

Assignment

ENGL 315: Scientific Writing & Communication

Daily Dose of Science

Due: On assigned date, throughout semester

Save as:

Turn In: Presentation

Value: 25 points (2.5% of overall grade)

Description and Rationale—Each of us is affected by science and technology on a daily basis. To be informed and critically engaged citizens, it is important that we keep abreast of the research that underlies such technologies and practices. Perhaps even more importantly, we need to understand how this research is *communicated* to us. Thus, this assignment requires engagement in technology and science communication and offers each of us in class an opportunity to reflect upon and learn about current trends and practices in the sciences.

Assignment—For this assignment, you will locate a form of science communication—an article in a magazine, an academic journal article, a YouTube video, a television commercial, a book, documentary, etc.—that discusses a recent research discovery or project in the sciences. You will then critically analyze its communicative message by evaluating the rhetorical nature of it. You will determine

- 1) who the audience(s) is/are and how you know that
- 2) who the research/technology affects
- 3) how the rhetorical triangle (*ethos*>*pathos*>*logos*) is employed in the communication
- 4) what counterarguments (rebuttals) might be to this research, and
- 5) how the science might be communicated differently to serve different purposes.

You will thus be required to briefly (**about 2 minutes**) present the topic to the class and then give a rhetorical analysis of the communication (**no more than 3 minutes**).

Scoring Standard—Your assignment will be graded using the following rubric:

Name _____

Preparation/Readiness	0	1	2	3	4	5
Delivery of Presentation	0	1	2	3	4	5
Explanation of Science or Technology	0	1	2	3	4	5
Understanding of rhetoric employed (1 – 3)	0	1	2	3	4	5
Explanation of rebuttals/possible changes (4 – 5)	0	1	2	3	4	5

Total _____/25