

Bio291W Advanced Writing in Biology Assignment 11 Research Proposal Rationale

NAME:

Due Date:

Value: 30 points

Submission: Please submit one Word document or .rtf file into Canvas.

Resources: Textbook Section 15.7 and Rhetorical basics handout.

Background: In this assignment, you will incorporate the tools of rhetorical communication in developing a scientifically sound research proposal rationale and gain an appreciation of why different strategies might be needed for different audiences.

PART ONE: Research rationale. Word limit (500 words)

Write 1-2 paragraphs summarizing the important problem and background information from your Literature Review, then pose an important research question that needs to be addressed (i.e. What don't we know yet? Why do we need to know this?). State your hypothesis, and briefly explain how you will test it (i.e. what are your independent and dependent variables?). End with a clear statement explaining why your experiment should be funded (scientific rationale).

Assume your audience represents ALL faculty (e.g. business, music, philosophy) at NKU reviewing undergraduate research proposals for the SURCA (Student Undergraduate Research and Creativity Award) program. (20 pts.)

NOTE: Remember to cite all sources of information/data that are not common knowledge for your audience, and provide a reference list.

PART TWO: A comprehensive rhetorical strategy incorporates logos, ethos and pathos. Explain how you applied each of these tools in Part ONE, your written research proposal. Next, explain how your strategy will be modified in your PowerPoint presentation (Assignment 12). Be sure to address both the different audiences and the different formats (i.e. text-only v. visual/oral presentation formats) (10 pts.)