
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 (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 1582 meets M, W, F at 8:30 a.m. (2nd period) in Rinker's Hall 0110.

Lecturer: **Dr. Linda M. Perry** • 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. & by appointment.

TAs:

- **Mr. Chris Gangseok Hur** • ghur@ufl.edu • 310 Rolfs Hall • (352) 273-2614
Office hours: T: 9-10 a.m.; F: 10 a.m.-noon; & by appointment.
- **Mr. Cameron Outlaw** • cam42593@ufl.edu • 406 Rolfs Hall • (352) 273-2093
Office hours: T: 1-3 p.m.; R: 2-3 p.m.; & by appointment.
- **Ms. Brianna Shanholtzer** • bshanholtzer@ufl.edu • 411 Rolfs Hall • (352) 273-3425
Office hours: TBA & by appointment.
- **Ms. Jessica Steele** • j.a.steele@ufl.edu • 408 Rolfs Hall • (352) 273-2095
Office hours: M, W & F: 7:25-8:15 a.m. & by appointment.
- **Mr. Jyothi Swaroop** • <http://swaroopphd@ufl.edu> • 310 Rolfs Hall • (352) 273-2614
Office hours: TBA & by appointment.
- **M Morgan Vance** • morgan.vance@ufl.edu • 310 Rolfs Hall • (352) 273-2614
Office hours: TBA & by appointment.

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

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

Other materials: Lecture outlines as well as 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**. Accordingly, **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	Due Date	Word Count	Points
1. Letter of Introduction (R)	Sept. 2	500	50
<i>In-Class Assignments 1-3</i>	Variable	300	50
2. Tech Description & Explanation/Instructions	Var. & Sept. 28	700	100
<i>In-Class Brainstorming</i>	Oct. 5	200	50
3. Cover Letter and Résumé (R)	Oct. 14	700	110
4. Personal Statement (R)	Oct. 21	700	110
5. Persuasive Letter on a Science Issue (R)	Oct. 28	500	100
6 Web Headline, Article & Tweet	Nov. 11	400	100
<i>Exam</i>	Nov. 20		130
7. Research Report & Proposal	Nov. 27	<u>2,000</u>	<u>200</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.

Several **in-class assignments** designed to help you apply course concepts account for 150 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	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.

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/>

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

<u>Week</u>	<u>Topic</u>	<u>Readings</u>
I • Aug. 22	Introduction • Issues • Letters • Writing Well	Ch. 6 (5 in 5 th), 19
II • Aug. 27	Writing Well, <i>cont.</i> • Grammar In-class 1-2: English is Fun (Really!) DUE Sept. 2: 1. Letter of Introduction	Appendix A Ch. 16: pp. 449-465 (421-437 in 5 th)
III • Sept. 4	Audiences • Writing Styles In-class 3: Audience analysis for technical description Sept. 3 in Labor Day — NO CLASS	Ch. 2
IV • Sept. 10	Technical Writing: Definitions & Descriptions	Ch. 1, 7 (6 in 5 th)
V • Sept. 17	Technical Explanations, Instructions & Documentation In-class 4-5: Visualize a technical process	Ch. 8 (7 in 5 th)
VI • Sept. 24	The Cover Letter, Résumé & Personal Statement DUE IN CLASS Friday, Sept. 28 2. Technical Description & Explanation/Instructions	Ch. 5 (11 in 5 th)
VII • Oct. 1	Science Communication • Brainstorming In-class Oct. 5: Brainstorming a Science Issue	Ch. 3, 12; Handouts
VIII • Oct. 8	Persuasive Writing DUE Oct. 14: 3. Cover Letter & Résumé	Ch. 13, 16: p. 465-475 (p. 437-445 in 5 th)
IX • Oct. 15	Research Reports & Proposals DUE Oct. 21: 4. Personal Statement	Ch. 9, 11, 14 (8-10 in 5 th)
X • Oct. 22	Annotated Bibliographies • APA Style DUE: Oct. 28: 5. Persuasive Letter on Science Issue	Ch. 15; Appendix C
XI • Oct. 29	Writing for the Web & Social Media Friday, Nov. 2 is Homecoming — NO CLASS	Ch. 23-24
XII • Nov. 5	Message Design • Presentations DUE Nov. 11: 6. Web Article & Tweet	Ch. 17-18
XIII • Nov. 13	Law & Ethics • <i>Review for exam on website</i> Monday, Nov. 12 is Veterans Day — NO CLASS	Ch. 4; Class Website
XIV • Nov. 19	EXAM Wednesday-Friday, Nov. 21-23 is Thanksgiving — NO CLASS	
XV • Nov. 26	Work Week • The Great Debaters DUE Nov. 27: 7. Research Report, Proposal	
XVI • Dec. 3	The Great Debaters Classes end Wednesday, Dec. 5	

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

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