

## **CLD Community and Leadership Development**

### **CLD 102 THE DYNAMICS OF RURAL SOCIAL LIFE. (3)**

Introduces major concepts of sociology by exploring social, political and cultural issues confronting rural society and American agriculture, such as: population change, industrialization, energy developments, agricultural change. Student may not receive credit for both this course and SOC 101.

### **CLD 204 WRITING FOR THE MASS MEDIA. (3)**

An introduction to the concepts and techniques of media writing. This course offers hands-on instruction in information gathering, organization, and writing for print, broadcast and on-line media. Lecture, one hour; laboratory, four hours per week. Prereq: JOU pre-major status; JOU 101 or consent of instructor. (Same as JOU 204.)

### **CLD 250 READING CRITICALLY AND WRITING WELL: COMMUNITY COMMUNICATIONS AND LEADERSHIP DEVELOPMENT. (3)**

This course will provide students with a foundation in critical thinking through an emphasis on reading, writing and analytical discussions addressing basic agricultural topics, controversial agricultural topics and specific topics in community communications and leadership development. Prereq: ENG 104 and sophomore status. Primary registration access limited to majors and remaining seats open during secondary registration.

### **CLD 301 NEWS REPORTING. (3)**

A course designed to develop skills in information gathering, news judgment, organization and writing. Students will learn to cover breaking news and write features. Lecture, two hours; laboratory, two hours per week. Prereq: JOU/CLD 204 or equivalent. (Same as JOU 301.)

### **CLD 302 LEADERSHIP STUDIES. (3)**

From an overview of theories of leadership, leadership styles, and leader-follower relationships, the course moves to a consideration of other factors influencing contemporary leadership and management (e.g., conflict resolution, ethical decision-making, group processes). Readings, case study analyses, interviews with community and business leaders, and self-diagnostic inventories help students develop both conceptual and reality-based understandings of contemporary leadership.

### **CLD 320 SURVEY OF AGRICULTURE AND CONSUMER MEDIA. (3)**

An exploration of the social, political, and economic factors that influence how agricultural producers and consumers receive information through the media. In addition, the course will analyze how the general mass media cover agricultural and consumer topics.

### **CLD 340 COMMUNITY INTERACTION. (3)**

Examines community effects on group and individual behavior from the perspective of sociological social psychology. By focusing on individuals, individuals in groups, and groups, special emphasis is given to how community context shapes the attitudes, beliefs, and actions of individuals as well

as their interactions with others. Prereq: CLD 102 or SOC 101 or consent of instructor. Primary registration access limited to SOC and CLD majors and remaining seats open during secondary registration. (Same as SOC 340.)

**CLD 362 FIELD EXPERIENCE IN  
COMMUNITY COMMUNICATIONS  
AND LEADERSHIP DEVELOPMENT. (3)**

Supervised experiences in businesses, agencies or government. Required of all Community Communications and Leadership Development majors. Includes observation, participation, experience, field trips, inspection of programs, and professional organizations. Prereq: Junior standing, majors only.

**CLD 395 SPECIAL PROBLEMS IN  
COMMUNITY COMMUNICATIONS  
AND LEADERSHIP DEVELOPMENT. (1-3)**

Directed independent study of a selected problem in the field of community communications and leadership development. May be repeated to a maximum of six credits. Prereq: Consent of instructor.

**CLD 399 EXPERIENTIAL LEARNING  
IN COMMUNITY COMMUNICATIONS  
AND LEADERSHIP DEVELOPMENT. (1-3)**

A field-based learning experience, under faculty supervision, in the application of community communications and leadership techniques in agricultural/public issues. May be repeated to a maximum of six credits. Offered on a pass/fail basis only. Prereq: Consent of instructor and completion of learning contract.

**CLD 400 AGRICULTURAL  
COMMUNICATIONS CAMPAIGNS. (3)**

Exploration of communications campaigns and strategies in the agricultural sector. Students will learn how to plan and enact communications campaigns centered on agricultural issues and audiences. Prereq: Primary registration access limited to majors and remaining seats open during secondary registration.

**CLD 401 PRINCIPLES OF COOPERATIVE EXTENSION. (3)**

Philosophy, history, and development of Cooperative Extension Service; evaluation of instructional techniques; leadership training; and practice in use of Extension methods. Open to junior and senior students.

**CLD 405 ANALYTIC METHODS FOR  
COMMUNITY COMMUNICATIONS  
AND LEADERSHIP DEVELOPMENT. (3)**

This course will familiarize students with research concepts, methods and skills often used in community and organizational development and communication. The course focuses on applied research topics such as: design and analysis, data gathering, assessment, and related issues such as the politics of information and ethical concerns in social research. Prereq: CLD 102 and junior

standing, or consent of instructor. Primary registration access limited to majors and remaining seats open during secondary registration.

**CLD 420 SOCIOLOGY OF COMMUNITIES. (3)**

A sociological study of issues relevant to communities. Topics may include: conceptual approaches to community; organizational and institutional linkages within and beyond the community; social inequality and social processes within communities such as social networks, social capital, power and decision-making, and social change. Prereq: SOC 101 or RSO 102 or CLD 102; and one of the following: SOC 302 or 304 or CLD 405; or consent of instructor. (Same as SOC 420.)

**CLD 440 COMMUNITY PROCESSES AND COMMUNICATION. (3)**

This course examines the relationship between community organization and change and the media. Special emphasis is given to the place of media organizations in community structure, the effects of media on community processes, and how community members use the media. Prereq: CLD 102 or SOC 101 and CLD/SOC 340 or consent of instructor. Primary registration access limited to majors and remaining seats open during secondary registration. (Same as SOC 440.)

**CLD 485 COMMUNITY JOURNALISM. (3)**

A study of all aspects of small town and suburban newspapers, including editorial, advertising, circulation and management. Lecture, two hours; laboratory, two hours per week. Prereq: JOU/CLD 301. (Same as JOU 485.)

**CLD 490 SEMINAR IN COMMUNITY COMMUNICATIONS AND LEADERSHIP DEVELOPMENT. (3)**

A capstone course for seniors in community communications and leadership development. Presentations, research papers, outside speakers and career guidance will be significant course components. Prereq: Senior standing in the major, or consent of instructor.

**CLD 495 TOPICAL SEMINAR IN COMMUNITY COMMUNICATIONS AND LEADERSHIP DEVELOPMENT (Subtitle required). (1-3)**

Topical seminar using readings, discussions and papers to focus on current issues of significance to community communications and leadership development. May be repeated to a maximum of six credits under different subtitles. Prereq: Consent of instructor. Primary registration access limited to majors and remaining seats open during secondary registration.

**CLD 650 APPLIED COMMUNITY COMMUNICATIONS. (3)**

Designed to familiarize students with advanced writing and editing techniques, common forms of workplace writing, audience analysis, content analysis, and graphic design tips and tools. Discussion will include some of the larger issues surrounding community communications, such as discourse communities, bias, and ethics. Prereq: Graduate standing.

**CLD 665 PROGRAM DEVELOPMENT**

AND EVALUATION. (3)  
Course is designed to help students design, implement, and evaluate educational and social programs using a logic-based framework.

CLD 675 COMMUNITY DEVELOPMENT  
AND LEADERSHIP COMMUNICATIONS. (3)  
This course is designed to explore the dynamics of community development and leadership communication within both geographic-bounded communities and communities of taste.

CLD 680 COMMUNITY DEVELOPMENT  
THEORY AND PRACTICE. (3)  
This course examines the application of our conceptual understanding of community and organizational dynamics to community development that builds upon assets and encourages local involvement.

CLD 682 RESEARCH METHODS. (4)  
Research methods and skills for communicators, educators, and leadership development programs. Topics include design and analysis, data gathering techniques, assessment tools, and issues such as the politics of information. (Same as AED/FCS 682.)

CLD 748 MASTER'S THESIS RESEARCH IN  
COMMUNITY AND LEADERSHIP DEVELOPMENT. (0)  
Half-time to full-time work on thesis. May be repeated to a maximum of six semesters. Prereq: All course work toward the degree must be completed.

CLD 750 PRACTICUM IN COMMUNITY  
AND LEADERSHIP DEVELOPMENT. (3)  
This three hour course will allow a student to complete a research project in collaboration with a professor aligned with the Career, Technical, and Leadership Education Program.

CLD 768 RESIDENCE CREDIT  
FOR THE MASTER'S DEGREE. (1-6)  
May be repeated to a maximum of 12 hours. Prereq: All course work toward the degree must be completed.

CLD 775 TOPICAL SEMINAR IN COMMUNITY  
AND LEADERSHIP DEVELOPMENT. (3)  
Advanced study of topics of current importance in community and leadership development such as dispute resolution, volunteer management, or advanced program design and evaluation. May be repeated to a maximum of six credits.

CLD 780 SPECIAL PROBLEMS  
IN COMMUNITY AND  
LEADERSHIP DEVELOPMENT. (1-6)

Supervised individual study on selected issues in community and leadership development. May be repeated to a maximum of six credits. Learning contract must be filed with Director of Graduate Studies.

CLD 790 RESEARCH IN COMMUNITY  
AND LEADERSHIP DEVELOPMENT.

(1-6)

Supervised individual graduate research projects on selected issues in community and leadership development. May be repeated to a maximum of six credits. Research Learning contract must be filed with the Director of Graduate Studies.