

AEC 4031

THE COMMUNICATION PROCESS IN AGRICULTURE AND LIFE SCIENCES



Dr. Lisa Lundy
Bryant 121E



(352)273-2588



lisalundy@ufl.edu
@lisalundy

ABOUT THIS CLASS

This class focuses on strategic communication for agricultural and life science industries. Students can hone their writing skills and gain experience in effective professional writing and mediated communication. Emphasis is placed on ethics, responsibility, accuracy, clarity, brevity and style as well as American English grammar and spelling.

COURSE OBJECTIVES

PREPARE STUDENTS TO

- communicate strategically with specific target audiences on behalf of organizations in agricultural and life sciences;
- communicate to lay publics about science topics and issues;
- write effectively for a variety of media outlets;
- write for a variety of audiences using clear, concise and effective prose with accurate grammar, spelling and punctuation;
- think critically and communicate objectively and persuasively about issues in agriculture and life sciences; and
- prepare for careers and leadership in agricultural communication.

*"The two most engaging powers of a writer are, to make new things familiar and familiar things new."
Samuel Johnson*

COURSE INFORMATION

THIS CLASS WILL BE DELIVERED ONLINE, VIA CANVAS.

OFFICE HOURS: Tuesday, 9 to 11 a.m.
(in person and via Zoom)

REQUIRED TEXTBOOKS:

Telg & Irani. Agricultural Communications in Action. Cengage Learning. Associated Press Stylebook 2018 and Briefing on Media Law. Associated Press.

AEC 4031

THE COMMUNICATION PROCESS IN AGRICULTURE AND LIFE SCIENCES



Dr. Lisa Lundy
Bryant 121E



(352)273-2588

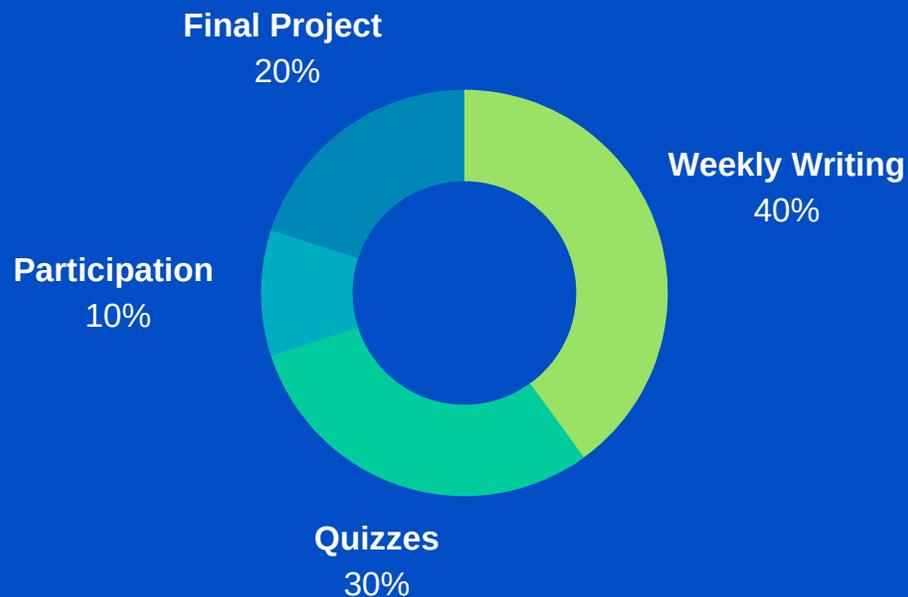


lisalundy@ufl.edu
[@lisalundy](#)

GRADING SCALE

A = 93 - 100%	B- = 80 - 82.99%	D+ = 66 - 69.99%
A- = 90 - 92.99%	C+ = 76 - 79.99%	D = 63 - 65.99%
B+ = 86 - 89.99%	C = 73 - 75.99%	D- = 60 - 62.99%
B = 83 - 85.99%	C- = 70 - 72.99%	E = below 60%

COURSE GRADES



ACADEMIC HONESTY

THERE IS ZERO TOLERANCE IN THIS CLASS FOR:

- Giving, accepting or taking unauthorized aid;
- Plagiarizing websites, others' or your own own or
- Doubling up on assignments.

**ASSIGNMENTS ARE REGULARLY SCANNED FOR
PLAGIARISM. ANY VIOLATIONS WILL BE REPORTED TO THE
DEAN OF STUDENTS.**



Dr. Lisa Lundy
Bryant 121E



(352)273-2588



lisalundy@ufl.edu
@lisalundy

ASSIGNMENTS

Participation

Students will be asked at various times throughout the semester to engage in discussion with classmates about readings and other course materials. These opportunities are intended to help you learn from each other.

Quizzes

Most weeks of the semester will include a quiz. These quizzes will cover the assigned readings, grammar and AP Style. Students will be allowed to drop their lowest quiz score at the end of the semester.

Weekly Writing

Good writing is essential to your success in this degree program and as a professional communicator. You will have a writing assignment each week that corresponds to what we're covering that week. Instructions will be given for each assignment in Canvas.

Final Project

Some of the pieces you do for your weekly writing assignments will be revised and expanded for a final project that will include various forms of writing and visual communication. More information about this assignment will be posted in Canvas.



Dr. Lisa Lundy
Bryant 121E



(352)273-2588



lisalundy@ufl.edu
@lisalundy

GRADING GUIDELINES

The only way to become good writers is to write. Most entry-level communication professionals spend the majority of their time writing various pieces. We will be writing a lot this semester. You will always be expected to: (1) Do your best work in the time allotted, (2) proofread your work, and (3) Use your AP Style manual. This class will at intervals be time consuming and difficult. Your first few assignments will possibly receive low grades, which can be discouraging. Realize that if you put forth the effort, your work should improve throughout the semester, and this improvement will be reflected in your grades.

You will earn an "A" on an assignment if all of the following are met: The work is rigorous, creative, and shows a thorough knowledge of the materials. It is an excellent piece of work written in a clear and concise manner. Few, if any, errors of fact or writing are present. All aspects of the assignment are present and exceptionally completed.

You will earn a "B" on an assignment if any of the following occur: The work has a few errors but shows a good effort at comprehending the material. It contains clear, understandable writing with some care and expression of knowledge. The writing needs more clarity, more development and/or more examples. The work may be missing some of the subtleties of the assignment.

You will earn a "C" on an assignment if any of the following occur: It is an adequate but superficial completion of the assignment. A number of assignment's components are missing or not completed adequately. The argument is unsubstantiated or examples are missing. Sources are poorly cited, many errors of fact are present, or writing and grammar are inadequate.

You will earn a "D" or less on an assignment if you: 1) fail to follow assignment directions/suggestions, 2) fail to complete at least $\frac{3}{4}$ of the assignment, or 3) fail to show an understanding of the materials (indicating you did not do the readings or you are not applying them).

Dear Students:

Welcome to the first day of class. I look forward to getting to know you and learning together this semester. Before we get started, I think it's helpful for you to know a bit about me and how I approach teaching. A few years ago, one of my former students visited my home one afternoon looking for some advice with a career decision. As I sat across the kitchen table from her, I marveled at how she'd grown from the timid sophomore I met years before to a confident young lady. I felt blessed that I got to share in her journey. I enjoy investing in you and watching you grow over time and follow your passions. To that end, here are some things you can expect in this class:

I actively incorporate experiential learning opportunities in my classes, providing opportunities for you to create communications solutions for real problems. You might write feature stories, develop social media plans or create videos to be used by local nonprofits and small businesses. I find that students produce a higher quality of work when they feel that their work is purposeful.

I will lecture minimally. I want you to take an active role in the learning process. I expect you to be prepared to discuss assigned readings. I often have students present case studies or lead class activities. I will often give you the opportunity to share your ideas in with a partner or small group before asking you to share with the entire class. The idea is to help you work through your ideas so you're more comfortable sharing in a large-group setting.

You must learn how to teach yourself new skills. One of my primary jobs is to teach you how to continue to learn as future communication professionals. Most of the tools and platforms we're talking about now will be replaced by new and different platforms over the life of your careers. As professionals, virtually none of this learning will take place in a formal classroom setting. To this end, I will also encourage you to participate in IFAS/CALS/AEC events and student organizations. There are many opportunities for you to learn beyond the classroom. College is a great time to take advantage of these opportunities and learn all that you can.

I try to go beyond the content of the course and think about how I want you to grow personally and professionally in my class. For example, we do a lot of group work. Through this, I focus on encouraging collaboration, empathy and respectful confrontation. When you have group issues, I want you to respectfully confront your group member and have the difficult conversations. I listen to what professionals tell me about our students' preparedness and I try to incorporate this feedback in my classes to help better prepare you for employment.

Finally, I want to encourage you and support you in your learning. I have two children and one of my greatest hopes for my children is for them to have teachers who challenge them and encourage them. I hope to be that kind of teacher for you.

Go Gators!

