



COMMUNICATION PROJECT AREA



Do you talk to friends? Take part in a school play? Write reports? Read books? See how the world of communication impacts you every day by participating in the 4-H communication project area. Learn about yourself and others!

Ideas for Project Area Learning

- Develop self-confidence through public presentations.
- Learn about the different ways you can express yourself creatively through communication.
- Illustrate puppetry and stagecraft skills.
- Learn how to organize and present information.
- Introduce a speaker at your club meeting.
- Learn the parts of speech.
- Write a thank-you note.
- Learn about puppets used around the world.
- Use clothing to create a character.
- Practice communicating with gestures.
- Add voice to a character.
- Learn and practice electronic etiquette.
- Learn to make good impressions with new people.
- Practice using technology with presentations.
- Develop listening skills. Observe and record listening types at your next meeting.
- Observe others in conversation keep a journal of your findings.
- Prepare for an interview by practicing with your leader.
- Prepare a resume.
- Learn how to project when playing a part on stage.
- Observe others' body language when giving a speech and determine best practices.
- Plan and perform a puppet show for a daycare center.
- Learn about text message etiquette and safety.
- Write poetry or participate in poetry readings.
- Learn how makeup is used to communicate the personality of a clown in performance.

APPLY WHAT YOU'VE LEARNED

Civic Engagement

- Volunteer to teach Clover Kids how to do a new skill.
- Try out for a part in a local community theatre production.
- Construct props for a school play.
- Present puppet shows at a daycare.
- Write an article for a community organization you care about.

Leadership

- Write a short play for your 4-H club to perform.
- Help another member prepare their working exhibit or presentation.
- Volunteer to organize publicity for a community event.
- Direct a school or community theatre play.
- Offer to serve as the speaker for public club events.

Entrepreneurship

- Write and present a play.
- Create an entertainment service such as puppets, DJ services, or skits for corporate events.
- Begin freelancing as a social media manager for small local businesses.
- Draft fliers or marketing materials for small business owners.



Goal Setting and Record Keeping

Goal setting is an ongoing process that guides your project area learning. Having goals is like having a road map to show you how to get you to where you want to go. Record keeping is also an ongoing process and another important life skill. In 4-H, you are encouraged to select from a variety of record keeping formats to meet your own personal needs and your preferred learning style. Keeping records of your learning experiences helps you determine how well you met your goals. Goal setting and record keeping improve your skills in organization, communication, planning, and evaluating.

Iowa 4-H Event Opportunities

- Participate in **county and state fair** exhibit classes.
- Check with your local county 4-H youth development staff to see if there are special events or **workshops in your county** that you want to attend to learn more about your project areas.
- Iowa 4-H members in grades 9–12 can apply for **State Project Area Awards** at State Recognition Day. Applications are open December through January.
- Meet young people from around the state who have completed grades 8–12, and share your interests at the **Iowa 4-H Youth Conference** held at Iowa State University in late June.
- Explore careers in communications by participating in the **Iowa 4-H Reporters** program. Apply through State Recognition Day in December through January.
- Be a leader and an advocate for Iowa 4-H by serving as an **Iowa 4-H State Council** member.

Share Your Learning With an Exhibit

- Give an educational presentation working exhibit or extemporaneous speech.
- Perform in the “share the fun” class at the fair.
- Make a poster to demonstrate the use of visual aids.
- Construct a puppet theatre and puppets.
- Prepare an exhibit describing steps in preparing a speech.
- Write a short story or a novel.
- Make an audio file of sound effects to use with a play.

CAREER CONNECTIONS

- **Public relations specialists** establish and maintain good-natured, cooperative relationships with the news media, consumers, government, and local communities.
- **Motivational speakers** motivate and incentivize a crowd to do something more with their lives.
- **Journalists** research, write, edit, proofread, and file news stories and articles.
- **Brand managers** research and create strategies to create a positive view of the brand.

EDUCATION CONNECTIONS

- If you're interested in product design, pricing, and promotion, you may enjoy **marketing!**
- Students in **journalism** focus on generating ideas, writing, editing, and presenting information to mass audiences.
- Learn **English** if you're interested in literature, rhetoric, or creative writing.
- Students in **agricultural communications** study public relations and communications.
- Students in **organizational leadership** learn how communication is important to leaders and can impact business operations.

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