

AEC 3033C  
Research and Business Writing ONLINE  
§ 05EF, §3591 Syllabus, Spring 2018

Dr. Linda M. Perry



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**AEC 3033C Research & Business Writing in Agricultural and Life Sciences** focuses on strategic written communication for agricultural and life sciences. Students can hone their writing skills and gain experience in effective professional and scholarly writing. Emphasis is placed on science communication, 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:** Sections 05EF and 3591 are online on UF Canvas.

**Lecturer:** **Dr. Linda M. Perry** • [lperry@ufl.edu](mailto:lperry@ufl.edu) • 122 Bryant Space Science Center • (352) 273-0749.  
*Office hours:* **M:** 9:45-11 a.m.; **T:** 9-11 a.m.; **W:** 9:45-11 a.m.; and by appointment.

**TAs:**

- **Mr. Austin Council** • [acouncil@ufl.edu](mailto:acouncil@ufl.edu) • 406 Rolfs Hall • (352) 273-2093  
*Office hours:* **M:** 9-30-11:30 a.m. & 3-4 p.m. and by appointment.
- **Ms. Isabella Damiani** • [isabelladamiani@ufl.edu](mailto:isabelladamiani@ufl.edu) • 408 Rolfs Hall • (352) 273-2095  
*Office hours:* TBA
- **Mrs. Afiya DeSormeaux** • [a.desormeaux@ufl.edu](mailto:a.desormeaux@ufl.edu) • 310 Rolfs Hall • (352) 273-2614  
*Office hours:* **M:** 11 a.m.-1 p.m.; **R:** 9-10 a.m.; and by appointment.
- **Mrs. Annie F. Muscato** • [afmuscato@ufl.edu](mailto:afmuscato@ufl.edu) • 408 Rolfs Hall • (352) 273-2095  
*Office hours:* TBA
- **Mr. Cameron Outlaw** [cam42593@ufl.edu](mailto:cam42593@ufl.edu) • 406 Rolfs Hall • (352) 273-2093  
*Office hours:* -**T** 9:30-12:30 a.m.; and by appointment.
- **Ms. Brianna Shanholtzer** • [bshanholtzer@ufl.edu](mailto:bshanholtzer@ufl.edu) • 411 Rolfs Hall • (352) 273-3425  
*Office hours:* **M:** 1:30-3:30 p.m., **R:** 9:30-10:30 a.m., and by appointment.

**Textbook:** Johnson-Sheehan Richard, *Technical Communication Today 6<sup>th</sup> ed.*, Pearson, (2018)  
ISBN: 9780134425733 (The fifth edition of this book is acceptable).

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

**Other materials:** Class website: <http://lindaperry.us/aec3033Online/index.htm>. Contains assignment instructions, the latest syllabus, and lecture notes.

**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)	Jan. 21	500	50
	Module 3 Discussion Board	Jan. 29, Feb. 5	300	50
	2. Tech Description & Explanation/Instructions	Feb. 16	700	100
	Module 7 Discussion Board	Feb. 25, Mar. 2	200	50
	3. Cover Letter and Résumé (R)	March 2	700	110
	4. Personal Statement (R)	March 18	700	110
	5. Persuasive Letter on Science Issue (R)	March 25	500	100
	6. Web Headline, Article & Tweet	April 8	400	100
	7. Research Report, Proposal & Bibliography	April 22	2,000	200
	Quizzes	Variable	0	130
	<b>Totals</b>		<b>6,000</b>	<b>1,000</b>

**(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:

<b>A</b>	950 to 1000	<b>C</b>	730 to 769
<b>A-</b>	900 to 949	<b>C-</b>	700 to 729
<b>B+</b>	870 to 899	<b>D+</b>	670 to 699
<b>B</b>	830 to 869	<b>D</b>	630 to 669
<b>B-</b>	800 to 829	<b>D-</b>	600 to 629
<b>C+</b>	770 to 799	<b>E</b>	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.

**ESL Students** 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/>

**Reading & Assignment Schedule:**

- Readings are from the **sixth edition** of textbook. (**Fifth edition** readings are specified where they differ.)
- Handouts will be posted in Canvas

<u>Week</u>	<u>Topic</u>	<u>Readings</u>
I • Jan. 8	Introduction Module 1: Overview, Issues & Letters <i>Quiz 1</i> : Formal Business Letters	Ch. 6 (5 in 5 <sup>th</sup> ), 19
II • Jan. 15 Jan. 17	Jan. 15 is Martin Luther King Day— <b>NO CLASS</b> Module 2: Writing Well • Grammar <i>Quiz 2</i> : English is Fun (Really!!) <b>DUE Jan. 21</b> : 1. Letter of Introduction	Appendix A Ch. 16: pp. 449-465 (421-437 in 5 <sup>th</sup> )
III • Jan. 22	Module 3: Audiences <i>Quiz 3</i> : Audiences <b>Module 3 Discussion</b> : Audience Analysis (Jan. 29 +)	Ch. 2
IV • Jan. 29	Module 4: Technical Definitions & Descriptions <i>Quiz 4</i> : Technical Descriptions <b>DUE Jan. 29 &amp; Feb. 5</b> : Discussion Board 3	Ch. 1, 7 (6 in 5 <sup>th</sup> )
V • Feb. 5	Module 5: Explanations, Instructions & Documentation <i>Quiz 5</i> : Technical Explanations and Instructions	Ch. 8 (7 in 5 <sup>th</sup> )
VI • Feb. 12	Module 6: Cover Letter, Résumé & Personal Statement <i>Quiz 6</i> : The Job Search <b>DUE Feb. 16</b> : 2. Technical Description & Explanation/Instructions	Ch. 5 (11 in 5 <sup>th</sup> )
VII • Feb. 19	Module 7: Science Communication • Brainstorming <i>Quiz 7</i> : Science Communication <b>Module 7 Discussion</b> : Brainstorming a Science Issue <b>DUE Feb. 25 &amp; March 2</b> : Discussion Board 7	Ch. 3, 12, Handouts
VIII • Feb. 26	Module 8: Persuasive Writing <i>Quiz 8</i> : Persuasion <b>DUE March 2</b> : 3. Cover Letter & Résumé	Ch. 13, 16: p. 465-475 (p. 437-445 in 5 <sup>th</sup> )
<b>March 4-10</b>	<b>----SPRING BREAK----</b>	
IX • March 12	Module 9: Research Reports and Proposals <i>Quiz 9</i> : Research Reports and Proposals <b>DUE March 18</b> : 4. Personal Statement	Ch. 9, 11, 14 (8-10 in 5 <sup>th</sup> )
X • March 19	Module 10: Annotated Bibliographies • APA Style <i>Quiz 10</i> : APA style <b>DUE March 25</b> : 5. Persuasive Letter on Science Issue	Ch. 15, Appendix C
XI • March 26	Module 11: Writing for the Web & Social Media <i>Quiz 11</i> : Writing for Web & Social Media	Ch. 23-24
XII • April 2	Module 12: Message Design • Presentations <i>Quiz 12</i> : Message Design and Presentations <b>DUE: April 8</b> : 6. Web Article & Tweet	Ch. 17-18
XIII • April 9	Module 13: Law & Ethics <i>Quiz 13</i> : Law & Ethics	Ch. 4, Class Website
XIV • April 16	Work Week	

**DUE: April 22:** 7. Research Report & Proposal with  
Annotated Bibliography

XV • April 23

Classes end April 25

**The instructor reserves the right to amend this syllabus as necessary. The latest revision will be at <http://lindaperry.us/aec3033/syllabus.htm>**

### 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/](http://www.counseling.ufl.edu/cwc/)

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|---------------------------|-----------------------------|
| 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/](http://www.crc.ufl.edu/)

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