

AEC4031
The Communication Process in Agricultural and Life Sciences
Time: Monday 1:55-4:55
Location: Turlington L007
Spring 2023, 3 Credits

Instructor

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Teaching Assistants

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Instructor Office Hours

Monday, 9:00 am – 11:00 am or by appointment
117A Bryant Space Science Center

Course Format

This is an in-person course. Students are expected to attend all class sessions unless otherwise excused.

Course Description

Effective communication is at the heart of a successful operation in every enterprise in agricultural and natural resource-based industries. This course is designed to teach communication concepts and the knowledge of how to apply those concepts in the workplace.

Course Pre-Requisites / Co-Requisites

None

Student Learning Objectives

To be successful in your career, you need to be able to get what's in your head onto paper in a compelling and persuasive manner. Following completion of this course, you will be able to:

- Develop news articles, informational materials, and persuasive pieces
- Effectively structure your thoughts in writing
- Write with your audience in mind
- Persuade with evidence
- Maintain objectivity
- Interview information sources
- Edit your own work and the work of others
- Recognize and attend to the unique challenges of science writing

Required Textbooks

- Associated Press Stylebook, 2022 edition by the Associated Press. Online version of AP Stylebook is available at <https://store.stylebooks.com/apstylebookonline.html>

Grading

Unless otherwise noted, all assignments must be typed and submitted in the required format to receive full credit.

Late submissions: Unless otherwise stated or agreed upon, late submissions will be penalized as follows

- 10% if between 1 minute and 24 hours late
- 20% if 24 to 48 hours late
- 30% if 48 to 72 hours late
- Not accepted if more than 72 hours late

Grading scale

Percent	Grade
93 - 100	A
90 - 92	A-
87 - 89	B+
83 - 86	B
80 - 82	B-
77 - 79	C+
73 - 76	C
70 - 72	C-
67 - 69	D+
63 - 66	D
60 - 62	D-
0 - 59	E

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

Weekly Schedule of Topics and Assignments:

Wk	Date	Topic	Assignments Due
1	1/12	Introduction	
2	1/19	Writing about agriculture and natural resources	Diagnostic article
3	1/26	News writing	News topics and planning assignment
4	2/2	Press releases	Hard news assignment
5	2/9	Feature writing	Press release
6	2/16	Evidence, sources, and interviews	Feature topic and planning assignment
7	2/23	Wordsmithing	Interview prep for feature assignment
8	3/2	Informational texts	Feature assignment
9	3/9	Editing	Informational text assignment
10	3/16	<i>SPRING BREAK</i>	
11	3/23	Persuasion	Fact sheet
12	3/30	Dealing with facts	Problem statement for persuasive writing
13	4/6	Objectivity	Arguments and refutations for persuasive writing
14	4/13	Editing	Persuasive writing assignment
15	4/20	Wrap up	

Assignment	Percentage of Final Grade
Diagnostic article	5%
Hard news assignment	10%
Press release	10%
Feature assignment	10%
Fact sheet	10%
Persuasive writing assignment	10%
Other weekly assignments	30% (5% each)
Reading quizzes	5%
Attendance, participation, and engagement	10%
Total	100%

Attendance, participation, and engagement

Attendance: You are expected to attend all classes unless otherwise excused. Excused absences must be consistent with university policies in the Graduate Catalog (<http://gradcatalog.ufl.edu/content.php?catoid=10&navoid=2020#attendance>) and require appropriate documentation. Additional information can be found here:

<https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx>

Participation: You are expected to fully engage in all lectures and stay current with assigned readings. Active participation means asking relevant questions, sharing appropriate examples that help illustrate concepts, and engaging in a professional manner.

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.bluer.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>.

Class Recordings

Students are allowed to record video or audio of class content. However, the purposes for which these recordings may be used are strictly controlled. The only allowable purposes are (1) for personal educational use, (2) in connection with a complaint to the university, or (3) as evidence in, or in preparation for, a criminal or civil proceeding. All other purposes are prohibited. Specifically, students may not publish recorded lectures without the written consent of the instructor.

A "class lecture" is an educational presentation intended to inform or teach enrolled students about a particular subject, including any instructor-led discussions that form part of the presentation, and delivered by any instructor hired or appointed by the University, or by a guest instructor, as part of a University of Florida course. A class lecture does not include lab sessions, student presentations, clinical presentations such as patient history, academic exercises involving solely student participation, assessments (quizzes, tests, exams), field trips, private conversations between students in the class or between a student and the faculty or lecturer during a class session.

Publication without permission of the instructor is prohibited. To "publish" means to share, transmit, circulate, distribute, or provide access to a recording, regardless of format or medium, to another person (or persons), including but not limited

to another student within the same class section. Additionally, a recording, or transcript of a recording, is considered published if it is posted on or uploaded to, in whole or in part, any media platform, including but not limited to social media, book, magazine, newspaper, leaflet, or third-party note/tutoring services. A student who publishes a recording without written consent may be subject to a civil cause of action instituted by a person injured by the publication and/or discipline under UF Regulation 4.040 Student Honor Code and Student Conduct 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 wellbeing 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 Complaints:

- Residential Course: <https://sccr.dso.ufl.edu/policies/student-honor-code-studentconduct-code/>
- Online Course: <http://www.distance.ufl.edu/student-complaint-process>