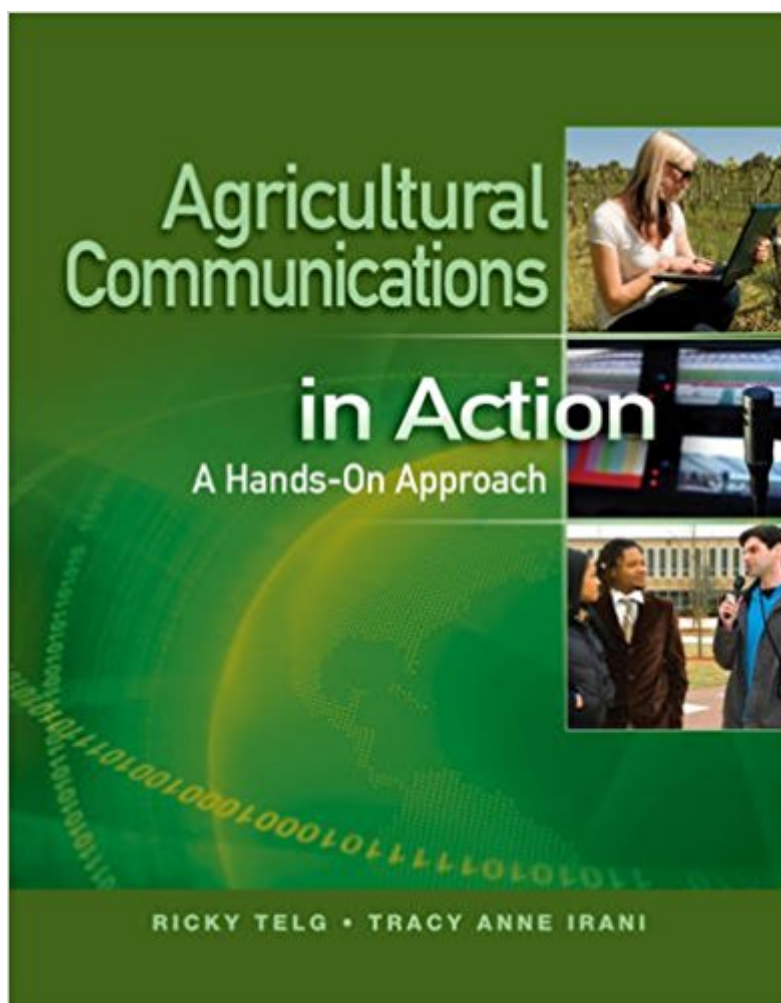


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Agricultural Communications In Action: A Hands-On Approach



Synopsis

Packed with real-life illustrations and practical applications, **AGRICULTURAL COMMUNICATIONS IN ACTION: A HANDS-ON APPROACH** helps you become a more effective communicator. Focusing specifically on skills-building and communication concepts, this exciting First Edition helps you understand the broad methods utilized in communication--whether it be in journalism, through social media, or in other outlets. 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. Offering the basics to succeed in many areas of communications, the book is an excellent resource for Agricultural professionals in all areas of the industry.

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Future of Agricultural Communications. --This text refers to the Paperback edition.

Ricky W. Telg, Ph.D., a professor at the University of Florida, has taught communication courses on digital media development and news writing for more than 15 years. Before joining UF's Department of Agricultural Education and Communication in 1995, he worked as a television reporter, radio personality, and newspaper reporter and editor. At UF, Dr. Telg advises the collegiate organization Agricultural Communicators and Leaders of Tomorrow and serves on several college and university committees that focus on enhancing undergraduate education and communication skills. He has served in leadership roles in several national organizations, including the National Agricultural Communicators of Tomorrow--where he was national ACT adviser for five years--and the Association for Communication Excellence in Agriculture, Natural Resources, and Life and Human Sciences (ACE). Dr. Telg has received UF's College of Agricultural and Life Sciences' Undergraduate Advisor of the Year and Undergraduate Teacher of the Year awards. In 2010 he was selected as one of two national U.S. Department of Agriculture Food and Agricultural Sciences Excellence in Teaching Award recipients, and in 2008 he was named the North American Colleges and Teachers of Agriculture's (NACTA) Southern Region Outstanding Teacher. Dr. Telg has presented numerous papers at regional, national, and international meetings and has published many articles on distance education- and agricultural communications-related topics. He has a bachelor's degree and doctorate from Texas A&M University and a master's degree from the University of North Texas.

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