**EAB 7090**  
**Verbal Behavior**  

Fall 2009 (Section 3122)  
Thursday, MAEB 234, 10-E1

Instructor: Marc N. Branch  
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Office hours: Wednesday, 3rd period, and by appointment.

**Requirements; Ground rules; Format**

**Readings**: The amount of reading will vary from week to week. The number of pages is not large by graduate-student standards, but many of the readings are difficult; most could benefit from a second reading. There are two required texts:


You are likely already to have a copy of VB, but if you do not you may order a copy from [http://www.bfskinner.org/BFSkinner/Bookstore.html](http://www.bfskinner.org/BFSkinner/Bookstore.html) ($20). Winokur’s book is out of print, so copies have been made and are available at Target copy in the Butler Plaza ($18).

There will be recommended additional reading. Many should be available through ordinary web connections. Those that are not will be on electronic reserve and therefore retrievable at [https://ares.uflib.ufl.edu/](https://ares.uflib.ufl.edu/)

**Class format**: The readings will provide the basis for our weekly class discussions, so I expect them to be read carefully and on time. In an effort to make the most of our time together we will try out a number of different discussion formats over the course of the semester. You should come to class prepared to discuss (not just summarize) this material. Our discussion goal will be that everyone has a clear understanding of the concepts presented. Each week the initial discussion will be on the primary, required reading assignment. A second discussion will then focus on the supplementary readings. Each week, one student will be charged with leading that discussion, first by offering a précis of material, and then leading the discussion. All students are encouraged to read the supplementary material to help enhance this part of the class.

**Discussion Questions**: In an attempt to facilitate the initial class discussions, two approaches will be used initially. One, at the beginning of class I’ll have a list of questions, the discussion of which should provide initial “common ground” for us about the basic issues under consideration. Two, each week by noon on Wednesday, each student will submit, via email, two discussion questions about that week’s primary assignment. I’ll examine and concatenate them to provide an additional basis for discussion. These questions will determine part of your grade as well as guide our discussion, so I expect them to be thoughtful.

**Written Work**: A short (5-6 page) paper describing a research project aimed at examining verbal behavior, from the perspective offered by the texts, will be due December 9.

**Grading**: Your final grade for the course will be based on the following requirements: paper (25%), class participation (30%), discussion leading (15%), weekly discussion questions (30%).
Course Outline

August 27: Introduction and background; Organization of the course

September 3: A Functional Analysis of Verbal Behavior

Required reading:
VB, Chpts. 1-2; PVB Chpts 1-2

Recommended reading:

September 10: The Mand

Required reading:
VB, Chpt. 3; PVB Chpt. 3

Recommended reading:

September 17: Verbal Behavior Under the Control of Verbal Stimuli

Required reading:
VB, Chpt. 4, PVB Chpts 7, 8, 9.

Recommended reading:
Behavior, 23, 123-133.


September 24: The Tact

Required reading:

VB, Chpt. 4; PVB Chpts. 4, 5

Recommended reading:


October 1: Special Conditions Affecting Stimulus Control: Audiences

Required reading:

VB, Chpts. 6, 7; PVB Chpt. 6

Recommended reading:


October 8: The Verbal Operant as a Unit of Analysis

Required reading:
Recommended reading:


October 15: Multiple Causation, Supplementary Stimulation; New Combinations of Fragments

Required reading:

VB Chpts.: 9, 10, 11; PVB Chpt. 10

Recommended reading:


October 22 –Autoclitics, Grammar and Syntax

Required reading:

VB, chpts. 12-13, pp. 311-343.

Recommended reading:


October 29 – NO CLASS

November 5: Self-editing and Self-strengthening

Required reading:

VB Chpts. 15, 16, 17

Recommended reading:


November 12: Logical and Scientific Behavior, and Thinking

Required reading:

VB, chpts. 18-19, and pp. 453-456.

Recommended reading:


November 19: The Behavior of the Listener

Required reading:


Recommended reading:


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**November 26: NO CLASS - Thanksgiving**

**December 3: Where do things stand?**

Required reading:


Moerk, E. L. (1989). "The LAD was a lady and the tasks were ill defined". *Developmental Review, 9*, 21–57.