

Name _____

History Unit Pre-test KEY

Please answer the following questions to the best of your ability. The questions include T / F, multiple choice, fill in the blank, short answer, and matching.

1. T/F “The exchange of information about the agricultural and natural resources industries through effective and efficient media, such as newspapers, magazines, television, radio and the Web, to reach appropriate audiences.” (Telg & Irani, 2012) **TRUE**
2. Name six forms of media used to communicate agriculture.
 1. **Magazines, Periodicals**
 2. **Newsletter, Websites**
 3. **Radio Broadcasts**
 4. **Advertising Campaigns**
 5. **Television Shows**
 6. **Research Reports**
3. Match the time period to the agricultural communications advancement.

a. 1700s	e. Early 1900s
b. Late 1700s	f. 1920s
c. 1800s	g. 1940s & 1950s
d. 1840s & 1850s	h. 1980s to 2000s

 - e** First agricultural journalism course taught at Iowa State University
 - b** Newspapers began encouraging articles on farming
 - h** Computers dramatically changed the delivery of agriculture messages
 - a** Word of mouth communication between farmers
 - g** Television increases in popularity
 - f** Radio becomes agricultural news medium
 - c** Agricultural magazines and journals circulated
 - d** Scientists in colleges of agriculture began writing for publications
4. Agricultural communicators communicate what type of messages about agriculture to consumers, lawmakers and others who impact agricultural policy makers.

a. <u>positive</u>	c. negative
b. false	d. exaggerated