Course Description:
In today's society, it is essential for educated people to be able to present technical information to a range of audiences using various communication methods and styles. In EST 304, students learn how to communicate technical concepts that make sense not only to other scientists and engineers, but also to audiences ranging from students to technical consumers in the world marketplace. Course content emphasizes: writing clearly, concisely, and persuasively; creating effective visuals; presenting research verbally during oral presentations; providing and receiving feedback on assignments; and working collaboratively in groups. Written, verbal and visual communication styles are examined.

Learning Objectives:
- Write in clear, coherent English
- Plan, draft, revise, and edit documents for use in professional settings
- Adapt communication styles to various audiences
- Improve research skills using resources available at SBU
- Avoid plagiarism and reference materials correctly

Class Readings:

David A. McMurrey, Online Technical Writing: Online Textbook (free) (OPTIONAL).
Available At: https://www.prismnet.com/~hcexres/textbook/

Resources to help students improve their writing and speaking skills will be posted on the EST 304 Blackboard page. Students should review this material and use these references when preparing their assignments and presentations.

Grading:
Participation and Weekly Exercises: 30%
Homework Assignments: 40%
Research Project (presentation & paper): 30%

Grades
A: 94-100
A-: 90-93
B+: 87-89
B: 83-86
B-: 80-82
C+: 77-79
C: 73-76
C-: 70-72
F: Less than 70
## Semester Schedule:

### Spring 2020 Dates*

<table>
<thead>
<tr>
<th>Week</th>
<th>Week Starting Date (Monday)</th>
<th>Topics</th>
<th>Weekly Exercise</th>
<th>Homework Assignment</th>
<th>Exercise &amp; Assignment Due Date (Sunday)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>1/27</td>
<td>Course Introduction&lt;br&gt;Syllabus Review&lt;br&gt;Career Readiness</td>
<td>Writing&lt;br&gt;Drafting &amp; Introduction&lt;br&gt;Discussion</td>
<td>Assignment 1-&lt;br&gt;Cover Letter and Resume</td>
<td>2/2</td>
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<tr>
<td>2</td>
<td>2/3</td>
<td>Analyzing your Audience and Purpose, Technical Memos</td>
<td>Demographic Traits</td>
<td>Assignment 2-&lt;br&gt;Technical Memo</td>
<td>2/9</td>
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<td>3</td>
<td>2/10</td>
<td>Writing Concisely, Writing Collaboratively, Business Plans and Vision Statements</td>
<td>Concise Writing</td>
<td>Assignment 3-&lt;br&gt;Business Plan</td>
<td>2/16</td>
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<td>4</td>
<td>2/17</td>
<td>Communication through Discussion Boards</td>
<td>Discussion Posts</td>
<td>No Assignment this week</td>
<td>2/23</td>
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<td>5</td>
<td>2/24</td>
<td>Research Writing: Theses, Outlining Papers, Writing Proposals</td>
<td>No exercise this week</td>
<td>Assignment 4-&lt;br&gt;Article Questions</td>
<td>3/1</td>
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<td>6</td>
<td>3/2</td>
<td>Peer Reviewed Journal Articles, Referencing and EndNote, Avoiding Plagiarism</td>
<td>Romeo Article Questions</td>
<td>Assignment 5-&lt;br&gt;Research Project Proposal</td>
<td>3/8</td>
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<tr>
<td>7</td>
<td>3/9</td>
<td>Research Papers</td>
<td>Individual Scholarly Article</td>
<td>Assignment 6-&lt;br&gt;Research Project Outline</td>
<td>3/15</td>
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<tr>
<td></td>
<td>3/16</td>
<td><strong>ENJOY YOUR SPRING BREAK!</strong></td>
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<tr>
<td>9</td>
<td>3/30</td>
<td>Persuasive Arguments</td>
<td>No exercise this week</td>
<td>Assignment 8-&lt;br&gt;TED Talks</td>
<td>4/5</td>
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<td>10</td>
<td>4/6</td>
<td>Visual Communication</td>
<td>Info-graphics</td>
<td>Assignment 9-&lt;br&gt;Progress Report</td>
<td>4/12</td>
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<td>11</td>
<td>4/13</td>
<td>Documentaries</td>
<td>Documentary Discussion</td>
<td>Assignment 10-&lt;br&gt;Documentaries</td>
<td>4/19</td>
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<td>12</td>
<td>4/20</td>
<td>Digital and Social Media</td>
<td>Social Media Discussion</td>
<td>No assignment this week (work on your research project)</td>
<td>4/26</td>
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<tr>
<td>13</td>
<td>4/27</td>
<td>Oral Communication</td>
<td>No exercise this week</td>
<td>No assignment this week (work on your research project)</td>
<td>5/3</td>
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<tr>
<td>14</td>
<td>5/4</td>
<td>Work on your research project</td>
<td>Research Topic Discussion</td>
<td>No assignment this week (work on your research project)</td>
<td>5/10 <strong>FINAL PAPER AND PRESENTATION SLIDES DUE</strong></td>
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</tbody>
</table>

*subject to change
How to Approach the Course:
On the course’s Blackboard page, there will be documents listed for every week of the semester. At the start of the week (Monday), students should go through the PowerPoint presentation and any relevant documents that are posted for that week. The presentation will include the weekly lesson and describe all weekly exercises that are to be completed by the end of the week (Sunday). Weekly exercises must be submitted on Blackboard by the end of the week (Sunday) and will be graded as Satisfactory/Unsatisfactory.

In addition to weekly exercises, there will be weekly homework assignments which are also due on the last day of the week (Sunday). Weekly homework assignments will be graded with a numerical score and must be submitted by the due date. Homework assignment details will be provided in the weekly presentation slides.

In addition to the weekly exercises and homework assignments, students will be required to complete a research project (described below).

Lastly, discussion board posts will be periodically posted by the professor on Blackboard. For every thread started by the professor, students are expected to post one original message. Students are also encouraged to reply to messages created by other students. Participation in the discussion board will count towards the participation grade for the course.

Participation and Weekly Exercises:
Participation and weekly exercise grades will be based upon observations of students' work in the weekly exercises. Weekly exercises will be graded as Satisfactory/Unsatisfactory. Weekly exercises should be completed weekly and must be submitted by the end of the day which they are due. All assignments will be checked for plagiarism with Safe Assign.

There also may be discussions in the Discussion Board on Blackboard which will count towards the participation grade.

Homework Assignments:
There are a total of 10 homework assignments. All submissions are to be submitted electronically on Blackboard and assignments must be completed by the end of the day on the day which they are due. All assignments will be checked for plagiarism with Safe Assign.

The assignments will require students to write in proper English and in their own words. Where necessary, references must be cited. All of your work should be proofread. Grammar, spelling and punctuation count!

Late submissions will be penalized as follows:
Up to 6 days late: 20% off
7 or more days late: 30% off

Research Project (Paper and Presentation Slides):
Students will be required to write a research paper on a science/engineering/technology/mathematics topic of their choice. Students will research the issue thoroughly in order to fully explore and analyze the varying perspectives regarding the topic. The paper should include a clear thesis statement and references in-text, as well as a complete reference list at the end of the paper. The paper should be approximately 7 to 9 pages in length (plus references).

Students will also prepare a PowerPoint presentation on their research topic. The slides should be designed so that they would be appropriate for a 10 minute oral presentation.
Student Accessibility Support Center Statement
If you have a physical, psychological, medical or learning disability that may impact your course work, please contact Student Accessibility Support Center, ECC (Educational Communications Center) Building, Room 128, (631)632-6748. They will determine with you what accommodations, if any, are necessary and appropriate. All information and documentation is confidential.

Students who require assistance during emergency evacuation are encouraged to discuss their needs with their professors and Student Accessibility Support Center. For procedures and information go to the following website: http://www.stonybrook.edu/ehs/fire/disabilities.

Academy Integrity Statement
Each student must pursue his or her academic goals honestly and be personally accountable for all submitted work. Representing another person's work as your own is always wrong. Faculty is required to report any suspected instances of academic dishonesty to the Academic Judiciary. Faculty in the Health Sciences Center (School of Health Technology & Management, Nursing, Social Welfare, Dental Medicine) and School of Medicine are required to follow their school-specific procedures. For more comprehensive information on academic integrity, including categories of academic dishonesty please refer to the academic judiciary website at http://www.stonybrook.edu/commcms/academic_integrity/index.html

Critical Incident Management
Stony Brook University expects students to respect the rights, privileges, and property of other people. Faculty are required to report to the Office of University Community Standards any disruptive behavior that interrupts their ability to teach, compromises the safety of the learning environment, or inhibits students' ability to learn. Faculty in the HSC Schools and the School of Medicine are required to follow their school-specific procedures. Further information about most academic matters can be found in the Undergraduate Bulletin, the Undergraduate Class Schedule, and the Faculty-Employee Handbook.