



# 4-H Communication Arts

## The North Dakota 4-H Communication Arts program's primary objectives:

- Help participants develop communication skills that are useful throughout a lifetime
- Provide participants with an opportunity to practice their skills before a group
- Provide participants with an opportunity to gather and organize information, equipment and props for public presentations
- Develop participants' confidence in making public presentations
- Evaluate and enhance participants' communication skills

## Youth are encouraged to give at least one public presentation each year.

- Participation begins at the club or local level.
- Each county is encouraged to conduct a Communication Arts event in which all youth can participate each year.
- A state event will be held for first place participants in each category of the district events.

## 4-H Age and School Grade

The North Dakota 4-H Communication Arts program uses the participant's grade in school to determine divisions as listed below. The North Dakota 4-H program allows youth to join Cloverbud while in kindergarten through second grade and join regular 4-H in third grade. Because most school districts use an age of 5 on Aug. 31 as the age to begin kindergarten, most (but not all) youth will be a specific age in a specific grade. By using grade as the first factor of joining 4-H, it allows classmates to join and advance through the system together.

## 4-H Communication Arts Divisions

4-H Communication Arts divisions are set so all participants in the senior division are eligible to attend the Extension Youth Conference (EYC) if awarded:

- Junior – youth finishing or completed third through sixth grade (most will have a 4-H age of 8 to 11 years)
- Senior – youth finishing or completed seventh grade through final year in 4-H (generally 4-H age 12 to 18)
- Cloverbud – youth finishing or completed kindergarten through second grade (4-H ages 5 to 7). This is a noncompetitive division.

## Teams

All categories except for Speech allow for team presentations. For some participants, being part of a team helps build the confidence needed to participate individually later. Members of teams are encouraged (but not required) to be in the same age division. If a team has one junior member and one senior member, they will compete in the senior division at the district contests. Teams with one junior member and one senior member will not participate in the state contest.

## Appropriate Dress for Communication Arts

Costumes in the Dramatic Presentation and Commercial categories will be part of the official scoring or evaluation. For all other categories, participants should dress the part for which they are presenting. If the presentation does not specifically call for a costume, participants should be dressed neatly and appropriately for the event with a 4-H Communication Arts T-shirt or a shirt/blouse with the 4-H emblem prominently displayed on the front. Dark jeans/slacks/skirts are recommended.

For more information and evaluation forms, refer to 4-H Communication Arts BA800.



# 4-H Communication Arts

## The categories are:

### ■ Demonstration

Demonstrations are presentations that show skills and procedures on any 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 also are like demonstrations in that they show a product or procedure. However, the process is not performed during the presentation. Charts, posters, electronic slides, figures or real objects may be used to explain an idea or procedure.

(Junior time: two to 12 minutes; Senior time: four to 12 minutes; teams allowed)

### ■ Speech (prepared and impromptu)

Speeches are talks given with no visual aids. Notes may be used for reference. All speeches are composed by the presenter. Prepared speeches are written in advance; impromptu speeches are written in 15 minutes after receiving a topic.

Prepared speeches – (Junior time: two to 12 minutes; Senior time: four to 12 minutes; teams not allowed.)

Impromptu speeches – (Junior time: one to five minutes; senior time: two to five minutes; teams not allowed)

### ■ Interpretive Reading (humorous or serious)

Interpretive readings are oral presentations of works taken from any published source. The presenter should be familiar with the piece; however, it is not a memorized speech; it is a reading. The presentation begins with a brief introduction, including the source, author and an explanation of the reason for the selection. The goal is to communicate the author’s thoughts expressively through voice. Gestures and actions should be kept to a minimum.

(Junior time: two to 12 minutes; Senior time: four to 12 minutes; teams allowed)

### ■ Drama

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 and/or props are required.

(Junior time: two to 12 minutes; Senior time: four to 12 minutes; teams allowed)

### ■ Mass Media

Presenters prepare a 1) 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 or a 2) Commercial to sell a real or fictitious product. Presentations should have broad audience appeal and except for radio may include props and visual examples, including example social media posts.

(Broadcast Junior time: two to 12 minutes; Senior time: four to 12 minutes; Commercials are one to three minutes for all presenters, teams allowed)

### ■ Electronic

4-H members create and deliver a presentation utilizing presentation software that may include PowerPoint (or similar), filmmaking or web development programs. Contestants are judged primarily on content, appearance, design and technical performance of the presentation. Participants also will describe what they learned and why they chose the software used and the topic in their presentation.

(Junior time: two to 12 minutes; Senior time: four to 12 minutes; teams allowed)

### ■ Fish Tank: Youth Entrepreneurship

This category is for youth entrepreneurs. Youth who have started or plan to start a business are encouraged to enter this category. They provide a quick overview of their business or product and make a pitch to sell the product or business.

(Junior time: two to 12 minutes; Senior time: five to 15 minutes; teams allowed)

### ■ Cloverbud

This is a noncompetitive category designed to provide an opportunity for Cloverbud members to experience public presentations. They may do a recitation or a short presentation similar to other categories. This category has no minimum time limit and all presentations receive equal recognition.

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