



Agricultural Communications: Changes and Challenges

Kristina Boone, Terry Meisenbach, Mark Tucker

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"Its clear, easy-to-understand style and inclusion of tips and information for students seeking a career in Ag communications makes *Agricultural Communication: Changes and Challenges* a good choice for those seeking a textbook introduction to the field." --Tracy Irani, University of Florida in *Journalism & Mass Communication Educator*, Winter 2001

"This book encourages readers to ask some straightforward questions about the direction of agricultural communication programs." --Robin Shepard, University of Wisconsin, Madison in *Journal of Applied Communications*, Volume 84, No.4, 2000

Although written primarily for agricultural communications and journalism students, these quotes point out that this practical applied text will satisfy both students and the academic community. Now in its second printing, this popular book fills a void in teaching materials for agricultural communications. Through presentation of historical information, the book provides readers with a snapshot of agricultural communications at the beginning of the 21st century, including the impact of the "information age" on agricultural communications. In addition, the textbook offers unique elements presented specifically to spur discussion on where agricultural communications has been and where it's headed.

Now available in paperback at a reduced cost, the text includes "hands-on" observations from agricultural communications professionals. Their insightful perspectives are scattered throughout the textbook. In addition, discussion issues and questions about agricultural communications appear throughout the book, engaging the reader in pertinent issues of this discipline.

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