AEC6540
Communication Theories and Strategies for Agriculture and Natural Resources
Time: Asynchronous
Location: Online
Fall 2024, 3 Credits

Instructor
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Office Hours
Thursday, 9:00 am – 11:00 am EST or by appointment
Contact me for a Zoom link

Course Format
This is an asynchronous, online course. There is no scheduled class time. Each week's module will open by Monday morning at 8:00 am. Unless otherwise noted, weekly assignments are due on Sunday at 11:59 pm.

Course Description
This course introduces a broad range of theories for understanding the communication process – how people communicate, why they communicate the way they do, and how communication affects both messengers and message recipients. The tool chest of theories, concepts, and strategies gained through this course will enable you to make communication decisions based on science, rather than gut instinct. It will also enable you to better predict the likely outcomes of communication decisions and, therefore, increase the probability of achieving your agricultural and natural resources objectives.

Course Pre-Requisites / Co-Requisites
None

Student Learning Objectives
Upon completion of this course, students should be able to:
- Analyze agricultural and natural resources issues with communication theory
- Apply communication theory to novel agricultural and natural resources scenarios
- Select appropriate theories and strategies for research and practical applications

Required Textbooks
- Dainton, M. & E. Zelley. (2019). *Applying communication theory for professional life* (4th edition). Sage.
- Additional readings provided by instructor.

Assignments

Theory matrix
You will create a matrix in a format of your choosing that includes the following components: (a) theory name, (b) key players, (c) fundamental elements, (d) research application, and (e) professional application. Examples are available in Canvas. You will need to add to this matrix each week. Students often refer back to these matrices throughout their professional life, so make sure you are creating a good resource for yourself! You will submit your theory matrix twice.

Quizzes
Each module will include a multiple-choice quiz over the assigned readings and videos for the week.

Perusall discussion
Each theory has an accompanying article that demonstrates how the theory has been used in research and/or practice. The articles are available in *Perusall*, accessible from the eLearning course. At any place in Perusall articles, you can post questions and comments and see the questions and comments of other students. It is a place for scholarly discussion and,

therefore, a place where you and your peers can really dig into how you might apply the theory in agricultural and natural resources settings. For most readings, you are required to make at least three thoughtful, theory-relevant comments… but students often find the discussion compelling and engage much more than required!

Research application and peer-comments
Twice in the semester, you will select one of the theories or concepts that we have covered and apply it to an agricultural or natural resource issue of your choosing. I suggest choosing a topic on which you have either pre-existing knowledge, or a topic that you may be interested in engaging more in the future. You will write a single spaced, two-page paper that includes an overview of the agricultural or natural resources topic, an explanation of how your chosen theory applies, and a research approach that could be used to evaluate the topic using the theory. Submissions from you and your peers will be posted in Perusall. Then, you will use the expertise you have gathered throughout the semester to evaluate and make suggestions for one another. Your grade will be based on both your submission and your comments on other's submissions.

Final Examination
There will be comprehensive final examination consisting primarily of essay questions.

Grading

Assignment	Percentage of Final Grade
Theory matrix (2 submissions)	20%
Quizzes	20%
Perusall reading discussions	20%
Research application (2)	20%
Final examination	20%
Total	**100%**

Grading scale

Percent	Grade
93 - 100	A
90 - 92	A-
87 - 89	B+
83 - 86	B
80 - 82	B-
77 - 79	C+
73 - 76	C
70 - 72	C-
67 - 69	D+
63 - 66	D
60 - 62	D-
0 - 59	E

For information on current UF policies for assigning grade points, see https://catalog.ufl.edu/UGRD/academic-regulations/grades-grading-policies/

Weekly Schedule of Topics and Assignments:

Wk	Date	Topic	Assignments Due
See Canvas for weekly readings. *Each week's module will open by Monday morning at 8:00 am.* *Unless otherwise noted, weekly assignments are due on Sunday at 11:59 pm.*			
1	8/22-9/1	Course Overview Introduction to Communication Theory and Theory Development (Chs. 1-2)	Week 1 Quiz
2	9/2-9/8	Cognition and Intrapersonal Communication (Ch. 3)	Week 2 Quiz Perusall Discussion
3	9/9-9/15	Individual and Social Approaches to Communication (Ch. 4)	Week 3 Quiz Perusall Discussion
4	9/16-9/22	Interpersonal Communication (Ch. 5)	Week 4 Quiz Perusall Discussion
5	9/23-9/29	Culture (Ch. 6)	Week 5 Quiz Perusall Discussion
6	9/30-10/6	Persuasion (Ch. 7)	Week 6 Quiz Perusall Discussion
7	10/7-10/13	Group Communication (Ch. 8)	Week 7 Quiz Perusall Discussion **Research Application Submission 1**
8	10/14-10/20	Peer review of research applications 1	**Research Application Peer Feedback 1** **Theory Matrix First Submission**
9	10/21-10/27	Organizational Communication (Ch. 9)	Week 9 Quiz Perusall Discussion
10	10/28-11/3	Mediated Communication (Ch. 10)	Week 10 Quiz Perusall Discussion
11	11/4-11/10	Mass Communication (Ch. 11)	Week 11 Quiz Perusall Discussion
12	11/11-11/17	Trust, Negotiation, and Public Involvement	Week 12 Quiz Perusall Discussion
13	11/18-11/24	Morals, Values, and Identity	Week 13 Quiz Perusall Discussion
14	11/25-12/1	*Thanksgiving Holiday*	**Research Application Submission 2**
15	12/2-12/8	Peer review of research applications 2	**Research Application Peer Feedback 2** **Theory Matrix Second Submission**
16	12/9-12/13	Final exam	**Final Exam**

Use of Artificial Intelligence

If you are suspected of using artificial intelligence (including but not limited to Chat GPT) without permission, your grade could be penalized up to 100%. Exception: Use of Grammarly is permitted.

Attendance, Participation, and Make-Up Work

Late submissions: Unless otherwise agreed, late submissions will be penalized as follows

-10% if between 1 minute and 24 hours late
-20% if 24 to 48 hours late
-30% if 48 to 72 hours late
Not accepted if more than 72 hours late

Requirements for class attendance and make-up exams, assignments and other work are consistent with university policies that can be found at: https://catalog.ufl.edu/UGRD/academic-regulations/attendance-policies/

Writing Studio

The Writing Studio (https://writing.ufl.edu/writing-studio/) is committed to helping University of Florida students and faculty meet their academic and professional goals by becoming better writers. We support independent learning and

encourage scholarship by providing one-on-one consultations, workshops tailored to specific classes (graduate and undergraduate), and faculty retreats focusing on publishing original research.

Online Course Evaluation Process
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/.

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 provides explicit permission for 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 academic misconduct to appropriate personnel. It is your individual responsibility 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: http://www.dso.ufl.edu/sccr/process/student-conduct-honor-code.

Class Recordings
Students are allowed to record video or audio of class content. However, the purposes for which these recordings may be used are strictly controlled. The only allowable purposes are (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. Specifically, students may not publish recorded lectures without the written consent of the instructor.

A "class lecture" is an educational presentation intended to inform or teach enrolled students about a particular subject, including any instructor-led discussions that form part of the presentation, and delivered by any instructor hired or appointed by the University, or by a guest instructor, as part of a University of Florida course. A class lecture does not include lab sessions, student presentations, clinical presentations such as patient history, academic exercises involving solely student participation, assessments (quizzes, tests, exams), field trips, private conversations between students in the class or between a student and the faculty or lecturer during a class session.

Publication without permission of the instructor is prohibited. To "publish" means to share, transmit, circulate, distribute, or provide access to a recording, regardless of format or medium, to another person (or persons), including but not limited to another student within the same class section. Additionally, a recording, or transcript of a recording, is considered published if it is posted on or uploaded to, in whole or in part, any media platform, including but not limited to social media, book, magazine, newspaper, leaflet, or third party note/tutoring services. A student who publishes a recording without written consent may be subject to a civil cause of action instituted by a person injured by the publication and/or discipline under UF Regulation 4.040 Student Honor Code and Student Conduct Code.

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.

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: 0001 Reid Hall, 352-392-8565, https://disability.ufl.edu/

Campus Helping Resources

Students experiencing crises or personal problems that interfere with their general wellbeing 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 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
  Counseling Services
  Groups and Workshops
  Outreach and Consultation
  Self-Help Library
  Wellness Coaching
- U Matter We Care, www.umatter.ufl.edu/
- *Career Connections Center*, First Floor JWRU, 392-1601, https://career.ufl.edu/.

Student Complaints:

- Residential Course: https://sccr.dso.ufl.edu/policies/student-honor-code-studentconduct-code/
- Online Course: http://www.distance.ufl.edu/student-complaint-process