Enhancing the Written Communication Skills of Agricultural Scientists

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Factors that enhance critical thinking during the writing process (Leggette, 2013)

- Apply writing to real-world scenarios
- Develop a strong argument
- Have content knowledge
- Have knowledge of society
- Present and defend a topic to a variety of public audiences
- Read industry-related material
- Receive rich, timely feedback
- Research and understand how ideas and concepts are connected
- Understand grammar and mechanics
- Understand when to be brief and when to elaborate
- Use relevant information to evaluate problems
- Write repetitively

Two-way communication to establish information needs and preferred communication mediums and persuasion modes of the audience

Agricultural scientists' communication needs

Preparation of agricultural scientists who have effective written communication skills

Social Context

Discourse Knowledge

Content/Subject Matter Knowledge

Cognitive Processes

Confidence


Agricultural scientists as effective communicators

Two-way communication that influences policy makers, impacts public perception, and inspires the public to adopt practice

Informed audience