AEC 6540
Spring 2022

Communication Theories and Strategies for Agriculture and Natural Resources

INSTRUCTOR:
Dr. Lisa Lundy
Professor
121E Bryant Hall
Phone: (352)273-2588
Email: lisalundy@ufl.edu
Twitter: @lisalundy

OFFICE HOURS:
Wednesday, in-person or via Zoom (link posted in Canvas)
1 to 2:30 p.m.
Outside of this time, I am available by appointment.

COURSE FORMAT:
This course will be delivered via a flipped classroom format. Our in-person class time (*Wednesdays, 10:40 a.m. to 12:35 p.m. in Rolfs 306)* will be used for application and discussion of the previous week's content delivered online. Each week's module will open by Tuesday morning at 8 a.m. Weekly assignments and discussion posts, unless otherwise noted, are due on Monday at 11:59 p.m.

COURSE GOAL:
Effective communication is at the heart of successful operation in every enterprise in agricultural and natural resources-based industries. Whether communicating interpersonally, inter-organizationally or through the mass media, it is critically important to understand the communication process in order to achieve effective discourse on the major issues facing agricultural and natural resources industries. This course is specifically designed to teach communication theory and concepts and research processes as they apply to important agricultural/natural resources issues. The major objective of the course is to enhance students' ability to think critically and to develop effective strategies and tactics that draw on the theoretical frameworks and methodologies that are most central to the communication process for agricultural communications professionals.

COURSE OBJECTIVES:
Upon completion of this course, students should be able to:
- Understand the history and evolution of agricultural communications as a professional discipline;
- Analyze agricultural communication issues within the context of communication theory and research;
- Develop a strategic approach to communication research that is specifically related to agricultural communications media, audiences and organizational systems.

REQUIRED TEXT:
Dainton, M. & E. Zelley. (2019). *Applying communication theory for professional life* (4th edition). Sage.

ASSIGNMENTS & RESPONSIBILITIES

Theory Matrix
You will create a matrix in a format of your choosing that includes the following components: (a) theory, (b) key players, (c) fundamental elements, (d) research application, and (e) professional application. You will need to add to this matrix each week as we explore new theories. Some weeks you will add to a previous week's entry. You will submit your theory matrix twice: **March 7 and April 19**

Quizzes: Each module will include a quiz over the assigned readings for the week.

Participation: Each course module will include a discussion post and in-person participation. Participation in these virtual and class discussions is essential and a substantial part (20%) of student grades.

Midterm and Final Examinations
There will be comprehensive midterm and final examinations. There will be a combination of multiple choice, short-answer and essay questions.

EVALUATION OF GRADES

Assignment	Percent of Grade
Theory Matrix (2 submissions)	20%
Quizzes	20%
Participation	20%
Midterm Examination	20%
Final Examination	20%

Unless otherwise noted, every component will be evaluated on 100 points. Your final grade for the course will be calculated on the previous percentages, which will then lead to your final letter grade as based on the following scale:

Grading Scale

Grade	Range	
A	100%	to 94%
A-	<94.0%	to 90%
B+	<90.0%	to 87.0%
B	<87.0%	to 84.0%
B-	<84.0%	to 80.0%
C+	<80.0%	to 77.0%
C	<77.0%	to 74.0%
C-	<74.0%	to 70.0%
D+	<70.0%	to 67.0%
D	<67.0%	to 64.0%
D-	<64.0%	to 61.0%
F	<61.0%	to 0.0%

Note: For information on current UF policies for assigning grade points, see
https://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx

Course Schedule **See Canvas for weekly readings. Unless otherwise noted, assignments for each module are due on Monday evening by 11:59pm.**	
January 5	Course Overview and Introductions
January 12	Introduction to Communication Theory and Theory Development (Chs. 1-2) • Discuss agricultural communications as a profession and discipline. • The nature and value of theory.
January 19	Cognition and Intrapersonal Communication (Ch. 3) • Attribution Theory • Uncertainty Reduction Theory • Expectancy Violations Theory • Cognitive Dissonance Theory
January 26	Interpersonal Communication and Culture (Chs. 4-6) • Politeness Theory • Social Exchange Theory • Hofstede's Cultural Dimensions
February 2	Persuasion (Ch. 7) • Elaboration Likelihood Model • Theory of Planned Behavior • The Nature of Attitudes
February 9	Group Communication (Ch. 8)
February 16	Organizational Communication (Ch. 9)
February 23	Mediated Communication (Ch. 10) • Diffusion of Innovations • Uses and Gratifications Theory
March 2	**Midterm Exam**
March 9	**UF Spring Break – No Class**
March 16	Mass Communication (Ch. 11) • Agenda Setting Theory • Cultivation Theory
March 23	Mass Communication (Ch. 11)
March 30	Risk and Crisis Communication
April 6	Public Relations
April 13	What should a communicator do? (Ch. 12)
April 20	**Final Exam**

Grades and Grade Points

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

Attendance and Make-Up Work

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/.

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.

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 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 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 Success Initiative, http://studentsuccess.ufl.edu.
- Student Complaints:

• Residential Course: https://sccr.dso.ufl.edu/policies/student-honor-code-student- conduct-code/.

• Online Course: http://www.distance.ufl.edu/student-complaint-process