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.

The Summer 2020 class will also learn to use Zoom effectively for giving online presentations.

Instructor: • Dr. Linda M. Perry • Iperry@ufl.edu • 122 Bryant Hall • (352) 273-0749
Office hours: By appointment, via Zoom until further notice.

Lab instructor: • Mr. Casey Gilbert • cgilbert2@ufl.edu • 408 Rolfs Hall
Office hours: By appointment, via Zoom until further notice.

Class information: Lecture: Thursdays 4th-5th (12:30-3:15 p.m.) via Zoom until further notice.

Sections: All labs via Zoom at scheduled times

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<thead>
<tr>
<th>Section</th>
<th>Time</th>
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<tbody>
<tr>
<td>10043</td>
<td>8C17</td>
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<tr>
<td>10056</td>
<td>7058</td>
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<td>10057</td>
<td>7H33</td>
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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 and collegial class participation, on-time submission of assignments, and honest effort. While participating via Zoom, please observe good netiquette. UF’s netiquette expectations can be found at [http://teach.ufl.edu/wp-content/uploads/2012/08/NetiquetteGuideforOnlineCourses.pdf](http://teach.ufl.edu/wp-content/uploads/2012/08/NetiquetteGuideforOnlineCourses.pdf).

Assignments: Assignment instructions will be accessible from Canvas. All assignments are due in Canvas by the dates and times listed below. Following UF protocol, you must notify Dr. Perry and your lab instructor two weeks in advance and provide documentation for any UF-approved activity that prevents you from completing an assignment on time. 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.

Late written assignments are penalized 10% per day. You are responsible for submitting assignments correctly and assuring they have uploaded into Canvas successfully.
Assignments

1. Issue Tracking Annotated Bibliography  
   Date: May 11-August 2  
   Points Available: 100
2. TED Talk Analysis  
   Date: May 24  
   Points Available: 50
3. Audience Analysis*  
   Date: Weeks 2 & 5-6*  
   Points Available: 100
4. Personal Narrative Speech  
   Date: Weeks 3-4  
   Points Available: 50
5. Informative Speech on a Science Topic w/Analysis*  
   Date: Weeks 5-6  
   Points Available: 100
6. Reflection and Feedback on Informative Speech  
   Date: Week 7  
   Points Available: 50
7. Persuasive Speech on a Science Issue  
   Date: Weeks 8-9  
   Points Available: 150
8. Science Issue Discourse  
   Date: Weeks 10  
   Points Available: 100

Mid-term exam  
   Date: June 18  
   Points Available: 100

Final Exam  
   Date: August 13  
   Points Available: 100

Class participation  
   Date: All semester  
   Points Available: 100

Total  
   Points Available: 1,000

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:

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

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.

Assignments submitted via Canvas are automatically vetted for plagiarism with Turnitin. See page 4 of this syllabus for more on plagiarism.

Attendance:

To succeed in this course, you must attend lecture and labs, whether in person or virtually via Zoom. You are responsible for all information delivered in class, including information for the exam, assignments, and class participation credit. Students unable to attend class are responsible for proactively 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.

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 in a timely manner.

More related information is on pages 4-5 of this syllabus. Students who need help with writing can get online help at the writing center: https://tutortrac.clas.ufl.edu/TracWeb40/Default.html
Reading & Assignment Schedule:

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

<table>
<thead>
<tr>
<th>Week</th>
<th>Topic</th>
<th>Reading</th>
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| I • May 11 | Introduction • Audiences and Audience Analyses • Issues | Ch. 1-5  
No lab this week |
| II • May 18 | Crafting the Speech • Personal Narratives • Supporting Materials | Ch. 6-8,11  
Labs: 3. Audience Analysis*  
DUE May 24 in Canvas: 2. Ted Talk Analysis |
| III • May 25 | Communicating about Science • Informative Speeches | Ch. 12  
AAAS Communication Fundamentals  
https://www.aaas.org/page/communication-fundamentals-0  
Labs: 4. Personal Narrative Speech  
May 25 is Memorial Day — No Monday Labs |
| IV • June 1 | Articulation, Delivery & Speaker Credibility | Ch. 9-10  
Labs: Personal Narrative Speech, cont. |
| V • June 8 | Persuasive Communication • Review for midterm exam | Ch. 13  
Labs: 5. Informative Speech on Science Topic w/Analysis* |
| VI • June 15 | ***Mid-term exam June 18*** |  
Labs: 5. Informative Speech on Science Topic w/Analysis*, cont. |

****June 22-July 5 **********SUMMER BREAK************* NO CLASS OR LABS****

| VII • July 6 | Review Persuasive Communication • Intercultural Communication | Ch. 14-15  
Labs: 6. Reflection and Feedback on Informative Speech |
| VIII • July 13 | Discourse |  
Labs: 7. Persuasive Speech on Science Issue |
| IX • July 20 | Communication Law | Ch. 7. Persuasive Speech on Science Issue, cont. |
| X • July 27 | APA Style and Annotated Bibliographies | Ch. 8. Science Issue Discourse  
DUE in Canvas August 2: Issue tracking annotated bibliography |
| XI • August 3 | Review for final exam | Ch. 9. Science Issue  
DUE in Canvas August 2: Issue tracking annotated bibliography |
| XII. • August 10 | ***Final Exam August 13*** |  
Classes End August 14 |

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

Plagiarism and Copyright

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.
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.

GatorEvals

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. You can complete evaluations through the email you receive from GatorEvals, in the 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/.

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.

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/

- Counseling Services
- Outreach and Consultation
- Training Programs

- Groups and Workshops
- Self-Help Library
- Community Provider Database

Career Resource Center, First Floor JWRU, 392-1601, www.crc.ufl.edu/

Services for Students with Disabilities: The Disability Resource Center — 0001 Reid Hall, 352-392-8565, www.dso.ufl.edu/drc/ — coordinates 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: 5/8/20