journalism programs offer publication production opportunities as a way for students to use their writing, editing, design, and photography skills. This study evaluated the curriculum and make-up of agricultural student publications produced through these agricultural communication or journalism programs. The study also described the role advisers have in handling editorial, ethical, and legal issues. Data was collected through a survey sent to members of the Academic Programs Special Interest Group (SIG) in the Association for Communication Excellence in Agricultural and Natural Resources. Fifteen programs identified offering an agricultural student publication. The majority of these publications (n=8) are offered as a course in the agricultural communication/journalism curriculum, while five programs developed their publications as an extracurricular activity. Once the publication is produced, only 21.4% of the publications are reviewed and critiqued by industry professionals. While no advisers were concerned with obscenity issues, 80% were concerned with a code of ethics, 50% were concerned with censorship, and 40% were concerned with libel issues. Recommendations are made for agricultural communication or journalism faculty.

Keywords: Magazine, Student Publication, Agricultural Communication Curriculum, Ethics