

Homework Assignment #6, Writing for a General Audience

The purpose of this assignment is to practice explaining scientific concepts to a general audience and to learn “journalistic” writing style, which is quite different from that employed in standard technical writing.

For the assignment, you’ll interview a UI faculty member about his or her research program and write a brief news article, suitable for publication on the Physics Illinois website, about it. Your article should be written for an audience of undergraduate physics students and should both capture their attention and teach them something new.

Your article, which should be no more than three pages, including text and figures, must contain the following elements:

1. An engaging title.
2. A “byline” (who wrote the article and when).
3. A strong “lead” for the first sentence to capture the audience’s interest.
4. A central finding (the “news”).
5. A direct quotation from the person interviewed.
6. At least two illustrative images, with appropriate credit given to the sources. (You do not have to create these figures, but you must credit the original author and identify where they came from.)
7. At least four embedded hyperlinks to related, supplementary material. (Links to Wikipedia articles do not count.)
8. A funding-agency disclaimer, if required. (Ask the professor.)

Emulate good examples:

Physical Review Focus (<http://focus.aps.org/>)

Inside Science (<http://www.insidescience.org/>)

LiveScience (<http://www.livescience.com>) (I particularly like the stories at <http://www.livescience.com/strange-news/>.—*cme*)

New York Times “science” section (<http://www.nytimes.com/pages/science/>)

Due: **Friday, March 21, 6:00 PM**. Email your assignment to both Professor Beck and Celia. Late submissions will be downgraded and will be ineligible for rewrite points.

Total—100 points