AEC 3033 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 • imperry@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 • 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 • 408 Rolfs Hall • (352) 273-2095 Office hours: TBA
- Mrs. Afnya DeSormeaux • 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 • afmuscat0@ufl.edu • 408 Rolfs Hall • (352) 273-2095 Office hours: TBA
- Mr. Cameron Outlaw 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 • 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.


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, verifying 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, cont.:

<table>
<thead>
<tr>
<th>Assignments</th>
<th>Due Date</th>
<th>Word Count</th>
<th>Points Available</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Letter of Introduction (R)</td>
<td>Jan. 21</td>
<td>500</td>
<td>50</td>
</tr>
<tr>
<td>Module 3 Discussion Board</td>
<td>Jan. 29, Feb. 5</td>
<td>300</td>
<td>50</td>
</tr>
<tr>
<td>2. Tech Description &amp; Explanation/Instructions</td>
<td>Feb. 16</td>
<td>700</td>
<td>100</td>
</tr>
<tr>
<td>Module 7 Discussion Board</td>
<td>Feb. 25, Mar. 2</td>
<td>200</td>
<td>50</td>
</tr>
<tr>
<td>3. Cover Letter and Résumé (R)</td>
<td>March 2</td>
<td>700</td>
<td>110</td>
</tr>
<tr>
<td>4. Personal Statement (R)</td>
<td>March 18</td>
<td>700</td>
<td>110</td>
</tr>
<tr>
<td>5. Persuasive Letter on Science Issue (R)</td>
<td>March 25</td>
<td>500</td>
<td>100</td>
</tr>
<tr>
<td>6. Web Headline, Article &amp; Tweet</td>
<td>April 8</td>
<td>400</td>
<td>100</td>
</tr>
<tr>
<td>7. Research Report, Proposal &amp; Bibliography</td>
<td>April 22</td>
<td>2,000</td>
<td>200</td>
</tr>
<tr>
<td>Quizzes</td>
<td>Variable</td>
<td>0</td>
<td>130</td>
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<tr>
<td><strong>Totals</strong></td>
<td></td>
<td><strong>6,000</strong></td>
<td><strong>1,000</strong></td>
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</tbody>
</table>

(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
- A- 900 to 949
- B+ 870 to 899
- B 830 to 869
- B- 800 to 829
- C+ 770 to 799
- C 730 to 769
- C- 700 to 729
- D+ 670 to 699
- D 630 to 669
- D- 600 to 629
- 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.

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

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

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/

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 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.