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Writing in the Sciences combines a descriptive approach—helping students to recognize distinctive features of common genres in their fields—with a rhetorical focus—helping them to analyze how, why, and for whom

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Writing in the sciences : exploring conventions of scientific discourse / Ann M. Penrose, Steven B. Katz. Also Titled. Exploring conventions of scientific discourse Author. Penrose, Ann M. Other Authors. Katz, Steven B., 1953- Edition. 2nd ed. Published. New York : Pearson Longman, c2004. Physical Description. xvi, 448 p. : ill. ; 24 cm. Series

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Writing to Learn & Learning to Write Penrose, Ann M., & Katz, Steven B. (2003). “ Ch. 8. Communicating with a Public Audience. ” Writing in the Sciences: Pearson/Longman.. Ann Penrose and Steven Katz first define public audiences as a “ wide range of listeners and readers with a variety of interests, needs, and educational backgrounds. ” “ No single, ‘ rationalistic ’ formula will suffice to define them or their interests. ”

Communicating with Public Audiences, Penrose/Katz ... Writing in the Sciences: Exploring Conventions of Scientific Discourse (Part of the Allyn & Bacon Series in Technical Communication) (3rd Edition): Penrose, Ann M., Katz, Steven B.: 9780205616718: Amazon.com: Books.

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In *Writing in the Sciences: Exploring Conventions of Scientific Discourse*, Ann M. Penrose and Steven B. Katz note that the scientist who wishes to communicate with a public audience must weigh carefully not only the audience's prior knowledge of a topic, but also the nature and degree of its interest in that topic. Scientists communicating with their peers can depend on their readers to be both knowledgeable and intrinsically interested in their topic.

Adaptation Strategies and Rhetorical Appeals

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communication: Authors: Ann M. Penrose, Steven B. Katz:
Edition: 3: Publisher: Longman, 2010: ISBN: 0205616712,
9780205616718: Length: 425 pages: Subjects

Writing in the Sciences: Exploring Conventions of ...

1. 1 Reporting Results & Discussing Trends Lecture 11.1:

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Prose may require passive voice, as is common in some types
of science writing, and active voice in others. Moreover,

discourse structures may vary by genre, even within a single
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and assumptions are “ social ” in nature 2)Communication

is central to the growth of scientific knowledge 3) Persuasion
is an integral part of scientific communication 4) Scientific

fields are governed by explicit conventions about how and

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Offers practical advice on how to create different types of scientific communications, from research papers and grant proposals to articles, speeches, interviews, and e-mail messages, providing sample writings from a variety of disciplines and including coverage of Internet science and graphics. Simultaneous.

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Winner of the Wolf Prize for his contribution to our understanding of the universe, Penrose takes on the question of whether artificial intelligence will ever approach the intricacy of the human mind. 144 illustrations.

Magnetic Resonance Imaging, not so long ago a diagnostic tool of last resort, has become pervasive in the landscape of consumer medicine; images of the forbidding tubes, with their promises of revelation, surround us in commercials and on billboards. *Magnetic Appeal* offers an in-depth exploration of the science and culture of MRI, examining its development and emergence as an imaging technology, its popular appeal and acceptance, and its current use in health care. Understood as modern and uncontroversial by health care professionals and in public discourse, the importance of MRI—or its supposed infallibility—has rarely been questioned. In *Magnetic Appeal*, Kelly A. Joyce shows how MRI technology grew out of serendipitous circumstances and was adopted for reasons having little to do with patient

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safety or evidence of efficacy. Drawing on interviews with physicians and MRI technologists, as well as ethnographic research conducted at imaging sites and radiology conferences, Joyce demonstrates that current beliefs about MRI draw on cultural ideas about sight and technology and are reinforced by health care policies and insurance reimbursement practices. Moreover, her unsettling analysis of physicians' and technologists' work practices lets readers consider that MRI scans do not reveal the truth about the body as is popularly believed, nor do they always lead to better outcomes for patients. Although clearly a valuable medical technique, MRI technology cannot necessarily deliver the health outcomes ascribed to it. *Magnetic Appeal* also addresses broader questions about the importance of medical imaging technologies in American culture and medicine. These technologies, which include ultrasound, X-ray, and MRI, are part of a larger trend in which visual representations have become central to American health, identity, and social relations.

For four hundred years--from the first Spanish assaults against the Arawak people of Hispaniola in the 1490s to the U.S. Army's massacre of Sioux Indians at Wounded Knee in the 1890s--the indigenous inhabitants of North and South America endured an unending firestorm of violence. During that time the native population of the Western Hemisphere declined by as many as 100 million people. Indeed, as historian David E. Stannard argues in this stunning new book, the European and white American destruction of the native peoples of the Americas was the most massive act of genocide in the history of the world. Stannard begins with a portrait of the enormous richness and diversity of life in the Americas prior to Columbus's fateful voyage in 1492. He then follows the path of genocide from the Indies to Mexico

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and Central and South America, then north to Florida, Virginia, and New England, and finally out across the Great Plains and Southwest to California and the North Pacific Coast. Stannard reveals that wherever Europeans or white Americans went, the native people were caught between imported plagues and barbarous atrocities, typically resulting in the annihilation of 95 percent of their populations. What kind of people, he asks, do such horrendous things to others? His highly provocative answer: Christians. Digging deeply into ancient European and Christian attitudes toward sex, race, and war, he finds the cultural ground well prepared by the end of the Middle Ages for the centuries-long genocide campaign that Europeans and their descendants launched--and in places continue to wage--against the New World's original inhabitants. Advancing a thesis that is sure to create much controversy, Stannard contends that the perpetrators of the American Holocaust drew on the same ideological wellspring as did the later architects of the Nazi Holocaust. It is an ideology that remains dangerously alive today, he adds, and one that in recent years has surfaced in American justifications for large-scale military intervention in Southeast Asia and the Middle East. At once sweeping in scope and meticulously detailed, American Holocaust is a work of impassioned scholarship that is certain to ignite intense historical and moral debate.

Academic Writing, Real World Topics fills a void in the writing-across-the-curriculum textbook market. It draws together articles and essays of actual academic prose as opposed to journalism; it arranges material topically as opposed to by discipline or academic division; and it approaches topics from multiple disciplinary and critical perspectives. With extensive introductions, rhetorical instruction, and suggested additional resources

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accompanying each chapter, Academic Writing, Real World Topics introduces students to the kinds of research and writing that they will be expected to undertake throughout their college careers and beyond. Readings are drawn from various disciplines across the major divisions of the university and focus on issues of real import to students today, including such topics as living in a digital culture, learning from games, learning in a digital age, living in a global culture, our post-human future, surviving economic crisis, and assessing armed global conflict. The book provides students with an introduction to the diversity, complexity and connectedness of writing in higher education today. Part I, a short Guide to Academic Writing, teaches rhetorical strategies and approaches to academic writing within and across the major divisions of the academy. For each writing strategy or essay element treated in the Guide, the authors provide examples from the reader, or from one of many resources included in each chapter 's Suggested Additional Resources. Part II, Real World Topics, also refers extensively to the Guide. Thus, the Guide shows student writers how to employ scholarly writing practices as demonstrated by the readings, while the readings invite students to engage with scholarly content.

A Down-to-Earth Approach James Henslin shares the excitement of sociology in Essentials of Sociology: A Down-to-Earth Approach, 11/e. With his acclaimed "down-to-earth" approach and personal writing style, the author highlights the sociology of everyday life and its relevance to students' lives. With wit, personal reflection, and illuminating examples, Henslin stimulates students' sociological imagination so they can better perceive how the pieces of society fit together. In addition to this trademark down-to-earth approach, other distinctive features include:

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comparative perspectives, the globalization of capitalism, and visual presentations of sociology. MySocLab is an integral part of the Henslin learning program. Engaging activities and assessments provide a teaching a learning system that helps students see the world through a sociological lens. With MySocLab, students can develop critical thinking skills through writing, explore real-world data through the new Social Explorer, and watch the latest entries in the Core Concept Video Series. Revel from Pearson is a new learning experience designed for the way today's students read, think, and learn. Revel redesigns familiar and respected course content and enriches it for today's students with new dynamic, rich-media interactives and assessments. The result is improved student engagement and improved learning. Revel for Henslin will be available for Fall 2014 classes. This program will provide a better teaching and learning experience-for you and your students. It: Personalizes Learning with MySocLab: MySocLab is an online homework, tutorial, and assessment program. It helps students prepare for class and instructor gauge individual and class performance. Explores a A Down-to-Earth Approach: This title highlights the sociology of everyday life and its relevance to students' lives. Improves Critical Thinking: Features throughout help build critical thinking skills. Understands Social Change: An important theme of the text, social change over time, examines what society was previously like, how it has changed, and what the implications are for the present and future. ALERT: Before you purchase, check with your instructor or review your course syllabus to ensure that you select the correct ISBN. Several versions of Pearson's MyLab & Mastering products exist for each title, including customized versions for individual schools, and registrations are not transferable. In addition, you may need a CourseID, provided by your

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