
PHA 6935 Writing for POP

3 Semester Credit Hours

Spring B 2020

Course Purpose:

Communication entails control: crafting a message such that a reader understands what a writer intends. We will use the pharmacy literature to identify how texts are made for different audiences, then use the literature to write evidence-based prose. The ultimate goal of the class is to develop (or polish) a suite of literacy skills useful for professional communication.

Course Faculty and Office Hours

Course Coordinator:

Mickey S Schafer, PhD.

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Phone: 352-846-1138

Office Hours

Dr. Schafer is generally available Mon – Thursday, 9:00 – 2:30 (EST). Evening consultations are also available, with 24 hours notice. Please use email to set up phone appointments.

Place and Time of Class Sessions

PHA 6935, Writing for POP, is a mostly asynchronous online class. We will meet using conference technology once a week, on Sunday evenings, from 7:30 – 9:00. Class meetings are required; they may not last the full 1.5 hours.

Course Objectives

Upon completion of this course, the student will be able to:

- Identify features of academic and trade publication.
- Evaluate the merit of sources for various uses including professional development, persuasion, and personal use.
- Analyze and synthesize text for academic/professional audiences.
- Transform expert knowledge for non-expert audiences.
- Construct an evidence-based persuasive argument.

Pre-Requisite Knowledge and Skills

Completion of one or both of the POP Foundations courses is strongly recommended.

Course Structure & Outline

Course Structure.

Writing for POP uses multiple self-directed learning activities (e.g., video and audio lectures, readings, web-based learning) in addition to peer discussions. Conference classes will include lessons based on the week's materials, and the opportunity to ask questions, comment on course material

Course Outline/Activities.

- Week 1 – Taxonomies of the Literature
 - Taxonomies of the literature (lectures + Discussion activity)
 - Academic, Trade, and Consumer Literature
 - The EBM Pyramid
 - **Assignments**
 - Survey on types of professional reading/writing (25 pts)
 - Writing assignment: Analyzing across the Literature (50 pts)
- Weeks 2/3 – Using the Medical Literature to Write, Part I: Search and Synthesis
 - Review-Type Writing (lecture + web-based sources)
 - Finding and evaluating sources (lecture + web-based sources)
 - Synthesizing Sources (lecture + web-based sources)
 - **Assignments**
 - Synthesizing sources extended definition (20 pts)
 - Synthesis Paper (30 points)
 - Annotated Bibliography (50 pts)
 - Discussions: Topic & POVs (25 pts)
- Week 4 – Using the Medical Information to Write, Part II: Writing Reviews
 - Writing Reviews: Introductions, Bodies, Conclusions (lectures)
 - **Assignments**
 - Discussions: Outline and Intro draft (25 pts)
 - Draft Submission 1: 1 section (25 pts)
 - Peer Review (during class meeting) (25 pts)
 - Review paper (75 pts)
- Week 5 -- Taking it to the Streets: Extending reach by expanding audiences
 - Transforming academic writing (lecture + web-bases sources)
 - From Prose to Presentation (lecture + web-based sources)
 - **Assignments**
 - Trade version of review paper (50 pts)
 - Short Presentation (3 slides; 3 min) (25 pts)
- Week 6 -- On the Horizon: POP Exit Exam Essay Prep
 - Review and Revision
 - Writing for Essay Exams (lecture)
 - The 5 Step Process (lecture)
 - **Assignments**
 - Discussion: Brainstorming and Outlines (25 pts)
 - Major Unit Assignment: Timed Writing Essay (50 pts)

Total Points: 500 pts (no curving or weighted assignments; see Revision Policy below)

Textbooks

There is no required textbook. However, we will make use of the resources provided through UF and the POP program. Students will need:

- StatPlus account (Access provided by the OnlinePOP program, available only for active students)

To activate your subscription, follow these instructions:

1. Go to <https://www.statnews.com/subscribe/>
 2. Log in using your UFL email address as your User ID .
 3. Make up your own password
 4. Click Continue.
- UF VPN installed on home computer (see <http://cms.uflib.ufl.edu/offcampus>)

Active Learning Requirements

Writing for POP requires students to:

- Read professional literature ranging from academic research to trade publication to trade news
- Analyze features of discipline-specific text
- Discuss literacy experiences with colleagues
- Review peers' work
- Respond to instructor and peer feedback
- Produce discipline-specific texts for varying audiences

Student Evaluation & Grading

Evaluation Methods

Discussions are graded “pass/fail” – participation will count towards a grade of complete.

Writing assignments are graded according to assignment specific rubrics. Below, the UF Assessment Rubric shows the basic competencies according to which all texts are evaluated.

Assessment Rubric

	SATISFACTORY	UNSATISFACTORY
CONTENT	Papers exhibit evidence of ideas that respond to the topic with complexity, critically evaluating and synthesizing the literature, and providing an adequate discussion with a sophisticated	Papers either include a research question that is unclear, a poorly formed methodology or results, or provide only minimal or inadequate discussion of the data. Papers may

	understanding of the data and results of the study.	also lack sufficient or appropriate attention to the literature.
ORGANIZATION AND COHERENCE	Documents exhibit logical structure for academic research, including a clear research question or hypothesis, a coherent literature review, appropriate expression of methodology and discussion of results. Sections and paragraphs illustrate coherence, including the use of topic sentences and logical transitions.	Documents and paragraphs lack clearly identifiable organization, may lack any coherent sense of logic in associating and organizing ideas, and may also lack transitions and coherence to guide the reader.
ARGUMENT AND SUPPORT	Documents present ideas persuasively and confidently. Claims are strongly supported with evidence. Methods are valid. Conclusions are well reasoned from the data presented.	Generalizations are not supported by the citation of literature, data is interpreted illogically, and conclusions may not be reasonably drawn from the evidence.
STYLE	Documents use a writing style with word choice appropriate to the context, genre, and discipline. Sentences display complexity and logical structure.	Documents rely on word usage that is inappropriate for the context, genre, or discipline. Sentences may be overly long or short with awkward construction. Documents may also use words incorrectly.
MECHANICS	Papers will feature correct or error-free presentation of ideas. If any spelling, punctuation, or grammatical errors remain, they are unobtrusive and do not obscure the paper's argument.	Papers contain mechanical or grammatical errors that impede the reader's understanding or severely undermine the writer's credibility.

Academic Honesty and Plagiarism

All students are required to abide by the Academic Honesty Guidelines. The academic community of students and faculty at the University of Florida strives to develop, sustain and protect an environment of honesty, trust and respect. Students are expected to pursue knowledge with integrity. UF students are bound by The Honor Pledge which states: "We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honor and integrity by abiding by the Honor Code. On all work submitted for credit by students 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."

The University of Florida explains plagiarism as follows: A Student must not represent as the Student's own work all or any portion of the work of another. Plagiarism includes but is not limited to:

1. Stealing, misquoting, insufficiently paraphrasing, or patch-writing.
2. Self-plagiarism, which is the reuse of the Student's own submitted work, or the simultaneous submission of the Student's own work, without the full and clear acknowledgment and permission of the Faculty to whom it is submitted.
3. Submitting materials from any source without proper attribution.
4. Submitting a document, assignment, or material that, in whole or in part, is identical or substantially identical to a document or assignment the Student did not author.

See the entire code here: <https://sccr.dso.ufl.edu/policies/student-honor-code-student-conduct-code/>.

If a student plagiarizes all or any part of any assignment, the instructor will award a failing grade on the assignment, and report the student to the honor board at the Office of the Dean of Students. Once a student is reported to the honor board, he/she cannot drop the course. Your work will be tested for its "originality" against a wide variety of databases by anti-plagiarism guardian sites to which the university subscribes, and negative reports from such sites constitute PROOF of plagiarism. Other forms of academic dishonesty will also result in a failing grade on the assignment as a minimum penalty.

As a general rule, anytime you cut and paste you are citing a source. If you do any cutting and pasting without giving credit to that source, you are committing plagiarism. For more information about academic honesty, including definitions and examples of plagiarism, see: <http://web.uflib.ufl.edu/msl/07b/studentplagiarism.html>

For more information, see the Student Conduct and Conflict Resolution Web site: <https://www.dso.ufl.edu/sccr> or call 352-392-1261 x207.

Honor Code requires Florida students to neither give nor receive unauthorized aid in completing all assignments. Violations include cheating, plagiarism, bribery, and misrepresentation, all defined in detail at the above site.

Grading Scale

95-100 = A	73-75.9 = C
90-94.9 = A-	70-72.9 = C-
86-89.9 = B+	66-69.9 = D+
83-85.9 = B	63-65.9 = D
80-82.9 = B-	60-62.9 = D-
76-79.9 = C+	<60 = E

Class Attendance Policy

Students are required to attend 4 of 5 class conferences. Otherwise, the instructor will provide a recommended schedule to help manage work; ultimately, the student is responsible for watching videos and reading as necessary.

Revision Policy

Students are encouraged to revise written work. Revision will be accepted until the last day of class. Revisions will not be allowed on work that has achieved 90% or above.

Assignment Deadlines

This course uses “soft” and “hard” deadlines. Soft deadlines are the preferred deadlines for preparatory assignments (such as discussion or homework activities) – meeting these deadlines helps the student build skills toward a final project. There are no penalties for missing soft deadlines.

Hard deadlines are at the end of units – all work required in a unit is due on the last day of the unit (usually, Sunday, 11:59 pm or Monday, 8:00 a.m.). Late work will be penalized 10% for each day late.

General College of Pharmacy Course Policies

The College of Pharmacy has a website that lists course policies that are common to all courses. This website covers the following:

1. University Grading Policies
2. Academic Integrity Policy
3. How to request learning accommodations
4. Faculty and course evaluations
5. Student expectations in class
6. Discussion board policy
7. Email communications
8. Religious holidays
9. Counseling & student health
10. How to access services for student success

Please see the following URL for this information:

<http://www.cop.ufl.edu/wp-content/uploads/dept/studaff/policies/General%20COP%20Course%20Policies.pdf>

Complaints

Should you have any complaints with your experience in this course please visit:

<http://www.distancelearning.ufl.edu/student-complaints> to submit a complaint.

Appendix B. Schedule of Course Activities/Topics

Please see Course Outline and Activities for fuller description.

- Week 1 – Taxonomies of the Literature
 - March 10 - 14
- Weeks 2/3 – Using the Medical Literature to Write, Part I: Search and Synthesis
 - March 15 – March 21 / March 22 – March 28
- Week 4/5 – Using the Medical Information to Write, Part II: Writing Reviews
 - March 29 – April 4 / April 5 – April 11
- Week 6 -- Taking it to the Streets: Extending reach by expanding audiences
 - April 12 – April 18
- Week 7 -- On the Horizon: POP Exit Exam Essay Prep
 - April 19 – April 25

Meet-n-Greet – Tuesday, March 10, 8:00 – 9:00 p.m., EST (optional – will be recorded)

Sunday Meetings

- March 15
- March 22
- March 29
- April 5
- **No meeting April 12** for Easter
- April 19