




READER ENGAGEMENT (25%)

| Criteria | Comments | Satisfactory | Competent | Advanced |
|---|---|---|--|----------|
| Instructions: Use these criteria to evaluate the text. | Instructions: Input relevant sections from the text with your comments here. Use colour/highlight to annotate interesting parts. | Instructions: Input a sticker of your choice in the suitable band below. | | |
| 10. The writing style /tone/register (including citation) is always appropriate to the popular science news genre. | Most parts of this article adopt an appropriate writing style which is comprehensible for the readers. However, the author also adopted an academic style of writing which involves the usage of many technical terms when he tries to explain the spread of the cholera. "Cholera can spread two ways: endemically or epidemically ."(section 4) "... says Antarpreet Jutla, a hydrologist and civil engineer at West Virginia University who led the Yemen study ."(section 5) The author uses direct quotes from the researchers to enhance credibility and reliability. | |  | |
| 11. The author successfully employs appeals to entice the readers to read the article. | Teleological appeal: "Scientists are also using data satellites to solve a worldwide problem: predicting cholera outbreaks ."(Section 1) " Advanced warning for impending epidemics could help health workers prepare for the onslaught—stockpiling rehydration supplies, medicines and vaccines—which can save lives and quell the disease's spread." (Section 2) Deontological appeal: "Weeks later an epidemic occurred that closely resembled what the model had predicted. " It was something we did not expect ," ... For those reasons, the team had not informed Yemen officials of the predicted June outbreak." (section 8) | |  | |
| 12. The author consistently shows dialogic involvement and immediacy with readers through a wide range of language features such as use of questions, pronouns, unexpectedness, and asides. | "Orbiting satellites can warn us of bad weather and help us navigate to that new taco joint." (section 1) Relates applications of satellites to readers' daily lives. Consistent and sufficient dialogic involvement with the use of speech quotations. Some pronouns also present to engage readers directly. Other language features such questions/unexpectedness... are lacking and more attempts can be done to engage the readers. | |  | |

Tutor's feedback in real time

Very well done on the analysis of all 3 elements! Curious: why did you only award the competent band for appeals (11)? **Ok, could you give some constructive suggestions on how to improve the appeals?**

maybe they can build up on the use of appeals further, it seems rather touch and go so it's quite brief

maybe there's still room for improvement?

maybe the use of deontological appeal right at the start of the article and at the end can better engage the readers rather than only bringing it up in the middle

start off the article with more deontological appeal by emphasising the value (goodness) of predicting cholera outbreaks (in addition to teleological appeal)

Interaction with the tutor and peers in the same group

Required Reading

Derouin, S. (January 3, 2018). Satellites Predicts a Cholera Outbreak Weeks in Advance, Scientific American. <https://www.scientificamerican.com/article/satellites-predict-a-cholera-outbreak-weeks-in-advance/>