

**Syllabus for AEC 3030C  
Effective Oral Communication  
for Agricultural and Life Sciences  
Fall 2023**



**AEC 3030C Effective Oral Communication** focuses on strategies and techniques for effective agricultural and life sciences presentations. Emphasis is on oral and visual communication techniques for formal and informal situations, including leadership and group settings, as well as on speaker credibility and responsibility, articulation, critical thinking and listening, cultural awareness, science communication, audience analysis, and the role of civic discourse in American democracy.

**Course objectives** are to enable students (1) to communicate effectively about science topics and issues, (2) to communicate using clear and effective prose, (3) to tailor presentations to the needs and expectations of specific target audiences, (4) to communicate effectively within groups, and (5) to communicate responsibly. The online sections will also learn to use Zoom effectively for online presentations.

**Instructor:** • **Dr. Heather Young** • [heather.young@ufl.edu](mailto:heather.young@ufl.edu) • 113A Bryant Hall  
Office hours: **Wed:** 12-2 p.m., and by appointment via Zoom.  
<https://ufl.zoom.us/j/93268520105>

**Lab instructors:** • **Mrs. Carol Atkins** • [carol.hayes@ufl.edu](mailto:carol.hayes@ufl.edu) • 215 Rolfs Hall  
Office hours: **Thurs:** 8:30-10:30 a.m., and by appointment via Zoom.  
<https://ufl.zoom.us/j/99996632540>

• **Ms. Suzanna Browning** • [suzanna.browning@ufl.edu](mailto:suzanna.browning@ufl.edu) • 406 Rolfs Hall  
Office hours: **Wed:** 11 a.m.-1 p.m. and by appointment via Zoom.  
<https://ufl.zoom.us/j/92087017584?pwd=UTlmVThtUzlsUmhkdSs3enREYktKZz09>

**Class information: Lecture: Tuesdays, 11:45 a.m. – 1:40 p.m. via Zoom.**  
Join URL: <https://ufl.zoom.us/j/95880121589>

**Lab Sections:** Times for all labs are shown below in order by section number; *synchronous* online labs via Zoom.

Online labs	In-Person labs
§ 10152: <b>Thurs</b> 10:40 am-12:35 pm, Mrs. Atkins	§ 10143: <b>Fri</b> 10:40-12:35 pm, Rolfs Hall 306, Ms. Browning
§ 25723: <b>Mon</b> 10:40 am-12:35 pm, Mrs. Atkins	§ 10144: <b>Wed</b> 8:30-10:25 am, Turlington Hall 2336, Ms. Browning
	§ 10145: <b>Mon</b> 12:50-2:45 pm, Rolfs Hall 306, Mrs. Atkins
	§ 10147: <b>Thurs</b> 3-4:55 pm, Turlington Hall 2305, Ms. Browning
	§ 10150: <b>Thurs</b> 10:40-12:35 pm, Rolfs Hall 306, Dr. Young

**Textbook:** Tucker, Barbara. (2019). *Exploring public speaking 4<sup>th</sup> ed.* Communication Commons  
<https://oer.galileo.usg.edu/cgi/viewcontent.cgi?article=1000&context=communication-textbooks>

**Recommended:** Gallo, C. (2014). *Talk Like TED: The nine public speaking secrets of the world's top minds.* St. Martin's Press. ISBN 1250041120 or 9781250041128

**Recommended for scientists:** Morgan, S. and Whitener, B. (2006), *Speaking about science: A manual for creating clear presentations.* Cambridge University Press. ISBN 13:978-0-521-68345-6

**Class expectations:** Your instructors are committed to helping you improve your oral communication and presentation skills. To that end, **you can expect** constructive feedback on your assignments and opportunities to apply that feedback for improvement.

**We expect** punctual and collegial class participation, on-time submission/presentation of assignments, and honest effort. While participating via Zoom or emailing instructors, please observe good netiquette. UF's netiquette expectations can be found at <https://teach.ufl.edu/wp-content/uploads/2020/04/NetiquetteGuideforOnlineCourses.docx>.

**Technical Skills:** Students are expected to have already gained the minimum technical skills of navigating Canvas, using Microsoft Word, using Zoom to attend meetings, and using email with attachments.

**Technology:** Desktop Computer or Laptop

- Audio Capabilities

Microsoft Word - [Microsoft 365 basics video training](#)

Adobe Reader - [Acrobat tutorials](#)

Zoom - [Zoom Privacy Policy](#)

View [Canvas Privacy Policy](#)

University of Florida Email

- Students are expected to check their my.ufl emails daily. View the [Student Computing Requirements](#) page for information on technology requirements and expectations.

Internet Connection with access to Canvas

- Canvas is the course management system at the University of Florida in which students will find course content, links to video lectures, assignments, quizzes, discussions, and grades. The use of this system will vary by instructor, but the following videos describe the most common tools in Canvas.
- The [full student guide](#) is provided if you have additional questions.

**Web Browser - Chrome** is the preferred browser for Canvas. If you do not have it, you can [download it](#).

**Communication:** The instructor and graders are committed to responding to your Canvas and email messages **within 24 hours**, except on holidays, when feasible during the work week, Monday through Friday. We also hold two hours of office hours each week via Zoom; links are provided on the Office Hours page. The assignments will be graded, with *meaningful feedback* provided, **within two weeks of their submission**. Quizzes are graded automatically upon submission.

**Assignments:** Assignments are due by the dates and times listed below. You must notify Dr. Young and your lab instructor within 24 hours if you are ill or have an emergency that prevents the on-time delivery of work. **You are responsible** for **submitting written assignments** in Microsoft Word and assuring they have uploaded correctly into Canvas. Late assignments are penalized 10% per day.

Assignments	Date	Points Available
1. Audience Analysis	Weeks 4 & 7-8*	100
2. Personal Narrative Speech	Weeks 5-6	100
3. Informative Speech on a Science Topic	Weeks 7-8*	125
4. Reflection and Feedback on Informative Speech	Week 8-9	100
5. Persuasive Speech on a Science Issue	Weeks 11-12	150
6. Science Issue Discourse	Week 13	150
<b>Final Exam</b>	<b>December 5</b>	175
<i>Class participation</i>	<i>All semester</i>	<u>100</u>
<b>Total</b>		<b>1,000</b>

**Grading:**

Your assignments are graded according to course rubrics. If you have questions or concerns about your scores, you must **speak with your grader *within one week*** of the assignment scores being returned to you before appealing to Dr. Young.

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>

**Attendance:**

To succeed in this course, **you must attend lectures and labs**, some of which will be conducted virtually via Zoom. You are responsible for all information delivered in class, including information for the exam, assignments, and *class participation credit*. You may view lecture recordings for information vital to lecture participation points. You must attend lab sessions during their regularly scheduled times, whether online or face-to-face, as on-time attendance is counted toward your lab participation grade. Deadline extensions and make-up exams and assignments are granted only in cases of *documented* UF-excused absences.

**YOU MUST NOTIFY YOUR LAB INSTRUCTOR *IN ADVANCE* IF YOU MUST MISS LAB.**

**Academic Honesty:** As a student at the University of Florida, you have committed yourself to uphold the Honor Code, which includes the following 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."* You are expected to exhibit behavior consistent with this commitment to the UF academic community, and on all work submitted for credit at the University of Florida, the following pledge is either required or implied: *"On my honor, I have neither given nor received unauthorized aid in doing this assignment."*

It is assumed that you will complete all work independently in each course unless the instructor explicitly permits you to collaborate on course tasks (e.g., assignments, papers, quizzes, exams). Furthermore, as part of your obligation to uphold the Honor Code, you should report any condition that facilitates dishonesty to the instructor, department chair, college dean, or Student Honor Court.

**Your individual responsibility is to know and comply with all university policies and procedures regarding academic integrity and the Student Honor Code.** Violations of the Honor Code at the University of Florida will not be tolerated. Violations will be reported to the Dean of Students Office for consideration of disciplinary action. For more information regarding the Student Honor Code, please see [UF Student Code of Conduct Webpage](#).

**Reading & Assignment Schedule:**

• Readings from the textbook. • Lecture notes are available from the Canvas home page. • Handouts in Canvas: Files

<b>Week</b>	<b>Topic</b>	<b>Reading</b>
I • Aug 20	<b>No lecture or labs this week, as the first day of the semester is August 23.</b>	
II • Aug 27	<b>First Lecture Tuesday, Aug 29. No Labs.</b> Public Speaking Basics • Audiences & Audience Analyses • Science Issues	Ch. 1-2; 4 Appendix B-C
III • Sept 3	<b>Monday, Sept 4 is Labor Day: No Labs.</b> Evidence & Supporting Materials • Crafting the Speech • Outlines • APA Style	Ch. 5-9 Appendix I, E
IV • Sept 10	Articulation, Delivery & Speaker Credibility • Personal Narratives • <b>First week of Lab: Welcome, Introductions, 1. Audience Analysis</b>	Ch. 10-12; 15
V • Sept 17	Communicating about Science: AAAS Communication Fundamentals <b>Guest Lecturer</b> – Dr. Lauri Baker <b>Labs: 2. Personal Narrative Speech</b>	<a href="#">AAAS website</a>
VI • Sept 24	Informative Speeches <b>Labs: 2. Personal Narrative Speech, cont.</b>	Ch. 12
VII • Oct 1	<b>Friday, Oct 6 is Homecoming: NO FRIDAY LAB.</b> <b>Guest Lecturer</b> – TBA Intercultural Communication • Discourse <b>Labs: 3. Informative Speech on Science Issue w/Audience Analysis*</b>	Appendix A
VIII • Oct 8	Ethical Communication <b>Labs: 3. Informative Speech on Science Issue w/Audience Analysis*, cont.</b>	Ch. 3
XI • Oct 15	Persuasive Communication <b>Labs: 4. Reflection and Feedback on Informative Speech</b>	Ch. 13-14
X • Oct 22	Communication Law <b>Guest Lecturer</b> – TBA <b>Labs: 4. Reflection and Feedback on Informative Speech</b>	Canvas: Lecture Notes
XI • Oct 29	Discourse <b>Labs: 5. Persuasive Speech on Science Issue</b>	Canvas: Lecture Notes
XII • Nov 5	<b>Friday, Nov 10 is Veteran's Day: NO FRIDAY LAB.</b> <b>Labs: 5. Persuasive Speech on Science Issue, cont.</b>	
XIII • Nov 12	TBA <b>Labs: 6. Science Issue Discourse</b>	
XIV • Nov 19	TBA No Labs 22 <sup>nd</sup> – 24 <sup>th</sup> for Thanksgiving Break	
XV • Nov 26	Review for Final Exam	Canvas: Lecture Notes
XVI • Dec 3	***Final Exam December 5***	

**UF classes end Wednesday, December 6**

**The instructor reserves the right to amend this syllabus as necessary.**

**Plagiarism and Copyright:** When communicating about science, we base our work on **facts** obtained from various credible 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 carefully 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*. It is assumed all work will be completed independently unless the instructor defines the assignment as a *group project* in writing. This policy is vigorously upheld in this course.

### UF Academic Honesty, Software Use, Campus Helping Resources, Services for Students with Disabilities

**Academic Honesty:** As a student at the University of Florida, you have committed yourself to uphold the Honor Code, which includes the following 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."*** You are expected to exhibit behavior consistent with this commitment to the UF academic community, and on all work submitted for credit at the University of Florida, the following pledge is either required or implied: ***"On my honor, I have neither given nor received unauthorized aid in doing this assignment."***

It is assumed that you will complete all work independently in each course unless the instructor explicitly permits you to collaborate on course tasks (e.g., assignments, papers, quizzes, exams). Furthermore, as part of your obligation to uphold the Honor Code, you should report any condition that facilitates dishonesty to the instructor, department chair, college dean, or Student Honor Court. **Your individual responsibility is to know and comply with all university policies and procedures regarding academic integrity and the Student Honor Code.** Violations of the Honor Code at the University of Florida will not be tolerated. Violations will be reported to the Dean of Students Office for consideration of disciplinary action. Please see the [UF Student Code of Conduct Webpage for more information regarding the Student Honor Code.](#)

**Software Use:** All university faculty, staff, and students must obey the laws and legal agreements governing software use. Failure to do so can lead to monetary damages and/or criminal penalties. Appropriate disciplinary action will be taken because such violations are also against university policies and rules.

**Privacy and Our Online Classes:** Lectures and some lab sessions will be conducted and recorded via Zoom. **During online lab sessions, you must participate** with your **camera** and — when prompted — your **microphone** engaged for full credit. If you want to say something but do not want it recorded, you can use the "chat" feature to type questions and comments. Chat is not recorded or shared. Lectures are recorded and shared with the class. To keep your image or voice from being recorded in those lectures, keep your camera off, do not use a profile image, and keep your mute button on; you may communicate with the chat feature. Students who unmute and participate orally during those lectures agree to be recorded.

**Recording lectures:** Students are allowed to record video or audio of class lectures: (1) for personal, educational use, (2) in connection with a complaint to the university, or (3) as evidence in, or in preparation for, a criminal or civil proceeding. All other purposes are prohibited; students may not publish recorded lectures without the written consent of the instructor.

**GatorEvals:** Student assessment of instruction is an important part of efforts to improve teaching and learning. At the end of the semester, students are expected to provide feedback on the quality of instruction in this course using a standard set of university and college criteria. Students are expected to provide professional and respectful feedback on the quality of instruction in this course by completing course evaluations online via GatorEvals. Guidance on how to give feedback in a professional and respectful manner is available at: <https://gatorevals.aa.ufl.edu/students/>. Students will be notified when the evaluation period opens and can complete evaluations through the email they receive from GatorEvals, in their Canvas course menu under GatorEvals, or via <https://ufl.bluera.com/ufl/>. Summaries of course evaluation results are available to students at: <https://gatorevals.aa.ufl.edu/public-results/>.

**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 for currently enrolled students at no cost. Resources are available on campus for students having personal problems or lacking clear career or academic goals, which interfere with their academic performance.

- University Counseling & Wellness Center, 3190 Radio Road, 352-392-1575 [www.counseling.ufl.edu](http://www.counseling.ufl.edu)
  - Counseling Services
  - Groups and Workshops
  - Outreach and Consultation
  - Self-Help Library
  - Wellness Coaching
- U Matter We Care, [www.umatter.ufl.edu/](http://www.umatter.ufl.edu/)

- Career Connections Center, First Floor JWRU, 392-1601, <https://career.ufl.edu/>
- Student Success Initiative, <http://studentsuccess.ufl.edu>.
- Student Complaints:
  - Residential Course: [Options for Reporting Concerns and Filing Complaints – UF Human Resources \(ufl.edu\)](#)
  - Online Course: [Student Complaints - Flexible Learning - University of Florida \(ufl.edu\)](#)

**Services for Students with Disabilities:** The Disability Resource Center coordinates the needed accommodations of 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. The Dean of Students Office will provide documentation to the student, who must then provide this documentation to the Instructor when requesting accommodation. It is the *student's responsibility* to assure the documentation is delivered to the instructor promptly and to communicate about their special needs with the instructor at the beginning of the semester.

**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/)

**Attendance Policies: Absences** - Students may only participate in classes if registered officially or are approved to audit with evidence of having paid audit fees. The Office of the University Registrar provides official class rolls to instructors. Students are responsible for satisfying all academic objectives as defined by the instructor. Absences count from the first class meeting.

Acceptable reasons for absence from or failure to engage in class include illness; Title IX-related situations; serious accidents or emergencies affecting the student, their roommates, or their family; special curricular requirements (e.g., judging trips, field trips, professional conferences); military obligation; severe weather conditions that prevent class participation; religious holidays; participation in official university activities (e.g., music performances, athletic competition, debate); and court-imposed legal obligations (e.g., jury duty or subpoena). Other reasons (e.g., a job interview or club activity) may be deemed acceptable if approved by the instructor.

For all planned absences, a student in a situation that allows an excused absence from a class or any required class activity must inform the instructor as early as possible prior to the class. For all unplanned absences because of accidents or emergencies, students should contact their instructor as soon as conditions permit. Students shall be permitted a reasonable amount of time to make up the material or activities covered during absence from class or inability to engage in class activities for the above reasons.

If a student does not participate in at least one of the first two class meetings of a course or laboratory in which they are registered and have not contacted the department to indicate their intent, they can be dropped from the course. Students must not assume that they will be dropped, however. The department will notify students if they have been dropped from a course or laboratory.

The university recognizes the right of the instructor to make attendance mandatory and to require documentation for absences (except for religious holidays), missed work, or inability to engage in class fully. After due warning, an instructor can prohibit further attendance and subsequently assign a failing grade for excessive absences.

Last update: 8/23/23