

AEC 3033C
Research and Business Writing
§ 3591 Syllabus, Spring 2017
Dr. Linda M. Perry



AEC 3033C Research & Business Writing in Agricultural and Life Sciences aims to establish the importance of effective communication to success in both educational and professional environments; emphasizes writing as a primary form of communication; examines the elements of effective written communication in organizational and scholarly areas; and explores the causes of ineffective writing and ways to correct them. The three-credit-hour course focuses on strategic written communication. 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 (1) to write effectively in business, scientific and academic contexts, (2) to write using clear, concise and effective prose as well as accurate grammar, spelling and punctuation, and (3) to communicate information tailored to the needs and expectations of specific target audiences.

Class information: Section 3591 meets M, W, F at 9:35 a.m. in FAB 103.

Lecturer: Dr. Linda M. Perry • Imperry@ufl.edu • 122 Bryant Space Science Center • (352) 273-0749.
Office hours: M: 12:35-2:35 p.m.; W: 1:45-2:45 p.m.; F: 11 a.m.-2 p.m.; & by appointment.

TAs:

- Peyton N. Beattie • pbeattie@ufl.edu • 408 Rolfs Hall • Phone TBA
Office hours: M & W: 10:45-11:30 a.m.; and T: 10-30 a.m.-12 p.m.
- Benjamin Morris • benjaminjmorris@ufl.edu • Contact info TBA
Office hours: TBA
- Jennifer Wert • jennwert@ufl.edu • Contact info TBA
Office hours: TBA

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

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

Other materials: In addition to the course materials on Canvas, lecture outlines and assignment instructions will be posted on the class website: <http://lindaperry.us/aec3033>. The lecture notes are *not* a substitution for attending class.

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 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 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, unless otherwise specified in class. **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 *returned* assignments.

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

Assignments	Due Date	Word Count	Points Available
Memo (R)	Jan. 17	500	100
In-Class Assignments 1-2	Variable	500	100
Thank-you Letter (R)	Feb. 5	300	75
In-Class Assignments 3-5	Var. & Feb. 17	800	100
Cover Letter and Résumé (R)	Feb. 26	800	125
Personal Statement (R)	Mar. 13	700	100
Web Article & Tweet	Mar. 26	400	100
Research Report & Proposal	April 9	<u>2,000</u>	200
Exam	April 12		<u>100</u>
Totals		6,000	1,000

(R) = Rewrite available

Grading:

Your assignments are graded according to course rubrics, located in Canvas: Files. 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.

Several **in-class assignments** designed to help you apply course concepts account for 200 out of the 1,000 points available for all assignments and the exam. Those assignments, as well as extra credit work, will be given at various times throughout the semester and cannot be made up without a *documented* excused absence.

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	930 to 1000	C	730 to 769
A-	900 to 929	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 that does not appear on the class website or in Canvas. *Students unable to attend class are responsible for proactively obtaining class notes and handouts.* Make-up exams and assignment-deadline extensions are granted only in cases of *documented* excused absences.

Reading & Assignment Schedule:

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

Week	Topic	Readings
I • Jan. 4	Introduction • Memos • Writing Well	Ch. 1, 5
II • Jan. 9	Writing Well, <i>cont.</i> • English Grammar In-class 1-2: English is Fun (really!) DUE Tuesday, Jan. 17: Memo	Appendix A Ch. 16: pp. 421-437 (17 in 4th)
III • Jan. 18	Jan. 16 is Martin Luther King Day— NO CLASS Organizational Culture • Audience Analysis	Ch. 12
IV • Jan. 23	Style • Strategic Communication: Letters	Ch. 2-3
V • Jan. 30	Technical Definitions, Descriptions & Specifications In-class: 3: Teams & Reader Analysis DUE Feb. 5: Thank-you letter	Ch. 6
VI • Feb. 6	Explanations, Instructions & Documentation In-class 4-5: Visualize a technical process	Ch. 7, 10
VII • Feb. 13	The Job Search: Letter, Résumé & Personal Statement DUE IN CLASS Feb. 17: IC 3-5	Ch. 11
VIII • Feb. 20	Writing About Science • Brainstorming DUE Feb. 26: Cover Letter & Résumé	Ch. 14; Canvas Files
IX • Feb. 27	Persuasive Writing • Writing for Web, Social Media	Ch. 13, 16: pp. 437-443; Ch. 21 (22-23 in 4th)
March 6-10	-----SPRING BREAK-----	
X • Mar. 13	Research Reports • Proposals • APA Style DUE Mar. 13: Personal Statement	App C; Ch. 15, 19, 8
XI • Mar. 20	Message Design • Presentations DUE Mar. 26 Web Article & Tweet	Ch. 17-18 (16, 18 in 4th) Ch. 20 (21 in 4th)
XII • Mar. 27	<i>Review</i> Research and Proposal Writing • Grammar Review	
XIII • Apr. 3	Law & Ethics • <i>Review</i> for exam on website DUE: Apr. 9: Research Report & Proposal	Ch. 4; Class website
XIV • Apr. 10 Apr. 12 Apr. 14	<i>Review</i> for exam <i>in class</i> EXAM XC Reaction Paper, April 14	In class
XV • Apr 17, 19	XC Reaction Paper	In class

Rewrites are due *one week* from the date the assignment is returned to you. *Late rewrites will not be accepted.* You are responsible for checking Canvas for returned assignments.

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*.

- Relevant **copyright law** requirements will be discussed in class.
- 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

Faculty, staff and students at UF must 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.

Special Needs:

Students requesting classroom accommodation must first register with the [Dean of Students Office](#). It is the *student's responsibility* to assure the DSO documentation is delivered to the instructor.

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

Training Programs

Outreach and Consultation

Self-Help Library

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, accessing special adaptive computer equipment, providing interpretation services, and mediating faculty-student disability related issues.