

final work on that assignment. Late assignments will earn a 0 unless you can demonstrate (by providing appropriate documentation) that you have a legitimate reason for your absence or for not completing work on time—a serious illness or accident, a death in the family, and/or a family-related emergency. If you find yourself experiencing extenuating circumstances, let me know as soon as possible so we can work together to resolve the issue.

Professionalism and Courtesy

All students are expected to conduct themselves professionally in the class and to treat the professor and other students with respect at all times as well as be physically and mentally ‘present’—listen, contribute, and engage. In general, your phone should be turned off and not visible during class. Using your laptop to take notes or refer to the readings is appropriate, but I’ll expect you to continue to participate.

Americans with Disabilities Act (ADA) Statement

Students who need accommodations are asked to electronically submit their approved accommodations through AU Access and to make an individual appointment with the instructor during the first week of classes – or as soon as possible if accommodations are needed immediately. If you have not established accommodations through the Office of Accessibility, but need accommodations, make an appointment with the Office of Accessibility, 1228 Haley Center, 844-2096 (V/TT).

Academic Misconduct/ Plagiarism

Plagiarism includes using words, ideas, or images created by another writer/designer without attributing the original source. All cases plagiarism are treated the same regardless of whether accidental or deliberate. If I find in your work 1) another writer or designer’s ideas, language, and/or images inserted without appropriate attribution, 2) a close, unacknowledged paraphrase of someone else’s writing, or 3) another writer’s research or analysis presented without acknowledgment, I will report the occurrence to the Student Disciplinary Committee. (See http://www.auburn.edu/academic/provost/ahc_stu.html for more information about academic dishonesty and cheating.) Penalties for academic dishonesty can range from a zero on the assignment to suspension or expulsion from the university.

Assignments

Major Assignments	Point Value
• Field Research Report	50
• Rhetorical Analysis and Informal Presentation (group assignment)	100
• Short Review Article	150
• Magazine Article	150
• Peer Reviews: Short Review and Magazine (50 pts ea)	100
• Scientific Poster (50) and Poster Presentation (100)	150
• Participation	100
• Final Portfolio	200

Grading Scale

Final grades will be based on a scale of 1000 points. The final grade distribution scale is as follows:
A 900—1000 B 800—899 C 700—799 D 600—699 Below 599—F

SCHEDULE

Week	Topics/Activities	Readings	Major Assignments
Week 1	Intro to Course and Writing in Health and Medicine Rhetorical Situation: Audience, Purpose, and Context	SMC Ch1&2	Assign Field Research Report
Week 2	Genres and Conventions of Scientific and Medical Communication, Writing Style Document Design	Non-Designers' Design Book Chs1-6	Assign Rhetorical Analysis (Complete in class)
Week 3	Peer Review: Field Research Report Conducting a Literature Review	SMC Ch3&4	Field Research Report Due
Week 4	Writing a Scientific Report: Introduction and Methods	SMC Chs5&6	Assign Review Article
Week 5	Writing a Scientific Report: Results and Discussion	SMC Chs7&8	
Week 6	Peer Review: Review Article (Intro and Methods) Visualizing Data	Brasseur: "Nightingale's Rose Diagrams" (PDF) Kostelnick: "Conundrum of Clarity" (PDF)	
Week 7	Levels of Edit, Strategies for Revision Peer Review: Review Article (full draft)		
Week 8	Ethics Fall Break	Writing in the Sciences: Ch3 "Considering Ethics in Scientific Communication" (PDF)	Review Article Due

Week 9	Strategies for Communicating with Lay Audiences Document Design (cont)	Non-Designers' Design Book Chs 7-12	Assign Magazine Article
Week 10	Creating Visuals	Richards: "Constructing Authority in Science" (PDF) Reeves: "Strange Case of the Prion" (PDF)	
Week 11	Peer Review: Magazine Article Levels of Edit, Strategies for Revision (cont)		
Week 12	Creating a Scientific Poster	SMC Ch12	Magazine Article Due Assign Scientific Poster
Week 13	Thanksgiving Break		
Week 14	Peer Review: Scientific Poster Giving a Poster Presentation		
Week 15	Poster Presentations		
Week 16	Final Portfolio Presentations		

Appendix—Short Description of Assignments

Field Research Report

Investigate the communication and research practices of a subject matter area (field) in health and medicine-related and write a 1-2 page (single-spaced) formal report that includes 1) a brief summary of the field; 2) a list of sources (journals, magazines, websites, conferences, interviews) relevant to the field and short annotations of those sources; 3) a list of research topics relevant to the field; and 4) a general analysis of how medical and health-related information is communicated, including identifying the various stakeholders to whom information is communicated.

Rhetorical Analysis

Review three short introductions written about the same topic (biological clocks) to be disseminated in class for very three very different audiences. Working with a group in class, prepare a presentation in which you compare and contrast the following:

- audience (what type of audience is each article written for? expert, middle, or non-expert. How do you know?)
- purpose (why was each written—to inform, persuade, entertain—all three?)
- context (how will readers read the document? will they read this information in detail or will they skim over it? Why?).

In preparing your response, also consider the following: 1) word choice and use of language—technical jargon vs. everyday words—; 2) sentence structure: long, complex sentences or shorter and more simple sentences; 3) grammatical person (first, second, and/or third); 4) use of references; and 5) use of active versus passive voice.

Short Review Article

Write a 2-3 page, single-spaced review article that presents the current state of research about a topic in health and medicine that interests you. Use your Field Research Report to identify a research question that subject matter experts are currently exploring. Target your article to an expert-level audience (highly knowledgeable readers in the field). Assume highly technical concepts do not need to be explained, include a formal literature review, and use the IMRaD format (to be discussed in class).

Magazine Article

Using the same topic that you chose for your Short Review Article, write a 3-4, single-spaced magazine article that presents this information to a non-expert audience. Include a short, 1-2 page report addressed to me that explains who this audience is and writing and design decisions you made as a result.

Scientific Poster and Poster Presentation

Using the same topic that you wrote about for your Short Review Article and Magazine article, create a scientific poster targeted to the class. During the last week, you'll give a short presentation about your topic and explain your writing and design decisions.