

## REGISTRATION OPENS:

March 1, 2017

## REGISTRATION CLOSES:

March 22, 2017

Login to your family account on 4HOnline to register:

<https://nd.4honline.com>

# COMMUNICATION

# ARTS

## Educational Resources on the 4-H website:

[www.ag.ndsu.edu/Cass4H](http://www.ag.ndsu.edu/Cass4H)

### Why should a 4-H'er participate?

- To learn to express thoughts verbally.
- To learn to think through a series of steps.
- To learn to organize work in logical order.
- To learn more about a topic.
- To learn poise and self-confidence.



Use your own creativity and originality in preparing public presentations.

Encouraged not to use presentations that have been used in previously judged competitions.

Team members **MUST** be in the same age division.

Contact the 4-H office a week before the contest regarding your technology needs for the following categories:

**Presentation Software**  
**Video Production**  
**Website Design**  
**4-H Promotion**

Saturday, April 1, 2017  
Horace Elementary School, Horace  
8:00 am until approx. 1:00 pm

### 4-H Dress Code Required:

- All 4-H participants must wear a solid white, gray or green shirt/blouse with a 4-H emblem prominently displayed and securely fastened on the front.
- 4-H dress code t-shirts (\$10), polo (\$14) and emblem patches (\$1) can be purchased from the Cass County Extension Office.

### Age Divisions:

- Cloverbud: Youth finishing Kindergarten through 2<sup>nd</sup> grade. (ONLY Cloverbud Recitation and non-competitive Demonstration & Illustrated Talk)
- Junior: Youth finishing or completed 3<sup>rd</sup> grade through 6<sup>th</sup> grade.
- Senior: Youth finishing or completed 7<sup>th</sup> grade and up.

### Awards:

- Everyone will receive a participation ribbon.
- Winners will be named in each category and will go on to compete in the District Communications Arts Contest in June in Fargo.
- Winners in the District Contest in teen and pre-teen categories will advance to the State Communication Arts Contest on Sunday, July 23, 2017 at the North Dakota State Fair.



View Communication Arts videos at the NDSU Extension Service YouTube Channel:  
<https://www.youtube.com/user/NDSUExt4H/videos>

# OVERVIEW

## OF COMMUNICATION ARTS CATEGORIES

**IMPORTANT:** Go to the 4-H website for complete details and guidelines for each category. [www.ag.ndsu.edu/Cass4H](http://www.ag.ndsu.edu/Cass4H) and click on Contests, then Communication Arts, then **Communication Arts Categories, Rules & Guidelines**

### ■ Cloverbud Recitation

This category is non-competitive and provides equal recognition for all participants. This optional category provides young participants an opportunity to make presentations without the task of finding or writing material and without the stress of competition. Recitation of the 4-H Pledge, Pledge of Allegiance or other simple verse is appropriate.

### ■ Non-Competitive Demonstration/Illustrated Talk (any age)

This category is non-competitive and provides an opportunity for a young person to gain experience in public presentation by utilizing a demonstration or illustrated talk prepared by someone else.

### ■ Demonstration

Demonstrations are presentations that reflect skills and procedures on all topics. They show “**how to do something**,” “**how to make something**” or “**how something works**” and may display a finished product. (*Junior time: two to 12 minutes; senior time: four to 12 minutes; teams allowed*)

### ■ Illustrated Talk

Illustrated talks are **speeches using visual aids**. They are presentations in which charts, posters, figures or real objects are used to explain an idea or procedure. (*Junior time: two to 12 minutes; senior time: four to 12 minutes; teams allowed*)

### ■ Prepared Speech

Prepared speeches include the presentation of **speeches that are composed by the presenter**. Notes may be used for reference. (*Junior time: three to eight minutes; senior time: five to eight minutes*)

### ■ Interpretive Reading – Humorous or Serious

Interpretive readings are **oral presentations of the works taken from any published source**. The presenter should be familiar with the piece being read. The presentation begins with a brief introduction, including the source, author and an explanation of the reason for the selection. (*Junior time: three to eight minutes; senior time: five to eight minutes; teams allowed*)

### ■ Dramatic Presentation

Oral dramatic presentations are based on an original or published piece performed by **combining words and actions** to entertain or educate the audience. This begins with a brief introduction, including the source, author of the material and an explanation of why it was selected. A costume, makeup or props are required. (*Junior time: three to eight minutes; senior time: five to eight minutes; teams allowed.*)

## What's the Difference?

### ■ Demonstrations and Illustrated Talks

In a **demonstration**, the presenter shows “how something works” or “how to do something by using objects and explaining the steps.

In an **illustrated talk**, the presenter explains “how something works” or “how to do something” but does not show the working object or demonstrate the process; instead, he or she uses visual aids to complement his or her talk.

### ■ Interpretive Readings (Humorous or Serious) and Dramatic Presentations

In **interpretive readings**, participants use vocal and facial expressions to communicate the author's thoughts expressively. Visual aids, props or costumes are not permitted.

In **dramatic presentations**, full body movements, costumes, makeup and/or props are used to perform pieces in a creative, thought-provoking manner.

### ■ Commercials and Demonstrations

**Commercials** are intended to demonstrate the ability to sell an item/project idea. The end result should sway the audience to want more of the item/project idea.

In a **demonstration**, the presenter shows “how something works” or “how to do something” by using objects and explaining the steps. It should remain unbiased, from the audience perspective.



- **Commercials**

Commercials are presentations to **convince an audience to buy an idea or product**. Commercials need to include an introduction, a body and a closing statement. (*Time: one to three minutes; teams allowed*)

- **Short Take**

Short takes are presentations given from **a topic drawn by the participants when they enter the room** without advanced preparation. After receiving their topic, they have 10 minutes to prepare. Presentations need to be organized to include an introduction, body and summary. (*Junior time: one to five minutes; senior time: two to five minutes*)

- **Broadcasting**

Presenters prepare **a radio or television broadcast** that may be read from a script. The broadcast may have four to five items of about 30 to 45 seconds each or a more in-depth story addressing a topic. (*Maximum time: eight minutes; teams allowed*)

- **Presentation Software**

4-H'ers create and deliver a presentation **utilizing presentation software**. Participants are judged on the presentation, workmanship and techniques of project graphic design. (*Junior time: two to 12 minutes; senior time: four to 12 minutes; teams allowed*)

- **Video Production**

Youth shoot footage, edit and produce a short (two–to five-minutes suggested) video, present their final product to the judges and present information on the production, including when, how and why their video was created. (*Junior time: two to 12 minutes; senior time: four to 12 minutes; teams allowed*)

## What About Cloverbuds?

A “recitation only” category often is offered for Cloverbuds at Communication Arts events. This category is noncompetitive and provides equal recognition for all participants.

This optional category provides young participants with an opportunity to make presentations without the task of finding or writing material and without the stress of competition. Recitation of the 4-H Pledge, Pledge of Allegiance or other simple verse is appropriate.

## Helpful Links:

[4-H Demonstrator](#)

[Planning & Delivering Your Demonstration](#)

[Speech Planning Worksheet](#)

[Making Your Interpretive Readings Come Alive](#)

[4-H Presentations/Friendly Feedback](#)

[Demonstration Tips, Hints Helps](#)

- **Website Design**

Contestants **create a website** on a topic of their choice and are judged on content, appearance, design, technical performance and the presentation of their website. Participants talk about what they learned and why they chose the topic, and show their website. (*Junior time: two to 12 minutes; senior time: four to 12 minutes; teams allowed*)

- **4-H Promotion**

Contestants identify a non-4-H audience and demonstrate a promotional method that communicates the ideas or ideals of the 4-H program. Participants discuss why they chose the delivery method and how they have used or are planning to use the materials. (*Junior time: two to 12 minutes; senior time: four to 12 minutes; teams allowed*)

**NDSU** EXTENSION  
SERVICE

**Questions, Contact:**

Maxine Nordick at 701-241-5700

[Maxine.nordick@ndsu.edu](mailto:Maxine.nordick@ndsu.edu)

*If you plan on attending this event, requests for accommodations related to disability should be made to Maxine Nordick at 241-5700, one week prior.*

*County commissions, North Dakota State University and U.S. Department of Agriculture cooperating. North Dakota State University does not discriminate on the basis of age, color, disability, gender expression/identity, genetic information, marital status, national origin, physical and mental disability, pregnancy, public assistance status, race, religion, sex, sexual orientation, or status as a U.S. veteran. Direct inquiries to: Vice Provost for Faculty and Equity Old Main 201 701-231-7708 or Title IX/ADA Coordinator Old Main 102 701-231-6409*