

Name: _____

Aligned to the following standards:

AG1; FFA.PL-A; FFA.PL-C; FFA.PL-E; FFA.PL-F; FFA.PG-I; FFA.PG-J; FFA.PG-K; FFA.CS-N; FFA.CS-P; CS.01; CCSS.RI.9-10.2; CCSS.W.9-10.2; CCSS.W.9-10.4; CCSS.SL.9-10.2; CCSS.SL.9-10.4; CRP.04; CRP.06; CRP.07; CRP.08

Appendix 2: Arts and Culture in Agriculture

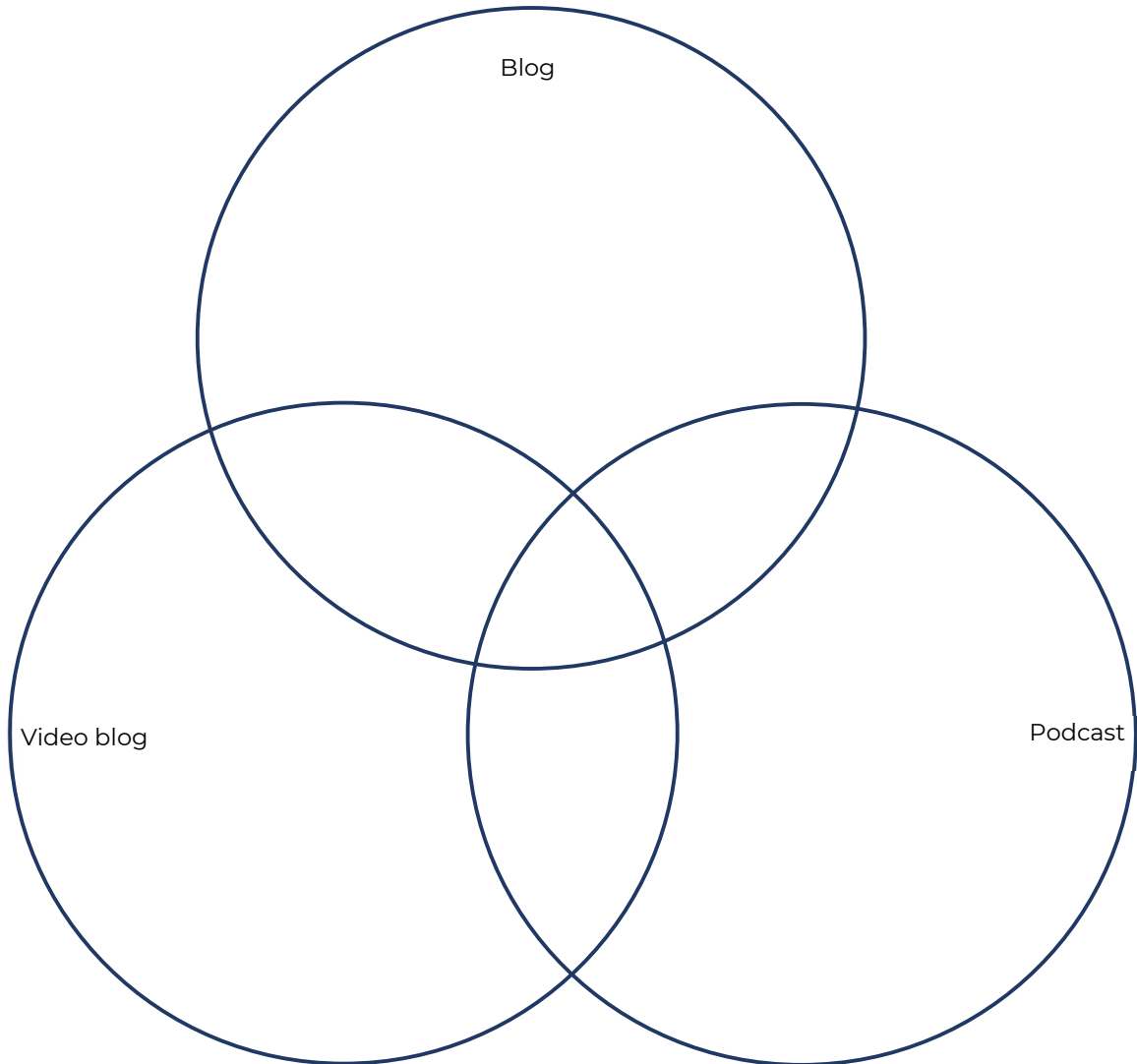
Part 1

Directions:

Read the article “Media Center: Arts and Culture in Agriculture” in the fall 2021 issue of *FFA New Horizons* and complete the activities.



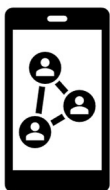
Compare and contrast a blog, video blog and a podcast.



An influencer is a person that genuinely has the ability to influence those that follow him or her on digital platforms.



What impact does an “influencer” have?



What impact could an influencer have on the agriculture industry?

Name: _____

Select one video blog from the article to watch. Title: _____	What did you learn from the video blog you selected? 1. _____ 2. _____ 3. _____	How was using a video blog beneficial for sharing this information? How was using a video blog not beneficial for sharing this information?
How was using a podcast beneficial for sharing this information? How was using a podcast not beneficial for sharing this information?	What did you learn from the podcast you selected? 1. _____ 2. _____ 3. _____	Listen to one podcast from the article. Title: _____
Select one blog from the article to read. Title: _____	What did you learn from the blog you selected? 1. _____ 2. _____ 3. _____	How was using a blog beneficial for sharing this information? How was using a blog not beneficial for sharing this information?
In your own words, summarize the impact these types of media (podcast, video blog, blog) have on your everyday life. How do these forms of media influence your friends and families?		
How can these forms of media be used to positively influence the general population about agriculture?		

Name: _____

Part 2

Directions:

You have just explored the role that blogs, video blogs and podcasts have. Now, you are going to select a format (podcast, video blog, blog) and develop your own YouTube video, podcast or blog about a topic of importance to you (Ex. The school soccer field should be artificial turf, not grass). Use the space below and the rubric to plan.

What is your topic?

Why is this topic important to you? Why should it be important to others?

What are the two sides of the issue?

What facts can you use to back up your discussion? Be sure to include the sources below and make sure they are valid. Example resources: United States Department of Agriculture, Purdue University, academic journal articles

How will you make your blog, video blog or podcast interesting so that a person will want to continue to follow you?

Name: _____

Aligned to the following standards:

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FFA.CS-P; CS.01; CCSS.RI.9-10.2; CCSS.W.9-10.2; CCSS.W.9-10.4; CCSS.SL.9-10.2; CCSS.SL.9-10.4;
CDD.04; CDD.06; CDD.07; CDD.08

KEY: Appendix 2: Arts and Culture in Agriculture

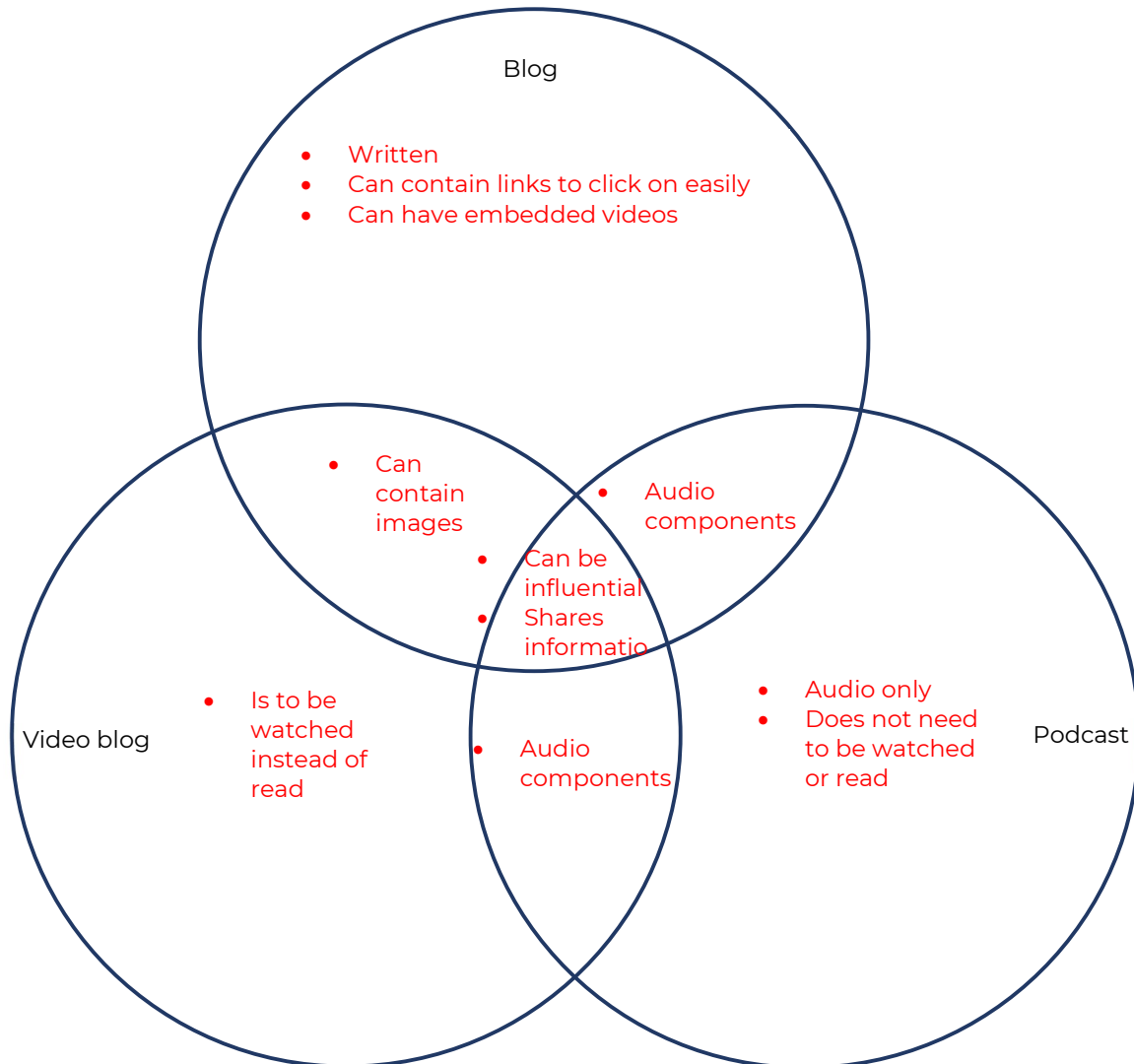
Part 1

Directions:

Read the article "Media Center: Arts and Culture in Agriculture" in the fall 2021 issue of *FFA New Horizons* and complete the activities.

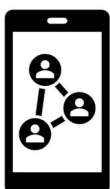


Compare and contrast a blog, video blog and a podcast. **Answers will vary.** Below are some examples.



An influencer is a person that genuinely has the ability to influence those that follow him or her on digital platforms.

What impact does an "influencer" have? **Answers will vary.**
Example: Influencers can have a large role as they have the ability to reach a large number of people.



What role could an influencer have on the agriculture industry? **Answers will vary.**
Example: Influencers have the ability to reach a large number of people. This ability allows them to share their thoughts on a subject. These ideas/thoughts can be beneficial or harmful to the agriculture industry.

Name: _____

Select one video blog from the article to watch.

Title: *Answers will vary.*

What did you learn from the video blog you selected?

Answers will vary.

- 1.
- 2.
- 3.

How was using a video blog beneficial for sharing this information?

Answers will vary.

How was using a podcast beneficial for sharing this information?

Answers will vary.

How was using a podcast not beneficial for sharing this information?

Answers will vary.

What did you learn from the podcast you selected?

Answers will vary.

- 1.
- 2.
- 3.

How was using a video blog not beneficial for sharing this information?

Answers will vary.

Listen to one podcast from the article.

Title: *Answers will vary.*

Select one blog from the article to read.

Title: *Answers will vary.*

What did you learn from the blog you selected?

Answers will vary.

- 1.
- 2.
- 3.

How was using a blog beneficial for sharing this information?

Answers will vary.

In your own words, summarize the impact these types of media (podcast, video blog, blog) have on your everyday life.

Answers will vary.

How do these forms of media influence your friends and families?

Answers will vary.

How was using a blog not beneficial for sharing this information?

Answers will vary.

How can these forms of media be used to positively influence the general population about agriculture? *Answers will vary. Example answer: These forms of media can be used to share the facts about the agriculture industry. You should educate the general public in a way that meets them where they are to help avoid misconceptions about the industry.*

Name: _____

Project Rubric

Area	4 Points	3 Points	2 Points	1 Point
Content	All content is accurate. There are no factual errors.	Most of the content is accurate, but there is one piece of information that seems inaccurate.	The content is generally accurate, but one piece of information is clearly inaccurate.	Content is confusing or contains more than one factual error.
Clarity and Creativity	The media chosen is easy to understand, and all elements are clearly written or spoken. Creativity was used.	The media chosen is easy to understand, and most elements are clearly written or spoken. Some creativity was used.	The media chosen is hard to understand with very quiet speaking or very hard to read writing. Little creativity was used.	The media chosen is hard to understand, and one cannot follow the thought process. No creativity was used.
Narration and Preparedness	The media chosen is clearly presented with no mistakes. Student expressed his or her thoughts clearly.	One mistake is present.	Two mistakes are present.	Three or more mistakes are present. Student expressed his or her thoughts in an unclear manner.
Preparation Page	Completed			Not completed or vague

Total: _____

Comments: