Missouri 4-H
University of Missouri
4-H Center for Youth Development

Communications Project Brief

Learning Objectives
- Strengthen skills in reading
- Develop writing abilities
- Enhance public speaking skills
- Promote habits and practices that assist youth in presenting information effectively
- Develop curiosity about new communications issues

Fair Projects
- Show the history of communication technology, from telegraph to cell phone
- Create an exhibit that shows techniques and strategies of good graphics design
- Create a poster or flyer
- Illustrate what is involved in an everyday cell phone conversation, from phone to satellite

Demonstration Ideas
- Ways texture can communicate a feeling
- How music impacts mood and message
- How to use today's technology
- How to download pictures/video
- How to decode body language

Field Trips
- Visit a television studio or radio station
- Use the Internet to identify today's great communicators - politicians, movie stars, etc.
- Attend the religious services of different cultures and/or denominations, then discuss what your group observed about communication styles (speaker and audience)
- Tour a graphics design studio and schedule a question & answer session with some artists

Ideas for Speech Topics
- The printing press - how communications technology ended the dark ages
- The properties of color and its use in design
- Graphics design examples we see every day
- The role of product branding in modern marketing strategies
- Tips for using today's technology

Critical Thinking
- How do color and texture impact emotion?
- What is the appropriate length for a PSA?
- How can you deal with stage fright?
- Why do communication skills matter?
- Who do you know that is a good communicator? Why are they so good?

Community Service
- Create signs for a community event
- Help plan the design and color of a nursing home lobby or recreation room so it reflects what the residents want to communicate
- Lead younger children in communication activities and games
- Be a consultant to a youth group looking to promote a community event

Science & Technology
How have you used science and technology in this project area?
Examples:
- Microphones and recording devices
- Presentation software (Le., PowerPoint)
- Audio editing software (Le., Audacity)
- Video editing software (Le., Movie Maker)
- Telecommunications equipment
- Laser pointers

Show Me Character
Trustworthiness
- Show up on time or early for all speaking engagements. If you must miss due to illness, etc. inform the event coordinators in advance
- Be a person who can be counted upon to have practiced and done the project research.
- Do your best at the things you commit to.
- Make sure all information you provide in your speech or presentation is accurate and current
Respect
- Reach out to those with opinions different than yours, to more fully understand big issues
- Tackle serious issues with confidence and a commitment to understanding all sides
- Stay objective in your speeches, taking care to represent the views of others with integrity
- Insist that you be treated respectfully, just as you treat others in the same manner.

Responsibility
- Be on time or early to every event and meeting
- Ensure you have permission to use all graphics & sounds in your PowerPoint presentation
- If you use presentation software at an event, know what type of computer and software edition you will be working from in advance
- Take time to learn about the issues you are speaking on, including different viewpoints
- Before the event, take time to become familiar with any props or equipment you will use
Fairness
- Be considerate and truthful in how you portray the ideas and beliefs of others
- Seek first to understand, and be slow to criticize
- In presentations, use photos and graphics that accurately depict the topic or situation
- Listen to everyone's ideas in decision-making

  Be open-minded when choosing a speaking topic, and willing to learn new things

Caring
- When your input is sought, always give *constructive* feedback to your fellow speakers
- Avoid saying things that are untrue or hurtful
- Share what you have learned with others
- Put in your best effort when you speak publicly
- Be positive and help others build confidence in their own abilities
- Use your skills to promote only positive efforts and organizations

Citizenship
- Promote issues that enhance the common good of your country and your community.
- Know how the law applies to the subject you're speaking about
- Offer your skills to organizations you support in your community

Show Me Standards
Missouri 4-H members will acquire the knowledge and skills to gather, analyze and apply information and ideas, communicate effectively, recognize and solve problems, make decisions and act as responsible members of society.

4-H members will acquire a solid foundation which includes knowledge of:
- **Communication Arts**- participating in formal and informal presentations and discussions of issues and ideas.
- **Fine Arts** - process and techniques for the production, exhibition or performance of one or more of the visual or performed arts.

Resources
237 Communications 1
Y2370 Picking Up the Pieces
LG2300 Communication Helper's Guide

238 Communications 2
Y2380 Putting it Together
LG2300 Communication Helper's Guide

239 Communications 3
Y2390 The Perfect Fit
LG2300 Communication Helper's Guide

241 Communications Toolkit: Fun Skill-Building Activities to Do with Kids

Check out a copy from your local MU Extension center or order the Communications Toolkit 4H1560 from Michigan State University at
http://web2.msue.msu.edu/bulletins/inventorysearch.cfm

To sample the communication toolkit, go to
http://web1.msue.msu.edu/cyf/youth/toolkit.html

To Order
Extension Publications online at http://extension.missouri.edu/explore/shop/or by phone 1-800-292-0969
For additional resources check with your local University of Missouri Extension Center or the 4-H Source Book at
http://www.4-hmall.org/educationalresources.aspx.