

AEC 3033C
Research and Business Writing ONLINE
§ 022D, §142G Syllabus, Fall 2017

Dr. Linda M. Perry



AEC 3033C Research & Business Writing in Agricultural and Life Sciences focuses on strategic written communication for agricultural and life science industries. Students can hone their writing skills and gain experience in effective professional and scholarly writing. Emphasis is placed on ethics, responsibility, accuracy, clarity, brevity and style as well as American English grammar and spelling.

Course objectives are to enable students to (1) write effectively in business, scientific and academic contexts, (2) write using clear, concise and effective prose as well as accurate grammar, spelling and punctuation, and (3) communicate information tailored to the needs and expectations of target audiences.

Class information: This class is online.

Lecturer: Dr. Linda M. Perry • imperry@ufl.edu • 122 Bryant Space Science Center • (352) 273-0749.
Office hours: M: 10 a.m.-noon; W: 10 a.m.-noon.; R: 10 a.m.-noon.; and by appointment.

TAs:

- **Isabella Damiani** • isabelladamiani@ufl.edu • 408 Rolfs Hall • (352) 273-2095
Office hours: T: 9 a.m.-noon and by appointment.
- **Afiya DeSormeaux** • a.desormeaux@ufl.edu • 310 Rolfs Hall • (352) 273-2614
Office hours: W: 10 a.m.-noon; R: 9-10 a.m. and by appointment.
- **Benjamin Morris** • benjaminjmorris@ufl.edu • 411 Rolfs Hall • (352) 273-3425
Office hours: M: 2-3 p.m.; W: 11 a.m.-noon; R: 2-3 p.m.; and by appointment
- **Lendel K. Narine** • lendel.narine@ufl.edu • 411 Rolfs Hall • (352) 273-3425
Office hours: M: 9 a.m.-noon and by appointment.
- **Cameron Outlaw** cam42593@ufl.edu • 406 Rolfs Hall • (352) 273-2093
Office hours: M: 9:35-10-25 a.m.; T 9:30-11:30 a.m.; and by appointment.
- **Levy Randolph** • lrandolph2008@ufl.edu • 406 Rolfs Hall • (352) 273-2093
Office hours: M: 11 a.m.-2 p.m. and by appointment.
- **Brianna Shanholtzer** • bshanholtzer@ufl.edu • 411 Rolfs Hall • (352) 273-3425
Office hours: W: 9 a.m.-noon and by appointment.

Textbook: Johnson-Sheehan Richard, *Technical Communication Today 5th ed.*, Pearson, (2015) ISBN:13: 9780205. (The fourth and sixth editions of this book are acceptable.)

Recommended: L. Faigley (2012), *The Brief Penguin Handbook with Exercises 4th ed.*, Boston: Longman.

Class expectations: The instructors are committed to helping you improve your writing and critical thinking skills. To that end, **you can expect** constructive feedback on your writing assignments and opportunities to apply that feedback with **rewrites** for four of the assignments. The rewrites can help you improve both your writing and your scores for those assignments.

We expect collegial and timely class participation via the Canvas discussion boards, on-time submission of assignments, and honest effort.

Assignments: An important part of professional and research writing is meeting **deadlines**. Therefore, **late work** is penalized 10% of the available points for that assignment *per day* unless you have a documented, excused absence. You must notify Dr. Perry two weeks in advance and provide documentation for any UF-approved activity.

You will **submit assignments electronically** in Microsoft Word via Canvas. **Rewrites**, when available, must be submitted **within one week** after the graded assignment is returned to you. **Late rewrites will not be accepted. You are responsible** for submitting assignments correctly, assuring they have uploaded successfully, and checking Canvas for their *return*.

If English is your second language, you may seek specialized help in the UF Writing Studio: <http://writing.ufl.edu/writing-studio/for-students/esl-assistance/>

Assignments, <i>cont.</i> :	Assignments	Due Date	Word Count	Points Available
	1. Letter of Introduction (R)	Sept. 14	500	50
	Module 3 Discussion Board	Sept. 14 & 20	300	50
	2. Audience Analysis	Sept. 24	400	50
	3. Résumé and Cover Letter (R)	Oct. 1	700	125
	4. Personal Statement (R)	Oct. 8	700	100
	5. Persuasive Letter on Science (R)	Oct. 29	500	100
	Module 10 Discussion Board	Oct. 15	200	15
	6. Research Report & Proposal	Nov. 12	900	100
	7. Pitch Letter	Nov. 26	400	100
	8. Web Article & Tweet	Dec. 3	400	100
	9. Issue Tracking & Annotated Bibliography	Dec. 6	1,000	110
	Quizzes	Variable	0	<u>100</u>
	Totals		6,000	1,000

(R) = Rewrite available

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 number of **points** you earn determines your final grade. To receive **Gordon Writing Rule credit**, you must earn C (730 points) or better. **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 complete all requirements of each module.** You are responsible for all information delivered in class, including information given in lectures assignments that does not appear elsewhere in Canvas. Make-up quizzes and assignment-deadline extensions are granted only in cases of *documented* excused absences.

Special Needs: Students requesting special accommodations 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.

Reading & Assignment Schedule:

- Readings are from the **fifth edition** of textbook; **fourth edition** readings are specified where they differ.
- Handouts will be posted in Canvas

Week	Topic	Readings
I • Aug. 21	Introduction • Module 1: Plagiarism • Letters	Ch. 1, 5
II • Aug. 28	Module 2: Writing Well	App. A, Ch. 16 (17 in 4th)
III • Sept. 4	Module 3: Audience Analysis Sept. 4: Labor Day— NO CLASS Module 3 Discussion: Audience Analysis DUE Sept. 14: Letter of Introduction	Ch. 2
IV • Sept. 11	Module 4: Cover Letters, Résumés, Personal Statements DUE Sept. 14 & 18: Discussion Board 3	Ch. 11
V • Sept. 18	Module 5: Ethics & Ethical Research DUE Sept. 22: Audience Analysis	Ch. 4
VI • Sept. 25	Module 6: Research Questions DUE Oct. 1: Cover Letter & Résumé	Ch. 12, 14
VII • Oct. 2	Module 7: Science Communication Module 7 Discussion: Science Communication DUE Oct. 8: Personal Statement	Handouts
VIII • Oct. 9	Module 8: Writing to Persuade DUE: Oct. 15: Module 7 Discussion	Ch. 13; Handouts
IX • Oct. 16	Module 9: Writing Letters	Review Ch. 5
X • Oct. 23	Module 10: Writing Research Reports & Proposals DUE Oct. 29: Persuasive Letter on Science Issue	Ch. 8, 19
XI • Oct. 30	Module 11: Writing Research with APA Style	Appendix C
XII • Nov. 6	Module 12: Writing Annotated Bibliographies Nov. 10-11 Veterans Day — NO CLASS DUE: Nov. 12: Research Report & Proposal	Handouts
XIII • Nov. 13	Module 13: • Writing for Public Relations	Handouts
XIV • Nov. 20	Module 14: Writing for the Web & Social Media Nov. 22-25 Thanksgiving— NO CLASS DUE: Nov. 26: Pitch Letter	Ch. 23-24
XV • Nov. 27	Review DUE: Dec. 3: Web Article & Tweet	
XVI • Dec. 4	Classes end Dec. 6 DUE: Dec. 6: Issue Tracking Report & Annotated Bibliography	

Plagiarism and Copyright

When writing for science and business, 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.