

**AEC 3030C**  
**Effective Oral Communication for**  
**Agricultural and Life Sciences**  
**Syllabus, Summer C 2021**



**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 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** are to enable students (1) to communicate effectively about science 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 online sections will also learn to use Zoom effectively for giving online presentations.

**Instructor:** • **Dr. Linda M. Perry** • [lperry@ufl.edu](mailto:lperry@ufl.edu)  
*Office hours: W 3:30-5:00 p.m.; R: 10-11:30 a.m.; and by appointment, via Zoom.*

**Lab instructors:** • **Mr. Case Emerson** • [case.emerson@ufl.edu](mailto:case.emerson@ufl.edu)  
 • **Ms. Micah Gallagher** • [micah.gallagher@ufl.edu](mailto:micah.gallagher@ufl.edu)

**Class information:** **Lecture:** Wednesdays, 4<sup>th</sup>-5<sup>th</sup> (12:30 – 3:15 p.m.) **via Zoom.**

**Lab Sections:** Times for all labs shown below; synchronous online labs via Zoom

§ 10044: R 4 <sup>th</sup> -5 <sup>th</sup> (12:30-3:15p.m.), Online, Emerson	§ 10058: T 4 <sup>th</sup> -5 <sup>th</sup> (12:30-3:15p.m.), CSE E222, Gallagher
§ 10057: M 4 <sup>th</sup> -5 <sup>th</sup> (12:30-3:15p.m.), CSE E222, Emerson	§ 19501: R 4 <sup>th</sup> -5 <sup>th</sup> (12:30-3:15p.m.), Online, Gallagher

**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 and collegial class participation, on-time submission of assignments, and honest effort. While participating via Zoom or emailing instructors, please observe good netiquette. UF's netiquette expectations can be found at <http://teach.ufl.edu/wp-content/uploads/2012/08/NetiquetteGuideforOnlineCourses.pdf>.

**Assignments:** Assignments are due by the dates and times listed below. 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. **You are responsible for submitting written assignments** in Microsoft Word and assuring they have uploaded into Canvas. Late assignments are penalized 10% per day.

<b>Assignments</b>	<b>Date</b>	<b>Points Available</b>
1. Issue Tracking Annotated Bibliography	May 10- <b>July 26</b>	100
2. TED Talk Analysis	<b>May 23</b>	50
3. Audience Analysis*	Weeks 2 & <b>5-6*</b>	100
4. Personal Narrative Speech	Weeks 3-4	50
5. Informative Speech on a Science Topic w/Analysis*	Weeks 5-6*	100
6. Reflection and Feedback on Informative Speech	Week 7	50
<i>Mid-term discourse exercise</i>	<b>June 30</b>	100
7. Persuasive Speech on a Science Issue	Weeks 9-10	150
8. Science Issue Discourse	Week 11	100
<i>Final Exam</i>	<b>August 4</b>	100
<i>Class participation</i>	<i>All semester</i>	<u>100</u>
<b>Total</b>		<b>1,000</b>

**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.

**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**, 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 YOUR LAB INSTRUCTOR *IN ADVANCE* IF YOU MUST MISS LAB.**

**Reading & Assignment Schedule:**

- Readings from the textbook. • Lecture notes available on Canvas home page. • Handouts posted in Canvas: Files

<u>Week</u>	<u>Topic</u>	<u>Reading</u>
I • May 10	Introduction • Science Issues • Audiences and Audience Analyses <b>No lab this week</b>	Ch. 1-5
II • May 17	Crafting the Speech • Personal Narratives • Evidence & Supporting Materials <b>Labs:</b> 3. Audience Analysis* <b>DUE May 23</b> in Canvas: 2. Ted Talk Analysis	Ch. 6-8,11
III • May 24	Articulation, Delivery & Speaker Credibility • Informative Speeches <b>Labs:</b> 4. Personal Narrative Speech	Ch. 9-10, 12
IV • May 31	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>Monday, May 31 is Memorial Day: NO MONDAY LABS</b> <b>Labs:</b> 4. Personal Narrative Speech, <i>cont.</i>	AAAS website
V • June 7	Persuasive Communication <b>Labs:</b> 5. Informative Speech on Science Topic w/Analysis*	Ch. 13
VI • June 14	Intercultural Communication • Discourse <b>Labs:</b> 5. Informative Speech on Science Topic w/Analysis*, <i>cont.</i>	Ch. 14-15
<b>June 21-26</b>	<b>*****Summer Break*****No labs or lecture*****</b>	
VII • June 28	<b>Mid-term Discourse Exercise</b> during lecture, <b>June 30</b> <b>Labs:</b> 6. Reflection and Feedback on Informative Speech	
VIII • July 5	Review Persuasive Communication <b>Monday, July 5 is our Independence Day holiday: NO MONDAY LAB</b> <b>Labs:</b> 6. Reflection and Feedback on Informative Speech	
IX • July 12	Communication Law <b>Labs:</b> 7. Persuasive Speech on Science Issue	Canvas: Lecture Notes
X • July 19	Annotated Bibliographies • APA Style <b>Labs:</b> 7. Persuasive Speech on Science Issue, <i>cont.</i>	
XI • July 26	Review for Final Exam <b>Labs:</b> 8. Science Issue Discourse 1. Annotated bibliography due <b>July 26</b>	Canvas: Lecture Notes
XII. • August 2	<b>***Final Exam August 4***</b> <b>Labs:</b> Catch up and makeups <b>UF classes end Friday, August 6</b>	

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

**Privacy and Our Online Classes:** During the covid-19 pandemic, lecture and many lab sessions will be conducted and recorded via Zoom. **During online lab sessions and during the midterm discourse exercise (June 30), you must participate** with your **camera** and — when prompted — your **microphone** engaged for full credit. If you have something to say that you do not want recorded, you can use the “chat” feature, where you can type questions and comments. Chat is not recorded or shared. Lectures are recorded and shared with the class. To keep your image or voice from being recorded in those lectures, keep your camera off, do not use a profile image, and keep your mute button on; you may communicate with the chat feature. Students who un-mute and participate orally during those lectures are agreeing to be recorded.

## 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*. 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.

## 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. <https://sccr.dso.ufl.edu/policies/student-honor-code-student-conduct-code/>.

**Software Use:** All UF faculty, staff and students 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 for the individual violator. Because such violations are against university policies and rules, disciplinary action will be taken as appropriate.

### 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/>.

### 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

Training Programs

Outreach and Consultation

Self-Help Library

Community Provider Database

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

### 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.

**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. 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: 5/10/21