
AEC 3033C 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 and multicultural audiences.

Lecturer: Dr. Linda M. Perry • Imperry@ufl.edu
Office hours: W 3:30-5:00 p.m.; R 1:00-2:30 p.m. and by appointment, via Zoom.

TAs:

- José Alvarez • jalvare1@ufl.edu
Office hours: M: 11:30 a.m.-2:30 p.m. and by appointment, via Zoom.
- Kenzie Bastian • kenziebastian@ufl.edu
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- Rachel Brown • rbrown5@ufl.edu
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- Feenix Hartell • fhartell@ufl.edu
Office hours: R: 10 a.m.-1 p.m. and by appointment, via Zoom.
- Christopher Houston • c.houston@ufl.edu
Office hours: M, T & W 2-3 p.m. and by appointment, via Zoom and at 411 Rolfs Hall.
- Clay Hurdle • jchurdle@ufl.edu
Office hours: W: 2-5 p.m., via Zoom and by appointment.
- Harsha James • harsha.james@ufl.edu
Office hours: M: 9 a.m.-12 noon; and by appointment, via Zoom.
- Megan Meredith • maeganmmeredith@ufl.edu
Office hours: T: 9 a.m.-12 noon; and by appointment, via Zoom.
- José Perez-Orozco • joseperezoro@ufl.edu
Office hours: T: 8-11 a.m. and by appointment, via Zoom.
- Katie Ray • katums68@ufl.edu
Office hours: T: 8-10 a.m., W 8-9 a.m. and by appointment, via Zoom.

Textbook: Johnson-Sheehan Richard, *Technical Communication Today 6th ed.*, Pearson, (2018)
ISBN: 9780134425733 (The fifth edition is acceptable; electronic version via Canvas).

Recommended: L. Faigley (2012), *The Brief Penguin Handbook with Exercises 4th ed.*, Boston: Longman.

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 recorded lectures. Extensions for quiz and assignment deadlines are granted only for *documented* excused absences consistent with UF 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 doubling on assignments without the permission of all involved professors and instructors.

Plagiarism: Plagiarism includes taking **verbatim phrases of just a few words** without permission or full attribution or quoting too much from a source, effectively taking more than a *fair use* of their work. It also includes **unique expression**, which can be a phrase of a few words or a simple moniker. When writing for science and business, we base our work on **facts** obtained from a variety of sources. Our writing is mostly *our own expression*. We **cite our sources** so others can access the information we present. We give credit where it is due. When appropriate, we are very careful to ethically and lawfully use others' unique expression of that information. We obtain permission to use our sources' unique expression or give full credit for a *limited, fair use*, including direct quotes. **Direct quotes** that take up more than about **10% of any assignment** (over-quoting) 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: Assignments are submitted electronically via Canvas following the relevant instructions in Canvas Assignments. Assignments must be uploaded electronically as editable Microsoft Word documents by the due date to be considered submitted on time. **Late work** is penalized 10% of the available points for that assignment *per day* unless you have a documented, excused absence. **Documentation** for excused absences must be provided *within one week* of the absence. You must notify Dr. Perry two weeks *in advance* and provide documentation for UF-approved activities.

Optional rewrites, when available, must be submitted *within one week* of the graded assignment's being returned in Canvas. **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/for-students/esl-assistance/>.

Major Assignments	Due Date	Word Count	Points Available
1. Letter of Introduction (R)	May 30	500	100
Module 3 Discussion Board A & B (for A2)	June. 6, 10	300	100
2. Tech Description & Explanation/Instructions	June 13	700	100
3. Cover Letter and Résumé (R)	June 20	700	100
Module 7 Discussion Board A, B & C (for A6)	June 27, 30; July 2	300	100
4. Personal Statement (R)	July 6	700	100
5. Science Issue Analysis (R)	July 11	900	125
6. Research Report & Proposal	July 25	1,900	175
Quizzes	Weekly	0	100
(R) = Rewrite available	Totals	6,000	1,000

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 **Gordon Writing Rule credit**, you must earn C (730 points) or better. **The grading scale** follows:

A	950 to 1000	C	730 to 769
A-	900 to 949	C-	700 to 729
B+	870 to 899	D+	670 to 699
B	830 to 869	D	630 to 669
B-	800 to 829	D-	600 to 629
C+	770 to 799	E	599 & Below

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.)

Week	Topic	Readings
I • May 10	Welcome video Module 1: Introduction, Issues & Letters <i>Quiz 1:</i> Formal Business Letters (<i>due May 15</i>) XC: Discussion Board 1 (DB1) <i>available</i> May 15	Canvas Ch. 6 (5 in 5 th), 19
II • May 17	Module 2: Writing Well • Grammar <i>Quiz 2:</i> Grammar (<i>due</i> May 21) DUE May 23: XC Discussion Board 1: Introduce yourself	Appendix A Ch. 16: pp. 449-465 (421-437 in 5 th)
III • May 24	Module 3: Audiences • Writing Styles <i>Quiz 3:</i> Audiences (<i>due</i> May 28) Module 3 Discussion Board 3 (DB3 a & b) for A2's Audience Analysis DUE May 30: A1. Formal Letter of Introduction	Ch. 2 (421-437 in 5 th)
IV • May 31	Monday, May 31 is Memorial Day: No classes Module 4: Technical Writing: Definitions & Descriptions <i>Quiz 4:</i> Technical Descriptions (<i>due</i> June 2) Module 5: Tech. Explanations, Instructions & Documentation <i>Quiz 5:</i> Technical Explanations & Instructions (<i>due</i> June 4) DUE: Audience Analysis for A2 via DB3(a): June 6 & DB3(b) June 10	Ch. 1, 7 (6 in 5 th) Ch. 8 (7 in 5 th)
V • June 7	Module 6: Cover Letter, Résumé & Personal Statement <i>Quiz 6:</i> The Job Search (<i>due</i> June 11) DUE June 6 and 10: DB3(b) DUE June 13: A2. Technical Description & Explanation/Instructions	Ch. 5 (11 in 5 th)
VI • June 14	Module 7: Science Communication • Issue Analysis • Brainstorming <i>Quiz 7:</i> Science Communication (<i>due</i> June 18) Module 7 Discussion Board for A6: Brainstorming a Science Issue <i>in 3 parts</i> (DB7 a, b, c) DUE June 20: A3. Cover Letter and Résumé DUE June 27: Discussion Board 7(a): Issue and organization	Ch. 3, 12, Handouts (p. 437-445 in 5 th)
****June 21-26***** SUMMER BREAK ***** NO CLASSES *****		
VII • June 28	Module 8: Persuasive Writing <i>Quiz 8:</i> Persuasion (<i>due</i> July 2) DUE June 30 DB7(b). Solution Ideas DUE July 2: DB7(c). Vote for best solutions DUE July 6: A4. Personal Statement	Ch. 13, 16: p. 465-475 (p. 437-445 in 5 th)
VIII • July 5	Monday, July 5 is an Independence Day holiday: No Classes Module 9: Research Reports and Proposals <i>Quiz 9:</i> Research Reports and Proposals (<i>due</i> July 9)	Ch. 9, 11, 14 (8-10 in 5 th)
IX • July 12	Module 10: APA Style <i>Quiz 10:</i> APA style (<i>due</i> July 16) DUE July 11: A5. Science Issue Analysis	Ch. 15, Appendix C
X • July 19	Module 11: Intercultural Communication <i>Quiz 11:</i> Intercultural Communication (<i>due</i> July 23) DUE: July 25: A6. Research Report & Proposal	
XI • July 26	Module 12: Communication Law and Research Ethics	Ch. 4
XII • Aug. 2	Module 12: Communication Law and Research Ethics, <i>cont.</i> <i>Quiz 12:</i> Law & Ethics (<i>due</i> August 5) UF classes end Friday, August 6	

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

UF Academic Honesty; Privacy Online and This Course; Helping Resources

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/>)

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.

ESL students may get help in the Writing Studio: <http://writing.ufl.edu/writing-studio/for-students/esl-assistance/>

Privacy and Our Online Course

Some of our class sessions may be recorded via Zoom for students to refer back to. Students who participate with their camera engaged or who utilize a profile image are agreeing to have their video or image recorded. If you do not want your profile or video image recorded, keep your camera off and do not use a profile image. Likewise, students who un-mute during class and participate orally are agreeing to have their voices recorded. If you do not consent to have your voice recorded during class, you must keep your mute button activated; you may communicate with the "chat" feature, which allows you to type questions and comments live. The chat will not be recorded or shared.

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>. 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/>

Communication About this Course

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

Questions about **Canvas** should be directed to the Canvas Help Desk at <http://helpdesk.ufl.edu>.

Complaints about this course may be directed to: <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/>.*

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. 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.

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