**Effective Oral Communication for
Agricultural and Life Sciences**

AEC3030C
Summer 2025 – 3 Credit Hours

UF|IFAS
UNIVERSITY of FLORIDA

AGRICULTURAL
EDUCATION AND
COMMUNICATION

Instructor

Dr. Heather Young
Instructional Assistant Professor
Email: heather.young@ufl.edu
Office location: 113A Bryant Space Science Center
Student hours: Tuesdays from 11:00 am – 1:00 pm, in person & via Zoom, or by
appointment https://ufl.zoom.us/j/93268520105

Teaching Assistants

Chase Ritten britten@ufl.edu
Student hours: Thursdays 9:30 – 11:30 am, via Zoom or by appointment

Hunter Carson hunter.carson@ufl.edu
Student hours: Mondays 2:00 – 4:00 pm, via Zoom or by appointment

Lily Waters waters.lily@ufl.edu
Student hours: Tuesdays 10:00 am – 12:00 pm, via Zoom or by appointment

Savannah Scott scott.savannah@ufl.edu
Student hours: Thursdays 9:30 – 11:30 am, via Zoom or by appointment

Class Times & Location

*Please be aware that the course lectures are conducted in person and online via Zoom. Your lab
sessions may be in-person or via Zoom, depending on which section you are enrolled in. Please
verify your lab section to ensure you attend the correct one.*

Assignments are typically due on Sundays by 11:59 p.m. unless otherwise indicated.

Lecture: Mondays from 12:30 - 3:15 pm **offered in person or via Zoom.**
   Join in person in Rolfs Hall 115 or
   Join URL: https://ufl.zoom.us/j/94846339053

Lab Sections: Times for all labs are shown below in order by section number.

Online Labs via Zoom	In-Person Labs
10029 – Tuesdays 12:30-3:15	10038 – Thursdays 12:30-3:15 – Rolfs Hall 306
14359 – Thursdays 12:30-3:15	10039 – Tuesdays 9:30-12:15 – Rolfs Hall 306
14789 – Thursdays 12:30-3:15	
17934 – Wednesdays 12:30-3:15	
18928 – Tuesdays 12:30-3:15	
18929 – Tuesdays 9:30-12:15	
18930 – Wednesdays 9:30-12:15	

Course Description

AEC 3030C Effective Oral Communication focuses on strategies and techniques for effective agricultural and life sciences presentations. 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

Upon successful completion of the course requirements, students will be able to...
1. Communicate effectively about science topics and issues
2. Communicate using clear and effective prose
3. Tailor presentations to the needs and expectations of specific target audiences
4. Communicate effectively within groups
5. Communicate responsibly
6. Online sections will also learn to use Zoom effectively for online presentations.

Instructor Team Communication & Feedback

Communication - The instructor and teaching assistant are committed to responding to your Canvas and email messages **within 24 hours** when feasible during the work week, Monday through Friday, *except holidays*. The major assignments will be graded, with *meaningful feedback* provided, **within two weeks of their submission**.

Individual Learner Interaction – Education extends beyond the mere transmission of knowledge; it involves providing valuable feedback and maintaining ongoing communication with the learner. The instructor is committed to engaging in one-on-one interactions with each student. This may manifest as detailed feedback on assignment submissions, responses to discussion board posts, or personalized Canvas messages to check in on the student's progress in the course.

Student Hours: Dr. Young sets aside dedicated student office hours each week, both in person and via Zoom (Tuesdays 11 am–1 pm), as indicated in the Contact section above.
But what exactly are student hours? They are time specifically set aside each week for students to physically or virtually drop in and visit with Dr. Young. Whether you have questions about the course, assignments, or topics covered or simply wish to have a casual chat to get to know each other better, these hours are reserved for you. Dr. Young strongly encourages students to take advantage of these office hours as an enriching experience for academic support and personal connection.

Requirements

Required Textbook:

Tucker, B. (2019). *Exploring public speaking (*4th ed.). Communication Commons.
https://oer.galileo.usg.edu/cgi/viewcontent.cgi?article=1000&context=communication-textbooks

Required Materials:

Yellowdig subscription – Access code can be purchased from UF All Access

Recommended Textbook:

Aines, R. D., & Aines, A. L. (2019). *Championing science*. University of California Press. https://www.ucpress.edu/book/9780520298095/championing-science

Graves, H, & Graves, R. (2021). *A concise guide to technical communication.* Broadview Press. https://broadviewpress.com/product/a-concise-guide-to-technical-communication/#tab-description

Technology:

To succeed in this course, you must have access to the following technology:

- Desktop Computer or Laptop
  - Audio Capabilities
  - Webcam and Microphone for synchronous sessions
- Microsoft Office Programs
  - Microsoft Privacy Statement
  - Microsoft Accessibility Information
  - Word - Microsoft 365 basics video training
- Adobe Reader
  - Acrobat tutorials
  - Adobe Privacy Statement
  - Adobe Accessibility Statement
- Zoom
  - Zoom Privacy Policy
  - Zoom Accessibility Information
- Yellowdig
  - Yellowdig Privacy Policy
  - Accessibility Statement
- Swivl
  - Used to record your speeches and used to rewatch/reflect on speeches. No accessibility statement as this program is utilized by the instructor team. Videos will be sent directly to students.
  - Swivl Privacy Statement
- Internet Connection with access to Canvas
  - Canvas is the course management system at the University of Florida in which students will find course content, links to video lectures, assignments, quizzes, discussions, and grades. The use of this system will vary by instructor, but the following videos describe the most common tools in Canvas. The full student guide is provided if you have additional questions.
    - Canvas Privacy Policy
    - Canvas Accessibility Standards
- Web Browser - Chrome is the preferred browser for Canvas. If you do not have Chrome, you can download it.
- University of Florida Email
  - Students are expected to check their my.ufl emails daily. View the Student Computing Requirements page for information on technology requirements and expectations.

Prerequisite Knowledge:

There are no prerequisite courses or public speaking knowledge required to take this course. However, students should have a basic understanding of the English language, grammar, and related concepts.

Expected Technical & Digital Literacy Skills:

Minimum skills required:
- Proficiency in utilizing Canvas and navigating the internet effectively.
- Competence in using email for communication purposes, including sending and receiving messages and managing attachments.
- Familiarity with commonly used word processing applications (such as Microsoft Word or Google Docs), including the ability to create, edit, and format documents.
- Proficiency in creating outlines and delivering presentations using tools such as PowerPoint or Google Slides.
- Basic computer skills, including understanding fundamental operations like file management, using menus and toolbars, and navigating between different applications.
- Using online search tools for specific academic purposes, including the ability to use search criteria, keywords, and filters.
- Analyzing digital information for credibility, currency, and bias.

Assignments

- Assignments are due by the dates and times listed below. You must notify Dr. Young and your TA/lab instructor within 24 hours if you are ill or have an emergency that prevents the on-time delivery of work.
- You are responsible for submitting written assignments in Microsoft Word and ensuring they have uploaded correctly into Canvas.
- Your assignments are graded according to course rubrics. If you have questions or concerns about your scores, you must *speak with your TA/lab instructor within one week* of the assignment scores being returned to you before you appeal to Dr. Young.
- **Late assignments are penalized 10% per day.** Missed speeches or lab activities, with proper documentation and notification, <u>MUST</u> be completed **within one (1) week** from the original due date, **or** the assignment/speech will be **entered as a zero (0)** in the gradebook.

Course Grading:

Assignment	Date	Points Available
Audience Analysis Questions Audience Analysis Statement	Due Week 2 Due Week 6	50
Teach Us Something	Presented in lab Week 3	50
Personal Narrative Speech	Due Week 4	100
Discovery Brief	Due Week 5	60
Informative Speech on a Science Topic	Due Week 6	100

Reflection and Feedback on Informative Speech	Due Week 8	65
Advocacy Go	Due Week 9	100
Persuasive Speech on a Science Issue	Due Week 10	100
Science Issue Discourse	Opening Statement Due Week 11 Closing Statement Due Week 12	100
Interview	Due Week 12	25
Final Exam	Week 13	175
Class Participation	All Semester	100
Yellowdig Participation	All Semester	100

Grading Scale

A	100 – 95%	C	<77 – 73%
A-	<95 – 90%	C-	<73 – 70%
B+	<90 – 87%	D+	<70 – 67%
B	<87 – 83%	D	<67 – 63%
B-	<83 – 80%	D-	<63 – 60%
C+	<80 – 77%	E	Below 60%

Further information about UF grading policies can be found here:
https://catalog.ufl.edu/UGRD/academic-regulations/grades-grading-policies/

Reading & Assignment Schedule:

The instructor reserves the right to amend this syllabus as necessary

Week	Lecture Topics	Lab Topic (Speeches Given)	Assignments Due by Sunday of this week	Readings
1	Public Speaking Basics Science Issues Audiences & Audience Analyses	Welcome Introductions Science Issue approval	Science issue selection	Ch. 1,2 Appendix B-C
2	Outlines Crafting the Speech Evidence & Supporting Materials Personal Narratives	Audience Analysis Interviews	Audience Analysis questions	Ch. 4,5,6,7,8,9, Appendix I

3	Communicating about Science: AAAS Communication Fundamentals Guest Lecturer –	Teach Us Something	Video recording of demo	[AAAS website: Communication Fundamentals](#) https://piecenter.com
4	Articulation, Delivery & Speaker Credibility APA Style Informative Speeches Guest Lecturer –	Personal Narrative Speech	Personal Narrative (outline and video recording uploaded to your lab's discussion board)	Ch. 10,11,12,15, Appendix E https://apastyle.apa.org/ Influence of Source Credibility https://www.jou.ufl.edu/insights/the-effect-of-news-consumption-on-fake-news-efficacy/ https://www.youtube.com/watch?v=dSmQpNorqSw ▷ https://blogs.ifas.ufl.edu/ffgs/2019/05/24/featured-student-friday-ludie-bond/
5	Ethical Communication	Discovery Brief	Name of political representative, brief overview of political position/support regarding issue, speech outline	Ch. 3
6	Intercultural Communication Guest Lecturer -	Informative Speech on Science Issue	Informative Speech Outline w/Audience Analysis*	Appendix A
7	Summer Break	No Classes/Labs	No Classes/Labs	Summer Break
8	Persuasive Communication	Reflection and Feedback on Informative Speech	Reflection Worksheet (complete worksheet before lab, add goals after lab)	Ch. 13,14
9	Communication Law Guest Lecturer – Pre-recorded Playposit video to watch	Advocacy Go	Video	Age of Social Media Communication Law Notes

10	Discourse	Persuasive Speech on Science Issue	Persuasive Speech on Science Issue Outline Watch & read materials before submitting your Science Issue Discourse Opening Statement	Towards a Civil Discourse Discourse documentary video & readings in Canvas
11	Job Search Communication in Practice Guest Speaker –	Science Issue Discourse	Science Issue Discourse Opening Statement	https://www.theladders.com/career-advice/interview-questions-stump-employers-job-interview
12	Review for Final Exam	Interviews	Science Issue Discourse Closing Statement Resume & job description	Interviewing Article Job Search Notes
13	*** Final Exam ***	No labs		Final Exam Review

Yellowdig

Accessing Yellowdig:
You will be asked to enter a Yellowdig access code for this course. The following information may be helpful:
- You will first receive your Yellowdig Access Code from the school bookstore. This code is needed to get into Yellowdig, and it provides access to a single community for the academic term.

- How to Join the Yellowdig community once you have your bookstore access code:
  - When you access your course Canvas for the first time, you will see a link to Yellowdig within the course navigation.
  - Upon launching the tool for the first time, you will see a payment window asking for a bookstore access code (see more details here).
  - After entering your access code, you will be given access to the course's Yellowdig community for the duration of the academic term.

- If you have questions/issues while making your payment, please contact Yellowdig Support here or email support@yellowdig.com.

- If you are experiencing financial hardship and are unable to purchase access to Yellowdig for our course, please email me, and I will do my best to accommodate you.

Academic Code of Conduct

UF's Academic Honesty Statement:
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 dishonesty to the instructor, department chair, college dean, or Student Honor Court. **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: [UF Student Code of Conduct Webpage.](#)

Plagiarism:

Academic integrity is a fundamental value in our educational community and is essential for maintaining a fair and honest learning environment. As students, you are expected to adhere to the highest standards of honesty and ethical behavior in all academic activities. To ensure that you maintain academic integrity throughout the course, please ensure all sources and text are properly referenced. Familiarize yourself with the appropriate citation style for the course (e.g., APA, MLA, Chicago) and consistently apply it to all written work. Properly citing sources not only demonstrates respect for others' intellectual contributions but is also crucial in avoiding plagiarism. Plagiarism encompasses using verbatim phrases without permission or proper attribution, quoting excessively from sources, and surpassing the 10% limit for direct quotes in an assignment. It extends to appropriating unique expressions, like short phrases or simple monikers.

Artificial Intelligence (A.I.) Use:

You may use AI programs, e.g., ChatGPT, to help generate ideas and brainstorm. However, you should note that the material generated by these programs may be inaccurate, incomplete, or otherwise problematic. You will be responsible for any inaccurate, biased, offensive, or otherwise unethical content you submit, regardless of whether it originally comes from you or a foundation model. You may not submit any work generated by an AI program as your own. Including material generated by an AI program must be cited like any other reference material. Student work may be submitted to AI or plagiarism detection tools to ensure that student work is human created. Any assignment found to have been plagiarized or used unauthorized AI tools may receive a zero and/or be reported for academic misconduct following the university's policy for such offenses.

Attendance Policies

To succeed in this course, you must attend lectures and labs; lectures are conducted virtually via Zoom, and labs are in person and online, depending on section number. 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 DR. YOUNG OR YOUR LAB INSTRUCTOR *IN ADVANCE* IF YOU MUST MISS LAB.**

Requirements for class attendance, make-up exams, assignments, and other work are consistent with university policies, which can be found in UF Attendance Policies.

Institutional Policies

Recording Statement

Students are allowed to record video or audio of class lectures. 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 guest 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. UF IN-CLASS RECORDING

Software Use

All faculty, staff, and university students 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. UF ACCEPTABLE USE POLICY

Course Evaluations

Students are expected to provide professional and respectful feedback on the quality of instruction in this course by completing course evaluations online. Students can complete evaluations in three ways:
1. The email they receive from GatorEvals,
2. Their Canvas course menu under GatorEvals, or
3. The central portal at https://my-ufl.bluera.com

Guidance on how to provide constructive feedback is available at https://gatorevals.aa.ufl.edu/students/. Students will be notified when the evaluation period opens. Summaries of course evaluation results are available to students at https://gatorevals.aa.ufl.edu/public-results/.

Student Services

Health & Wellness

- U Matter, We Care
  - If you or someone you know is in distress, please contact umatter@ufl.edu, 352-392-1575, or visit the U Matter, We Care website to refer or report a concern. A team member will reach out to the student in distress.
- Counseling and Wellness Center
  - Visit the Counseling and Wellness Center website or call 352-392-1575 for information on crisis services as well as non-crisis services.
  - 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 for currently enrolled students at no cost.
- Student Health Care Center
  - Call 352-392-1161 for 24/7 information on finding the care you need, or visit the Student Health Care Center website.
- University Police Department
  - Visit the UF Police Department website or call 352-392-1111 (or 9-1-1 for emergencies).
- GatorWell Health Promotion Services
  - For prevention services focused on optimal well-being, including Wellness Coaching for Academic Success, visit the GatorWell website or call 352-273-4450.

Academic Resources

- E-learning technical support
  - Contact the UF Computing Help Desk at 352-392-4357 or via e-mail at helpdesk@ufl.edu.
- Career Connections Center
  - Reitz Union Suite 1300, 352-392-1601. Career assistance and counseling services.
- Library Support
  - There are various ways to receive assistance with respect to using the libraries or finding resources.
- Teaching Center
  - Broward Hall, 352-392-2010, or to make an appointment at 352-392-6420. General study skills and tutoring.
- Writing Studio
  - 2215 Turlington Hall, 352-846-1138. Help brainstorming, formatting, and writing papers.
- Student Complaints On-Campus
  - Visit the Student Honor Code and Student Conduct Code webpage for more information.
- On-Line Students Complaints
  - View the Distance Learning Student Complaint Process.

Services for Students with Disabilities

The Disability Resource Center coordinates the needed accommodations 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. 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, [UF Disability Resource Center.](#)