Effective Oral Communication for Agricultural and Life Sciences

AEC3030C
FALL 2025 – 3 Credit Hours

Instructor

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Instructional Assistant Professor
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Office location: 113A Bryant Space Science Center
Student hours: Fridays 1:00-3:00 pm, in person and/or via Zoom, and by appointment

Teaching Assistant

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Class Times & Location

Please be aware that the course lectures are conducted online via Zoom. Your lab sessions may be in-person or via Zoom, depending on the section you are enrolled in. Please verify your lab section to ensure you attend the correct one.

Assignments are typically due on Sundays by 11:59 p.m. unless otherwise indicated.

Lecture: Mondays from 10:40 am - 12:35 pm EST **via Zoom.**
  Join URL: https://ufl.zoom.us/j/94846339053

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

Online Labs via Zoom	In-Person Labs
10110 – Tuesdays 10:40 – 12:35 pm	10111 – Fridays 12:50 – 2:45 pm (ROL 306)
10116 – Tuesdays 8:30 – 10:25 am	10112 – Wednesdays 8:30 – 10:25 am (TUR 2305)
20423 – Tuesdays 10:40 – 12:35 pm	10113 – Tuesdays 10:40 – 12:35 pm (ROL 306)

23444 – Wednesdays 10:40 – 12:35 pm	10114 – Thursdays 10:40 – 12:35 pm (MCCB 3124)
	10115 – Fridays 9:35 – 11:30 am (ROL 306)

Course Description

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

Upon successful completion of the course requirements, students will be able to...
1. Communicate effectively about science topics and issues
2. Communicate using clear and effective prose
3. Tailor presentations to the needs and expectations of specific target audiences
4. Communicate effectively within groups
5. Communicate responsibly
6. Online sections will also learn to use Zoom effectively for online presentations.

Instructor Team Communication & Feedback

Communication - The instructor and teaching assistant are committed to responding to your Canvas and email messages **within 24 hours** when feasible during the work week, Monday through Friday, *except holidays*. The major assignments will be graded, with *meaningful feedback* provided, **within one and a half weeks of their submission**.

Individual Learner Interaction – Education extends beyond the mere transmission of knowledge; it involves providing valuable feedback and maintaining ongoing communication with the learner. The instructor is committed to engaging in one-on-one interactions with each student. This may manifest as detailed feedback on assignment submissions, responses to discussion board posts, or personalized Canvas messages to check in on the student's progress in the course.

Student Hours: Dr. Young sets aside dedicated student office hours each week, both in-person and via Zoom (Fridays 1 – 3 pm), as indicated in the Contact section above. **But what exactly are student hours?** It is time specifically set aside each week for students to physically or virtually drop in and visit with Dr. Young. Whether you have questions about the course, assignments, topics covered, or simply wish to have a casual chat to better get to know each other, these hours are reserved for you. Dr. Young strongly encourages students to take advantage of these office hours as an enriching experience for academic support and personal connection.

Requirements

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

Required Materials:
Yellowdig subscription – Access code can be purchased from UF All Access

Recommended Textbook:
Aines, R. D., & Aines, A. L. (2019). *Championing science*. University of California Press.
https://www.ucpress.edu/book/9780520298095/championing-science
Graves, H, & Graves, R. (2021). *A concise guide to technical communication.* Broadview
Press. https://broadviewpress.com/product/a-concise-guide-to-technical-communication/#tab-description

Technology:
To succeed in this course, you must have access to the following technology:
- Desktop Computer or Laptop
    - Audio Capabilities
    - Webcam and Microphone for synchronous sessions
- Microsoft Office Programs
    - [Microsoft Privacy Statement](#)
    - [Microsoft Accessibility Information](#)
    - Word - [Microsoft 365 basics video training](#)
- Adobe Reader
    - [Acrobat tutorials](#)
    - [Adobe Privacy Statement](#)
    - [Adobe Accessibility Statement](#)
- Zoom
    - [Zoom Privacy Policy](#)
    - [Zoom Accessibility Information](#)
- Swivl
    - Used to record your speeches and used to rewatch/reflect on speeches. No accessibility statement as this program is utilized by the instructor team. Videos will be sent directly to students.
    - [Swivl Privacy Statement](#)
- 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.
        - [Canvas Privacy Policy](#)
        - [Canvas Accessibility Standards](#)
- **Web Browser - Chrome** is the preferred browser for Canvas. If you do not have Chrome, you can [download it.](#)
- 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.

Prerequisite Knowledge:

There are no prerequisite courses or public speaking knowledge required to take this course. However, students should have a basic understanding of the English language, grammar, and related concepts.

Expected Technical & Digital Literacy Skills:

Minimum skills required:
- Proficiency in utilizing Canvas and navigating the internet effectively.
- Competence in using email for communication purposes, including sending and receiving messages and managing attachments.
- Familiarity with commonly used word processing applications (such as Microsoft Word or Google Docs), including the ability to create, edit, and format documents.
- Proficiency in creating outlines and delivering presentations using tools such as PowerPoint or Google Slides.
- Basic computer skills, including understanding fundamental operations like file management, using menus and toolbars, and navigating between different applications.
- Using online search tools for specific academic purposes, including the ability to use search criteria, keywords, and filters.
- Analyzing digital information for credibility, currency, and bias.

Assignments

- Assignments are due by the dates and times listed below. You must notify Dr. Young and your TA/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 ensuring they have uploaded correctly into Canvas.
- Your assignments are graded according to course rubrics. If you have questions or concerns about your scores, you must **speak with your TA/lab instructor within one week** of the assignment scores being returned to you before appealing to Dr. Young.
- **Late assignments are penalized 10% per day.**

Course Grading:

Assignment	Date	Points Available
Audience Analysis Questions Audience Analysis Statement	Due Week 2 Due Week 7	50
Teach Us Something	Presented in lab Week 3	50
Personal Narrative Speech	Due Week 4	100
Discovery Brief	Due Week 5	60
Informative Speech on a Science Topic	Due Week 6	100

Reflection and Feedback on Informative Speech	Due Week 8	65
Advocacy Go	Due Week 9	100
Persuasive Speech on a Science Issue	Due Week 10	100
Science Issue Discourse	Opening Statement Due Week 12 Closing Statement Due Week 13	100
Interview	Week 13	25
Final Exam	TBD	175
Class Participation	All Semester	100
Yellowdig Participation	All Semester	100

Grading Scale

A	100-95%	C	<77-73%
A-	<95-90%	C-	<73-70%
B+	<90-87%	D+	<70-67%
B	<87-83%	D	<67-63%
B-	<83-80%	D-	<63-60%
C+	<80-77%	E	Below 60%

Further information about UF grading policies can be found here:
https://catalog.ufl.edu/UGRD/academic-regulations/grades-grading-policies/

Reading & Assignment Schedule:
The instructor reserves the right to amend this syllabus as necessary

Week	Lecture Topics	Lab Topic (Speeches Given)	Assignments Due by Sunday of this week	Readings
1	Public Speaking Basics

Science Issues

Audiences & Audience Analyses | Welcome

Introductions | | Ch. 1,2 Appendix B-C |
| 2 | Outlines

Crafting the Speech | Science Issue "Issue Approval" | Science Issue "Issue Selection" | Ch. 4,6,8, Appendix I |
| 3 | Evidence & Supporting Materials

Personal Narratives | Audience Analysis Interviews | Audience Analysis Questions | Ch. 5,7,9 |
| 4 | Communicating about Science: AAAS Communication Fundamentals | Teach Us Something | Teach Us Something Outline &/or Video | AAAS website: Communication Fundamentals |

	Guest Lecturer – Dr. Lauri Baker, PIE Center			https://piecenter.com
5	Articulation, Delivery & Speaker Credibility APA Style	Personal Narrative Speech	Personal Narrative (Outline & video recording uploaded to your lab's discussion board)	Ch. 10,11,15, Appendix E https://apastyle.apa.org/ https://www.jou.ufl.edu/insights/the-effect-of-news-consumption-on-fake-news-efficacy/ Influence of Source Credibility
6	Informative Speeches Guest Lecturer - Dr. Ludie Bond - Florida Forest Service	Personal Narrative Speech	Name of political representative, brief overview of political position/support regarding issue	Ch. 12 https://www.youtube.com/watch?v=dSmQpNorqSw https://blogs.ifas.ufl.edu/ffgs/2019/05/24/featured-student-friday-ludie-bond/
7	Ethical Communication	Discovery Brief	Outline	Ch. 3
8	Intercultural Communication Guest Lecturer – TBD	Informative Speech on Science Issue	Informative Speech Outline w/Audience Analysis*	Appendix A
9	Persuasive Communication	Reflection and Feedback on Informative Speech	Reflection Worksheet (Complete worksheet before lab, add goals after lab)	Ch. 13,14
10	Communication Law Guest Lecturer – Pre-Recorded video to watch	Advocacy Go	Video & Photo Release Forms	Age of Social Media Communication Law Notes
11	Discourse	Persuasive Speech on Science Issue	Persuasive Speech on Science Issue Outline	Towards a Civil Discourse
12	Communication in Practice – Guest Speaker	Persuasive Speech on Science Issue, cont.	Watch & read materials before submitting your	Discourse Documentary Video & Readings in Canvas

			Science Issue Discourse Opening Statement	
13	Job Search Guest Speaker: Communication in Practice	Science Issue Discourse	Science Issue Discourse Opening Statement Job Posting	Job Search Notes
14	Review for Final Exam	Interviews	Science Issue Discourse Closing Statement Resume & Job Description	Interviewing Article
	Fall	Break	No	Classes
15	*** Final Exam ***	Make-ups	Final Exam	Final Exam Review

Academic Code of Conduct

UF's Academic Honesty Statement:
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 dishonesty to the instructor, department chair, college dean, or Student Honor Court. **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: UF Student Code of Conduct Webpage.

Plagiarism:
Academic integrity is a fundamental value in our educational community and is essential for maintaining a fair and honest learning environment. As students, you are expected to adhere to the highest standards of honesty and ethical behavior in all academic activities. To ensure that you maintain academic integrity throughout the course, please ensure all

sources and texts are properly referenced. Familiarize yourself with the appropriate citation style for the course (APA 7th edition) and consistently apply it to all written work. Properly citing sources not only demonstrates respect for others' intellectual contributions but is also crucial in avoiding plagiarism. Plagiarism encompasses using verbatim phrases without permission or proper attribution, quoting excessively from sources, and surpassing the 10% limit for direct quotes in an assignment. It extends to appropriating unique expressions, such as short phrases or simple monikers.

Artificial Intelligence (A.I.) Use:
You may use AI programs, such as NaviGator, to help generate ideas and facilitate brainstorming. However, you should note that the material generated by these programs may be inaccurate, incomplete, or otherwise problematic. You will be responsible for any inaccurate, biased, offensive, or otherwise unethical content you submit, regardless of whether it originally comes from you or a foundation model. You may not submit any work generated by an AI program as your own. If you include material generated by an AI program, it must be cited like any other reference material. Student work may be submitted to AI or plagiarism detection tools to ensure that student work is human-created. Any assignment found to have been plagiarized or to have utilized unauthorized AI tools may result in a zero and/or be reported for academic misconduct, in accordance with the university's policy for such offenses.

Attendance Policies
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 DR. YOUNG OR YOUR LAB INSTRUCTOR *IN ADVANCE* IF YOU MUST MISS LAB.**

Requirements for class attendance and make-up exams, assignments and other work are consistent with university policies that can be found at: UF Attendance Policies..

University-Wide Policies and Student Support Services
As part of the updated University of Florida Syllabus Policy, this course syllabus refers students to a central online resource that contains the most current university-wide academic policies and student support services. Using this shared link helps ensure that all students receive accurate, consistent, and up-to-date information.

Students are expected to visit and review the centralized UF Syllabus Policy page at: UF Syllabus Policy Link. Throughout the term, students are strongly encouraged to return to this page regularly to stay updated on important university expectations and explore available resources. The page includes information on topics such as:

Academic Policies
- Attendance requirements and make-up work procedures
- Academic accommodations for students with disabilities

- Grading standards and grade point policies
- Course evaluation instructions and portals
- Student Honor Code and University Honesty Policy
- Guidelines governing the recording and use of class lectures

Academic Resources
- E-learning support and technology assistance
- Career and counseling services (Career Connections Center)
- Library access and help services
- Study skills support and tutoring (Teaching Center)
- Writing support (Writing Studio)
- Complaint procedures and academic grievance resources
- UF Student Success Initiative resources

Campus Health & Wellness
- Physical, mental, and emotional health services
- Safety and support programs
- UF Whole Gator wellness tools