

**AEC 3030C**  
**Effective Oral Communication**  
**Syllabus, Summer C 2019**

<http://lindaperry.us/aec3030/syllabus.htm>



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

**Course objectives** are to enable students (1) to communicate effectively about scientific 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.

**Class information:** **Lecture:** Thursdays 5<sup>th</sup>-6<sup>th</sup> (12:30 p.m.-3:15 p.m.) in RNK 0110.

**Instructor:** • **Dr. Linda M. Perry** • [lperry@ufl.edu](mailto:lperry@ufl.edu) • 122 Bryant Hall • (352) 273-0749  
*Office hours:* **W:** 9-11 a.m.; **R:** 9-11 a.m.; & by appointment.

**Lab instructors:** • **Ms. Jordan Heinke** • [jheinke@ufl.edu](mailto:jheinke@ufl.edu) • 411 Rolfs Hall • (352) 273-3425  
*Office hours:* **M:** 11 a.m.-noon; **T:** 11 a.m.-noon; **W:** 11 a.m.-noon; & by appointment.

§ 10050 (§ 7058): W 4 <sup>th</sup> -5 <sup>th</sup> ROL 306	§ 10037 (§ 8C17): M 4 <sup>th</sup> -5 <sup>th</sup> - ROL 306
§ 10052 (§ 7H33): T 4 <sup>th</sup> -5 <sup>th</sup> ROL 306	

**Textbook:** German, K.M. (2017). *Principles of public speaking 19<sup>th</sup> ed.*. Pearson. ISBN 978-1-138-23389-8

**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 attendance, collegial class participation, on-time submission of assignments, and honest effort. While in class, please don't distract yourself and others with personal uses of your laptop or cellphone. Please mute your cellphones.

**Assignments:** Assignment instructions will be accessible from Canvas or the class [website](#). All assignments are due in class, lab, or Canvas by the dates and times listed below. **Unexcused late work in lab** will result in a zero score for any assignment due that day. Following UF protocol, you must notify Dr. Perry and your lab instructor two weeks in advance and provide documentation for any UF-approved activity. You must notify Dr. Perry and your lab instructor within 24 hours if you are ill or have an emergency that prevents on-time submission of work. **Submit written assignments electronically** in Microsoft Word via Canvas, unless otherwise specified in class. Late written assignments are penalized 10% per day. **You are responsible** for submitting assignments correctly and assuring they have uploaded into Canvas successfully.

Assignments	Date	Points Available
1. Issue Tracking Annotated Bibliography*	May 13-Aug. 4	100
2. TED Talk Analysis*	May 26	50
3. Audience Analysis**	Weeks 2-3 & 5-6**	50
4. Personal Narrative Speech	Week 4	50
5. Informative Speech on a Science Topic w/Analysis	Weeks 5-6**	100
6. Reflection and Feedback on Informative Speech*	Week 7	100
7. Persuasive Speech on a Science Issue	Weeks 8-9	150
8. Science Issue Discourse	Weeks 10-11	100
9. Reflection on Communicating About Science*	Week 12	100
<i>Final Exam</i>	Aug. 8	100
<i>Class participation</i>	<i>All semester</i>	<u>100</u>
<b>Total</b>		<b>1,000</b>

\* In Canvas    \*\*Analysis submitted in Canvas w/ speech

### Grading:

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

**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>

**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, including looking at colleagues' exam papers; plagiarizing websites; plagiarizing others' **or your own previous work**; or doubling on assignments without the permission of all involved professors and instructors.

When communicating about science, we base our work on **facts** obtained from a variety of 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 are very careful to 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*.

Assignments submitted via Canvas are automatically vetted for **plagiarism** with Turnitin. **Plagiarizing** includes taking **verbatim phrases of more than a few words** without full attribution. Violations will be pursued according to university guidelines. Students should report any condition that facilitates dishonesty to the instructor, department chair, college dean, Student Honor Council, or Student Conduct in the [Dean of Students Office](#).

**More on academic honesty** is on page 4 of this syllabus.

### Attendance:

**To succeed in this course, you must *come to class*.** You are responsible for all information delivered in lecture, including information for the exam and assignments. *Students unable to attend class are responsible for obtaining class notes and handouts.* Deadline extensions and make-up exams and assignments are granted only in cases of *documented* excused absences. **YOU MUST NOTIFY YOUR LAB INSTRUCTOR IN ADVANCE IF YOU MUST MISS LAB.** On-time attendance is counted toward your lab participation grade.

**Reading & Assignment Schedule:**

- Readings are from the textbook. • Handouts will be posted on the class website and/or Canvas.

<b>Week</b>	<b>Topic</b>	<b>Reading</b>
I • May 13	Introduction • Audiences <b>No labs this week</b>	Ch. 1-3, 5
II • May 20	Audience Analyses. • Issues • Crafting the Speech <b>Labs:</b> Introductions • 3. Audience Analysis* <b>DUE May 26</b> in Canvas: 2. Ted Talk Analysis	Ch. 7-8, 10
III • May 27	Personal Narratives • Communicating about Science AAAS Communication Fundamentals <a href="https://www.aaas.org/page/communication-fundamentals-0">https://www.aaas.org/page/communication-fundamentals-0</a> <b>Labs:</b> 3. Audience Analysis*, <i>cont.</i> <b>Monday, May 27 is Memorial Day: No Monday lab</b>	Ch. 4
IV • June 3	Informative Speeches <b>Labs:</b> 4. Personal Narrative Speech	Ch. 12;
V • June 10	Supporting Materials • Articulation, Delivery & Speaker Cred <b>Labs:</b> 5. Informative Speech on Science Topic w/Analysis*	Ch. 6, 9, 11
VI • June 17	Persuasive Communication <b>Labs:</b> 5. Informative Speech on Science Topic w/Analysis*, <i>cont.</i>	Ch. 13
June 24-28	**** <b>SUMMER BREAK</b> ****	
VII • July 1	<b>July 4 is Independence Day • No lecture</b> <b>Labs:</b> 6. Reflection and Feedback on Informative Speech	
VIII • July 8	Discourse: <a href="https://www.nationalgeographic.com/magazine/2015/03/science-doubters-climate-change-vaccinations-gmos/">https://www.nationalgeographic.com/magazine/2015/03/science-doubters-climate-change-vaccinations-gmos/</a> <b>Labs:</b> 7. Persuasive Speech on Science Issue	Ch. 14
IX • July 15	<a href="#">Intercultural Communication</a> • Discourse on <a href="#">Interracial Comm</a> <b>Labs:</b> 7. Persuasive Speech on Science Issue, <i>cont.</i>	Ch. 15
X • July 22	Communication Law <b>Labs:</b> 8. Science Issue Discourse	
XI • July 29	Group Communication • Review APA style <b>Labs:</b> 8. Science Issue Discourse, <i>cont.</i>	
XII • August 1	Review <b>Labs:</b> 9. Reflection on communicating about science <b>DUE in Canvas August 4:</b> 1. Issue-tracking annotated bibliography	
XIII • August 8	<b>Final Exam • Classes end August 9</b>	

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

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

### *Academic Honesty*

In 1995 the UF student body enacted an [honor code](#) and voluntarily committed itself to the highest standards of honesty and integrity. When students enroll at the university, they commit themselves to the standard drafted and 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: 2013-2014 Undergraduate Catalog, <https://catalog.ufl.edu/ugrad/current/advising/info/student-honor-code.aspx>)

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 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.

### *Special Needs:*

Students requesting classroom accommodation must first register with the [Dean of Students Office](#), which will provide documentation for the accommodation. It is the *student's responsibility* to assure the documentation is delivered to the instructor. More related information is on page 4 of this syllabus.

### *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.

**University Counseling & Wellness Center**, 3190 Radio Road, 352-392-1575, [www.counseling.ufl.edu/cwc/](http://www.counseling.ufl.edu/cwc/)

Counseling Services

Groups and Workshops

Outreach and Consultation

Self-Help Library

Training Programs

Community Provider Database

**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 the accommodations needed for 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.

Last update: 5/21/19. Most recent update: <http://lindaperry.us/aec3030/syllabus.htm>