

AEC 3030C
Effective Oral Communication
Syllabus, Summer C 2017



AEC 3030C Effective Oral Communication focuses on strategies and techniques for effective presentations in the agricultural and life sciences. Emphasis is on oral and visual communication techniques for formal and informal situations, including leadership and group settings, as well as on speaker responsibility, articulation, critical thinking and listening, cultural awareness, and audience analysis.

Course objectives are to enable students (1) to communicate effectively about scientific topics and issues, (2) to communicate using clear and effective prose, (3) to tailor presentations to the needs and expectations of specific target audiences, (4) to communicate effectively within groups, and (5) to communicate responsibly.

Instructors:

- Dr. Linda M. Perry • lperry@ufl.edu • 122 Bryant Hall • (352) 273-0749.
Office hours: Tuesday, 10:00 a.m.-1:00 p.m.; Thursday, 11 a.m.-12:00 p.m.; and by appointment.
- Mr. Blake Colclasure • bcolclasure@ufl.edu • 310 Rolfs Hall • (352) 273-2614
Office hours: Monday, 10 a.m.-noon; Wednesday, 11 a.m.-noon; and by appointment.
- Ms. Brittani Kirkland • bgkirkland@ufl.edu • 406 Rolfs Hall • (352) 273-2093
Office hours: Tuesday, 10 a.m.-noon; Thursday, 11 a.m.-noon; and by appointment.
- Mr. Taylor Polinard • tp21@ufl.edu • 408 Rolfs Hall • (352) 392-0502
Office hours: Tuesday, 12:15-1:30 p.m.; Wednesday, 11 a.m.-12:25 p.m.; and by appointment.

Class information: **Lecture:** Thursdays 4th-5th (12:30-3:15 p.m.) in CSE 121.
Co-lecturers: Dr. Linda Perry and Mr. Blake Colclasure
All sections (§), or labs, meet in Rolfs 306:
§ **7H33** —Tuesday 4th-5th (12:30-3:15 p.m.), Ms. Kirkland
§ **7058** — Wednesday 4th-5th (12:30-3:15 p.m.), Mr. Polinard
§ **7H24** —Friday 4th-5th (12:30-3:15 p.m.), Ms. Kirkland

Textbook: Gallo, C. (2014). *Talk Like TED: The nine public speaking secrets of the world's top minds*. St. Martin's Press. ISBN 1250041120 or 9781250041128

Recommended: German, K.M. et al. (2004). *Principles of Public Speaking*. Pearson.

Recommended for scientists: Morgan, S. and Whitener, B. (2006), *Speaking About Science: A manual for creating clear presentations*. Cambridge University Press. ISBN 13:978-0-521-68345-6

Class expectations: The instructors are committed to helping you improve your oral communication and presentation skills. To that end, **you can expect** constructive feedback on your assignments and opportunities to apply that feedback for improvement.

We expect punctual attendance, collegial class participation, on-time submission of assignments, and honest effort. While in class, you may take notes on a laptop, but please don't distract yourself and others with personal uses such as surfing the Web or attending to email, Facebook, etc. Please mute your cellphones and don't let them become a distraction.

Assignments: An important part of professional work is meeting **deadlines**. Therefore, all assignments are due in class, lab, or Canvas by the dates and times listed in the syllabus. Late written assignments are penalized 10% per day. **Unexcused absences on speech days** will result in a zero score for the speech assignment due that day. You must notify Dr. Perry and your lab instructor two weeks in advance and provide documentation for any UF-approved activity. You must notify Dr. Perry and your lab instructor via email within 24 hours if you have an emergency that prevents on-time submission of work. **Submit written assignments electronically** in Microsoft Word via Canvas, unless otherwise specified in class. **You are responsible** for submitting assignments correctly and assuring they have uploaded successfully.

Assignments, cont.:	Assignments	Date	Points Available
	1. Issue Tracking	May 11-July 23	50
	2. Audience Analysis	Week 2	50
	3. Personal Narrative Speech	Week 3 lab	50
	4. TED Talk Analysis	June 4	50
	5. Informative Speech on a Science Topic	Week 5 lab	100
	6. Reflection and Feedback	Week 6 lab	50
	Mid-term exam	June 15	100
	7. Science Issue Discourse	Week 7 lab	50
	8. Informative Speech on a Science Issue	Week 9 lab	100
	9. Persuasive Speech on a Science Issue	Week 10 lab	150
	Final Exam	July 27	100
	10. Reflection on Communicating About Science	Week 11 lab	50
	Class participation	All semester	<u>100</u>
	Total	**	1,000

Grading: Your assignments are graded according to course rubrics. If you have questions or concerns about your grade, before appealing to Dr. Perry, please **speak with your grader first *within one week*** of the assignment's being returned to you.

The grading scale follows:

A	950 to 1000	C	730 to 769
A-	900 to 949	C-	700 to 729
B+	870 to 899	D+	670 to 699
B	830 to 869	D	630 to 669
B-	800 to 829	D-	600 to 629
C+	770 to 799	E	599 & Below

For information on current UF policies for assigning grade points, see <https://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx>

Academic Honesty: Academic honesty is expected, just as high ethical standards are required professionally. There will be zero-tolerance for anything less. That includes not: giving, accepting or taking unauthorized aid, including looking at colleagues' exam papers; plagiarizing websites; plagiarizing others' **or your own previous work**; or doubling on assignments without the permission of all involved professors and instructors.

Plagiarizing includes taking **verbatim phrases of more than a few words** without full attribution. Violations will be pursued according to university guidelines. Students should report any condition that facilitates dishonesty to the instructor, department chair, college dean, Student Honor Council, or Student Conduct in the [Dean of Students Office](#).

More on plagiarism is on page 4 of this syllabus.

Attendance: **To succeed in this course, you must come to class.** You are responsible for all information delivered in class, including information for the exam and assignments. *Students unable to attend class are responsible for proactively obtaining class notes and handouts.* Make-up exams and deadline extensions are granted only in cases of *documented* excused absences.

Special Needs: Students requesting classroom accommodation must first register with the [Dean of Students Office](#), which will provide documentation for the accommodation. It is the *student's responsibility* to assure the documentation is delivered to the instructor. More related information is on page 4 of this syllabus.

1. Reading & Assignment Schedule:

• Readings are from the Gallo textbook. • Handouts will be posted in Canvas.

<u>Week</u>	<u>Topic</u>	<u>Reading</u>
I • May 8	Introduction • Issues & Topics • Storytelling Labs: Meet & Greet • Audience Analysis	Ch. 1-3
II • May 15	Audience Analysis • Speaker Credibility & Articulation Labs: Audience Analysis, <i>cont.</i> • Stress Busters	Ch. 4-6
III • May 22	Communicating about Science • Informative Speeches Labs: DUE: 3. Personal Narrative Speech	Ch. 7-9
IV • May 30	Visual Communication • Nonverbal Communication Labs: TED Talk analysis DUE June 4 in Canvas: 4. TED Talk analysis	
V • June 5	Group Communication Labs: DUE: 5. Informative speech on scientific topic	
VI • June 12	***Mid-term exam June 15*** Labs: 6. Reflection and feedback on informative speech	
June 19-23	****SUMMER BREAK****	
VII • June 26	Persuasive Communication • Guest Speaker David Faulkner Labs: 7. Science Issue Discourse	
VIII • July 3	Intercultural Communication • Guest Speaker Dr. Katie Stofer July 4: Independence Day — No lab this week	
IX • July 10	Communication Law and Ethics Labs: 8. Informative Speech on Scientific Issue	
X • July 17	Review Labs: 9. Persuasive Speech on Scientific Issue w/ Audience Analysis DUE in Canvas July 23: 1. Issue tracking summary	
XI • July 24	***Final Exam July 27*** Labs: Reflection on communicating about science	
XII • July 31	No lab this week	

The instructor reserves the right to amend this syllabus as necessary.

Plagiarism and Copyright

When communicating about science, we base our work on **facts** obtained from a variety of sources. We can freely use factual information from the public domain. We **cite our sources** so others can access the information we present. We give credit where it is due. We are very careful to use others' *unique expression* of that information both ethically and lawfully. *Unique expression* can be a phrase of a few words or a simple hashtag moniker. We must obtain permission to use our sources' expression, or give full credit for a *limited, fair use*.

Assignments submitted via Canvas are automatically vetted for **plagiarism** with Turnitin.

UF Academic Honesty, Software Use, Campus Helping Resources, Services for Students with Disabilities

Academic Honesty

In 1995 the UF student body enacted an [honor code](#) and voluntarily committed itself to the highest standards of honesty and integrity. When students enroll at the university, they commit themselves to the standard drafted and enacted by students.

The **Honor Pledge**: “We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honesty and integrity.”

On all work submitted for credit by students at the university, the following pledge is either required or implied: “On my honor, I have neither given nor received unauthorized aid in doing this assignment.”

Students should report any condition that facilitates dishonesty to the instructor, department chair, college dean, Student Honor Council, or Student Conduct and Conflict Resolution in the Dean of Students Office.

(Source: 2013-2014 Undergraduate Catalog, <https://catalog.ufl.edu/ugrad/current/advising/info/student-honor-code.aspx>)

It is assumed all work will be completed independently unless the assignment is defined as a *group project*, in writing by the instructor. This policy will be vigorously upheld at all times in this course.

Software Use

All faculty, staff and students of the university are required and expected to obey the laws and legal agreements governing software use. Failure to do so can lead to monetary damages and/or criminal penalties for the individual violator. Because such violations are also against university policies and rules, disciplinary action will be taken as appropriate.

Campus Helping Resources

Students experiencing crises or personal problems that interfere with their general well-being are encouraged to utilize the university's counseling resources. The Counseling & Wellness Center provides confidential counseling services at no cost for currently enrolled students. Resources are available on campus for students having personal problems, lacking clear career or academic goals, or experiencing other problems that may interfere with their academic performance.

University Counseling & Wellness Center, 3190 Radio Road, 352-392-1575, www.counseling.ufl.edu/cwc/

Counseling Services	Groups and Workshops
Outreach and Consultation	Self-Help Library
Training Programs	Community Provider Database

Career Resource Center, First Floor JWRU, 392-1601, www.crc.ufl.edu/

Services for Students with Disabilities: The Disability Resource Center — 0001 Reid Hall, 352-392-8565, www.dso.ufl.edu/drc/ — coordinates the accommodations needed for students with disabilities. This includes registering disabilities, recommending academic accommodations within the classroom, accessing special adaptive computer equipment, providing interpretation services, and mediating faculty-student disability related issues.