

Essay #3 - Academic-to-Popular Translation

Requirements

Translation (75 points): 3-4 pages (750-1000 words)

Reflection (25 points): 1-2 pages

Both the translation and reflection should adhere to standard written English and be formatted and cited in the same manner as your model. Use 12-point Times New Roman font, double-spaced, with one-inch margins on all sides. No extra space between paragraphs.

Purpose

This project will advance the following learning objectives:

- Use the steps in the writing process.
- Apply critical and creative thinking skills in writing, reading, and class discussion or activities.
- Evaluate and identify your audience to enhance the development and organization of your writing.
- Use techniques of revising, editing, and proofreading to improve your skills in the style and mechanics of writing.

Context and Instructions

The general public can learn about academic research through various media, such as podcasts, news articles, and TV shows. When presenting scientific ideas to a general audience, your goal is twofold: to inform and to entertain. In this paper, you will adapt a piece of scientific writing for a general audience.

Choose one of the scholarly articles below and translate it into a form of media that a popular audience might engage with. Your task is to make the academic article more digestible and entertaining for the general public. Apply what you have learned about the rhetorical choices in popular articles and use your ability to recognize important features and content of scholarly articles to create an entertaining, informative adaptation. If you prefer to use an article of your own choosing, you must have it approved by me first. Please email me if this is you.

Global Concerns

Translating research can be challenging. You will need to make choices about language use and what information to include or omit. Look at multiple examples from your model for guidance. Pay attention to how your popular model references its sources; most don't use traditional citations but still provide some guidance on how to find their sources. You should cite your sources as your model does, and you are not restricted to MLA or APA formats.

The translation should follow the visual and written conventions found in your popular model. Consider organizational strategies, content choices, sentence and paragraph length, and word choice/vocabulary level. Typically, popular sources report the basics: what the study was on, where it was done, what the researchers found, and why the research is important. Adjust as necessary based on your model.

Look for stylistic cues: how do the articles in your model capture the reader's attention? How do they entertain while informing? Pay attention to visual choices: picture type and location, use of columns, headings, logos, and any other visual elements.

Again, be sure to follow how your popular model references its sources; most popular media models do not use traditional citations but still give some guidance on their sources.