

Audience Evaluating Paraphrasing

October 28, 2022



Agenda

- Monday: Section 9
- Today:
 - Audience*
 - Evaluating Sources*
 - Paraphrase & Summarize*
- In Class Activities



Audience



A Quick Review





What does “Audience” mean?

- Broadly speaking: anyone receiving communication, whether visually, orally, or through written materials
- Ask:
 - Who is meant to receive the communication?*
 - What are their values?*
 - What are their needs?*

Evaluation



How to evaluate articles



Types of Sources

SCHOLARLY

- Written by researchers
- Peer-reviewed
- Includes references with article
- Specific audience

POPULAR

- Written by journalists and other individuals
- At most, reviewed by an editor
- References not always included
- Intended for a general audience



Ask Yourself...

- Who is the intended audience?
- Does the author have credentials?
- Is the text peer-reviewed?
- Is there a reference list or Works Cited page?

If you answer yes to these questions, it's likely *scholarly*.

Guidelines for Evaluating Your Article, pt 1

When determining if your article is credible, consider the following:

- Find out what you can about the author: educational background, areas of expertise, places where they've been published
- Read through the first few paragraphs: does the article have enough information? Is it relevant?
- Who is the intended audience? Look at tone, style, vocabulary, amount of information, and assumptions about the audience.

Guidelines for Evaluating Your Article, pt 2

- Determine if the article is fact, opinion, or propaganda. For example: A research article contains facts. An editorial contains opinions. A press release is propaganda.
- Is the language objective (fact-based) or emotional?
- Evaluate the evidence: does the author present enough evidence to prove their claims?
- Cross-check the information: don't rely on a single article!

Guidelines for Evaluating Your Article, pt 3

- Check the age of the article – information quickly becomes outdated or even wrong as time passes and things change.
- If references are provided, check them out.





Paraphrasing & Summarizing

Knowing the
difference

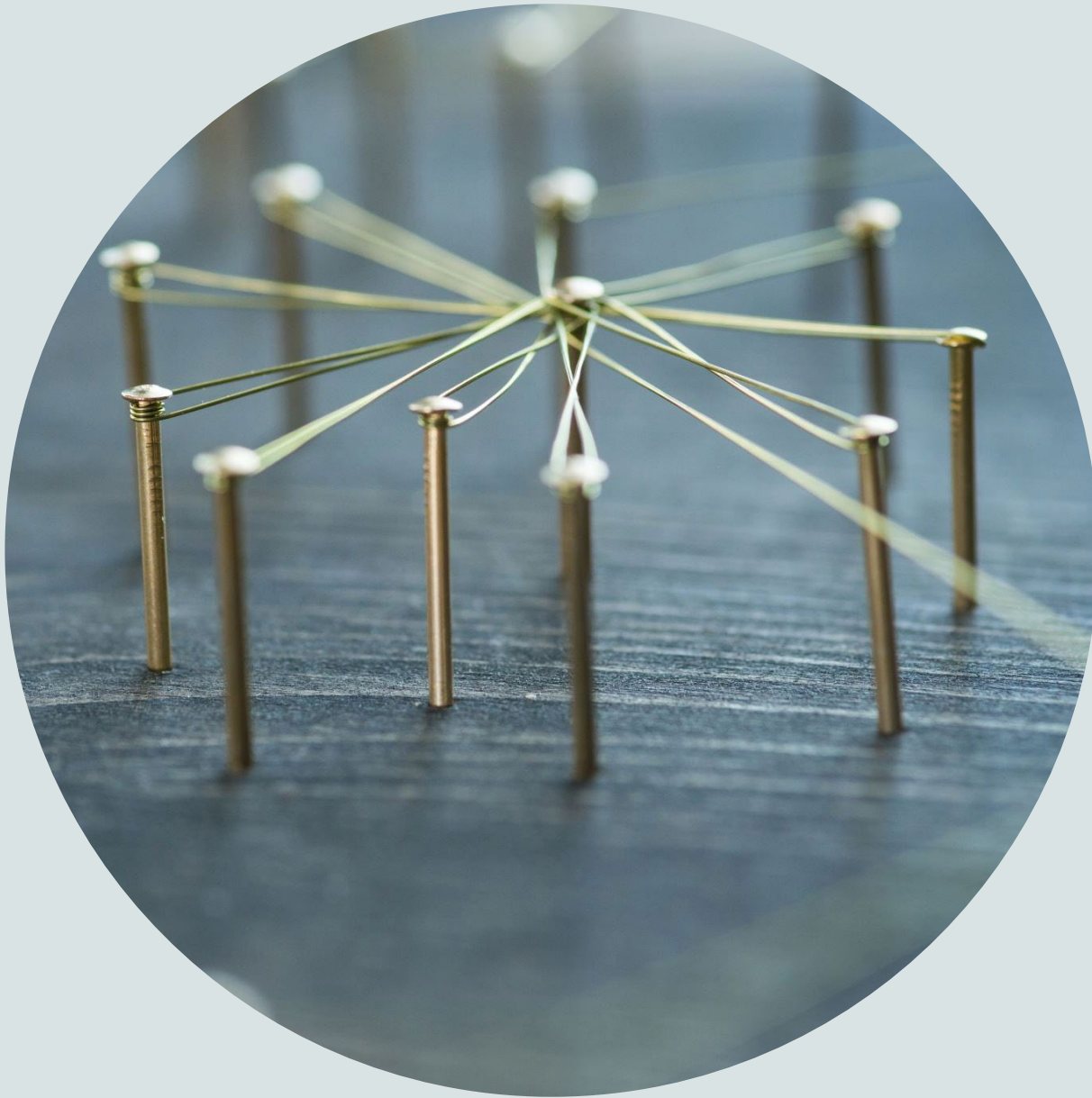


Quoting vs Paraphrasing

- **Quotes** come directly from the source and must be credited. For example:
Mark Twain once said, "The secret of getting ahead is getting started."
- If you directly quote the article in your paper, you must give credit to the author as the original source.
- **Paraphrasing** means to put something into your own words, but it must still be credited. For example: Mark Twain's secret for success is to get started.
- It takes the original material and condenses it without losing the original idea.

Paraphrasing vs Summarizing

- **Paraphrasing** is not the same thing as summarizing. When you paraphrase something, you've put the author's original ideas into your own words, but you've kept the details and meaning essentially the same. In contrast...
- **Summarizing** means to put the *main* ideas into your own words, including only the *main points*. While you must still attribute the information in your summary to the original author, you are including only the broad outline of ideas and not the details.



Why Include Quotes, Paraphrases, & Summaries?

- In a research paper, it's important to use your research to help support the claims you're making.
- It shows you've done your work and carefully considered a variety of ideas before committing to your argument.
- It can help you highlight particularly striking or interesting ideas.
- It helps make your writing, and your argument, better.

Group Work

If you're not already with your teammates, sit together in a group.

We'll be doing the following activities:

1. Audience Analysis
2. Evaluation
3. Paraphrasing & Summarizing

