ASSIGNMENT DETAILS

**WHAT:** Find an example of research-based writing for a public audience on the topic about which you’re composing your Research-based Project and compose a 300-400 word analysis based on Joseph Bizup’s “BEAM.”

**WHERE:** Post a link to the research-based writing example and your analysis to the class discussion forum.

**WHEN:** Post your analysis by **11:59 p.m. on Tuesday, March 8.**

ASSIGNMENT PROMPT:

In this unit, you will be composing a research-based text about your cause for a public audience. You are probably most familiar with research for an academic audience, but how can you take the research and writing from an academic setting and convey your message to a public audience? To begin an exploration of the rhetorical situation of research-based writing for a public audience, we will begin by looking at examples of public research writing.

For this activity, you will first need to find an example of a research-based text for a public audience. The text can be on any topic (but preferably on the topic you’re researching this term), but your example should (1) make a claim, (2) incorporate research in some way, and (3) be composed for a public audience. If you aren’t sure where to find an example, you may want to check out blogs (The Atlantic, Salon, Slate), news sites (The New York Times, The Washington Post, The Wall Street Journal), or other information- and research-rich sites (The New Yorker, Five Thirty Eight, NPR).

After you’ve found an example of a research-based text for a public audience, compose a 300-400-word analysis of the example. The purpose of your analysis is to describe **HOW the example makes a claim supported by research for a public audience.** Your analysis should incorporate the methods and vocabulary from Joseph Bizup’s “BEAM: A Rhetorical Vocabulary for Research-based Writing.”

In your analysis, consider the following questions:
- What is the author’s project and purpose and how does the author deploy sources rhetorically? (How) Does the writer use for Background in the text? Exhibit? Argument? Method? What purposes do these sources serve?
- Given the specific audience and purpose for this text, how effective is the writer’s rhetorical use of sources? Provide detailed justification for this opinion.

After you’ve composed your analysis, post it to the class discussion forum. In class on Wednesday, be prepared to discuss—based on your analysis—the most rhetorically effective strategies for research-based writing intended for a public audience.

Works Cited