AEC 3033 Research & Business Writing in Agricultural and Life Sciences focuses on strategic written communication for the agricultural and life sciences. Students can hone their writing skills and gain experience in effective professional and scholarly writing. Emphasis is placed on science communication, ethics, responsibility, accuracy, clarity, brevity, and style as well as American English grammar and spelling. This course establishes the importance of effective communication to success in both educational and professional environments; emphasizes writing as a primary form of communication; examines the elements of effective written communication in organizational and scholarly areas; and explores the causes of ineffective writing and ways to correct them. Course objectives are to enable students to (1) write effectively in scientific, business, and academic contexts, (2) write in a variety of genres using accurate grammar, spelling, and punctuation, and (3) communicate information tailored to the needs and expectations of target audiences.

Lecturer: Dr. Linda M. Perry • imperry@ufl.edu • 122 Bryant Space Science Center • (352) 273-0749.
Office hours: T: 9-11 a.m.; W: 9-11 a.m. & by appointment, including Zoom appointments.

TAs:
- Mr. Matthew Albritton • malbritton@ufl.edu • 213 Rolfs Hall
  Office hours: M: 2:45-4:15 p.m.; W: 12:30-2 p.m. & by appointment
- Mr. José Alvarez • julyare1@ufl.edu • 411 Rolfs Hall
  Office hours: T: 10:30-11:30 a.m., W: 9-11 a.m., & by appointment
- Ms. Feenix Hartell • fhartell@ufl.edu • 408 Rolfs Hall
  Office hours: M: 9 a.m.-noon; & by appointment.
- Mr. Chris Hur • ghur@ufl.edu • 310 Rolfs Hall
  Office hours: T: 1-2:30 p.m.; F: 1-2:30 p.m.; & by appointment
- Ms. Harsha James • harsha.james@ufl.edu • 406 Rolfs Hall
  Office hours: M: 9 a.m.-noon; & by appointment.
- Ms. Meagan Meredith •
  Office hours: M: & by appointment
- Mr. Taylor Nash • taylor.nash@ufl.edu • 411 Rolfs Hall
  Office hours: M: 1-3 p.m.; W: 10 a.m.-noon; & by appointment.
- Mrs. July Nelson • julydnelson@ufl.edu • 310 Rolfs Hall
  Office hours: T: 1:55-2:45 p.m.; W: 11:45 a.m.-12:35 p.m.; F: 11:45 a.m.-12:35 p.m.; & by appointment.
- Ms. Kelsey Thornton • kthornton4@ufl.edu • 408 Rolfs Hall
  Office hours: M: 1 p.m.-2:30; R: 1-2:30 p.m.; & by appointment.


Other materials: Lecture notes as well as assignment instructions are posted on Canvas. The lecture notes are not a substitution for viewing the recorded lectures.

Class expectations: Your 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 collegial and timely class participation via the Canvas discussion boards, on-time submission of assignments, and honest effort. To succeed in this course, you must complete all requirements for each module. You are responsible for all information delivered in class, including information given via Canvas announcements and in lectures. Quiz- and assignment-deadline extensions are granted only for documented excused absences consistent with university policies: https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.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, plagiarizing others’ or your own previous work; over-quoting sources, or doubting on assignments without the permission of all involved professors and instructors.

**Plagiarism:** Plagiarism includes taking verbatim phrases of more than a few words without permission or full attribution or quoting too much from a source. When writing for science and business, we base our work on facts obtained from a variety of sources. We cite our sources so others can access the information we present. We give credit where it is due. We are very careful to ethically and lawfully use others’ unique expression of that information. Unique expression can be a phrase of a few words or a simple moniker. We must obtain permission to use our sources’ expression or give full credit for a limited, fair use. Limited use includes direct quotes in your assignments. Your writing in this class should be mostly your own expression. Direct quotes that take up more than about 10% of any assignment will be considered plagiarism. Assignments submitted via Canvas are automatically vetted for plagiarism with Turnitin. Violations will be pursued according to university guidelines. You can find the University of Florida’s statement on academic honesty on page 4 of this syllabus.

**Assignments:**

You will submit assignments electronically in Microsoft Word via Canvas, following the instructions in Canvas Assignments. 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.

Optional rewrites, when available, must be submitted within one week of the graded assignment’s being returned. Late rewrites will not be accepted. You are responsible for submitting assignments correctly, assuring they have uploaded successfully, and checking Canvas for their return.

If English is your second language, you may seek specialized help in the UF Writing Studio: http://writing.ufl.edu/writing-studio/or-students/esl-assistance/.

### Major Assignments

<table>
<thead>
<tr>
<th>Assignment</th>
<th>Due Date</th>
<th>Word Count</th>
<th>Points Available</th>
</tr>
</thead>
<tbody>
<tr>
<td>Letter of Introduction (R)</td>
<td>Jan. 19</td>
<td>500</td>
<td>100</td>
</tr>
<tr>
<td>Module 3 Discussion Board A &amp; B</td>
<td>Jan. 26, Feb. 2</td>
<td>250</td>
<td>50</td>
</tr>
<tr>
<td>Tech Description &amp; Explanation/Instructions</td>
<td>Feb. 9</td>
<td>700</td>
<td>100</td>
</tr>
<tr>
<td>Module 7 Discussion Board A, B &amp; C</td>
<td>Feb. 20, 25, 27</td>
<td>250</td>
<td>50</td>
</tr>
<tr>
<td>Cover Letter and Résumé (R)</td>
<td>Feb. 26</td>
<td>700</td>
<td>100</td>
</tr>
<tr>
<td>Personal Statement (R)</td>
<td>March 15</td>
<td>700</td>
<td>100</td>
</tr>
<tr>
<td>Persuasive Letter on Science Issue (R)</td>
<td>March 22</td>
<td>500</td>
<td>100</td>
</tr>
<tr>
<td>Web Article, Headline &amp; Tweet</td>
<td>April 5</td>
<td>400</td>
<td>100</td>
</tr>
<tr>
<td>Research Report &amp; Proposal</td>
<td>April 19</td>
<td>2,000</td>
<td>200</td>
</tr>
<tr>
<td><strong>Quizzes</strong></td>
<td>Weekly</td>
<td>0</td>
<td>100</td>
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<tr>
<td><strong>(R) = Rewrite available</strong></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td><strong>Totals</strong></td>
<td></td>
<td><strong>6,000</strong></td>
<td><strong>1,000</strong></td>
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</table>

### Grading:

Your assignments are graded according to course rubrics located in Canvas: Files. If you have questions or concerns about your grade, please speak with your grader first within one week of the assignment’s being returned to you before appealing to Dr. Perry.

The number of points you earn determines your final grade. Rewrites, available for four assignments, can help you earn up to half the points you missed on the draft. To receive Writing Rule credit, you must earn C (730 points) or better. The grading scale follows:

<table>
<thead>
<tr>
<th>Grade</th>
<th>Points</th>
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<tbody>
<tr>
<td>A</td>
<td>950 to 1000</td>
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<tr>
<td>A-</td>
<td>900 to 949</td>
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<tr>
<td>B+</td>
<td>870 to 899</td>
</tr>
<tr>
<td>B</td>
<td>830 to 869</td>
</tr>
<tr>
<td>B-</td>
<td>800 to 829</td>
</tr>
<tr>
<td>C+</td>
<td>770 to 799</td>
</tr>
<tr>
<td>C</td>
<td>730 to 769</td>
</tr>
<tr>
<td>C-</td>
<td>700 to 729</td>
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<tr>
<td>D+</td>
<td>670 to 699</td>
</tr>
<tr>
<td>D</td>
<td>630 to 669</td>
</tr>
<tr>
<td>D-</td>
<td>600 to 629</td>
</tr>
<tr>
<td>E</td>
<td>599 &amp; Below</td>
</tr>
</tbody>
</table>

Information on UF policies for assigning grade points: https://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx
### Reading & Assignment Schedule:

- Readings are from the **sixth edition** of textbook. (**Fifth edition** readings are specified where they differ.)

<table>
<thead>
<tr>
<th>Week</th>
<th>Topic</th>
<th>Readings</th>
</tr>
</thead>
</table>
| I • Jan. 6 | Welcome video | Canvas Module 1: Introduction, Issues & Letters Ch. 6 (5 in 5th), 19  
*Quiz 1*: Formal Business Letters (due Jan. 12)  
XC Discussion Board 1: Introduce yourself (available Jan. 10) |
| II • Jan. 13 | Module 2: Writing Well • Grammar | Appendix A  
*Quiz 2*: Grammar (due Jan. 17)  
DUE Jan. 18 DB1  
| III • Jan. 21 | Module 3: Audiences • Writing Styles | Ch. 2  
*Quiz 3*: Audiences (due Jan. 24)  
DB3: Audience Analysis for A2 (due Jan. 26 & Feb. 2) |

**Monday, Jan. 20 is Martin Luther King Day — NO CLASSES**

| IV • Jan. 27 | Module 4: Technical Writing: Definitions & Descriptions | Ch. 1, 7 (6 in 5th)  
*Quiz 4*: Technical Descriptions (due Jan. 31)  
DUE Feb. 2: Discussion Board 3(b) |
| V • Feb. 3 | Module 5: Tech. Explanations, Instructions & Documentation | Ch. 8 (7 in 5th)  
*Quiz 5*: Technical Explanations & Instructions (due Feb. 7)  
DUE FEB. 9: A2. Technical Description & Explanation/Instructions |
| VI • Feb. 10 | Module 6: Cover Letter, Résumé & Personal Statement | Ch. 5 (11 in 5th)  
*Quiz 6*: The Job Search (due Feb. 14) |
| VII • Feb. 17 | Module 7: Science Communication • Brainstorming | Ch. 3, 12, Handouts  
*Quiz 7*: Science Communication (due Feb. 21)  
**Module 7 Discussion Board**: Brainstorming a Science Issue in 3 parts  
DUE Feb. 20 DB7(a): Issue and organization |
| VIII • Feb. 24 | Module 8: Persuasive Writing | Ch. 13, 16: p. 465-475  
*Quiz 8*: Persuasion (due Feb. 28)  
DUE Feb. 25: DB7(b). Solution Ideas  
DUE Feb. 27: DB7(c). Vote for best solutions  
DUE Feb. 28: A3. Cover Letter & Résumé |

****Feb. 29-March 5**********SPRING BREAK **********NO CLASSES *************

| IX • March 9 | Module 9: Research Reports and Proposals | Ch. 9, 11, 14 (8-10 in 5th)  
*Quiz 9*: Research Reports and Proposals (due March 13)  
DUE: March 15: A4. Personal Statement |
| X • March 16 | Module 10: APA Style | Ch. 15, Appendix C  
*Quiz 10*: APA style (due March 20)  
DUE March 22: A5. Persuasive Letter on Science Issue |
| XI • March 23 | Module 11: Writing for the Web & Social Media | Ch. 23-24  
*Quiz 11*: Writing for Web & Social Media (due March 27) |
| XII • March 30 | Module 12: Message Design • Presentations | Ch. 17-18  
*Quiz 12*: Message Design and Presentations (due April 3)  
DUE: April 5: A6. Web Article & Tweet |
| XIII • April 6 | Module 13: Law & Ethics | Ch. 4  
*Quiz 13*: Law & Ethics (due April 10) |
| XIV • April 13 | Work Week |  
XV • April 20  UF classes end Wednesday, April 22.

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

**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/](http://writing.ufl.edu/writing-studio/for-students/esl-assistance/)

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

*Academic Honesty*

The UF student body has enacted an honor code and has committed itself to the highest standards of honesty and integrity. When students enroll at the university, they commit themselves to the standard 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: [https://sccr.dso.ufl.edu/policies/student-honor-code-student-conduct-code/](https://sccr.dso.ufl.edu/policies/student-honor-code-student-conduct-code/))

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 to obey the laws and legal agreements governing software use. Failure to do so can lead to monetary damages and/or criminal penalties. Because such violations are also against university policies and rules, appropriate disciplinary action will be taken.

**Evaluation of Online Courses**

Students are expected to provide feedback on the quality of instruction in this course by completing online evaluations at [https://evaluations.ufl.edu](https://evaluations.ufl.edu). Evaluations are typically open during the last two to three weeks of the semester. Students will be given specific times when they are open. Summary results of these assessments are available to students at [https://evaluations.ufl.edu/results/](https://evaluations.ufl.edu/results/)

**Communication About this Course**

Questions about **class content**, should be directed to Dr. Perry at lmperry@ufl.edu.

Questions about **Canvas** should be directed to the Canvas Help Desk at [http://helpdesk.ufl.edu](http://helpdesk.ufl.edu).

**Complaints about this course** may be directed to: [http://www.distance.ufl.edu/student-complaint-process](http://www.distance.ufl.edu/student-complaint-process/)

**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. **The University Counseling & Wellness Center** is at 3190 Radio Road; phone 352-392-1575, [https://counseling.ufl.edu/](https://counseling.ufl.edu/).

**Career Resource Center**, First Floor JWRU, 392-1601, [www.crc.ufl.edu](http://www.crc.ufl.edu/)

**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/) — coordinates accommodations needed for students with disabilities. Students requesting special accommodations must first register as early in the semester as possible with the Dean of Students Office, which will provide documentation. It is the student's responsibility to assure the documentation is delivered to the instructor. Accommodations include registering disabilities, accessing special adaptive equipment, providing interpretation services, and mediating faculty-student disability-related issues.