

SOC 210: EXAMEN FINAL (FINAL EXAM)

COMMUNICATING RESEARCH TO THE REST OF THE WORLD

HABILIDADES (SKILLS)

- Summarizing empirical research
- Using your expertise to influence a general audience
- Bridging the academy with society

TAREA (ASSIGNMENT)

The purpose of the social sciences is to systematically study society as a means of informing policy makers. Now that you are an expert in your field of study, it is important that you find ways to communicate your expertise to the rest of society. With that in mind, for your final exam, you will write a 900-word essay that carefully translates research related to your field site to the rest of the world.

How to start

- Read several examples of analytical journalism at [The Conversation](#)
- Make an argument or statement.
- Work hard on the first paragraph to get the general readers' interest. It should be a brief, sharp statement of the article's essential facts, and should be no more than two sentences.

Answer the obvious questions

- Readers want to know the Five Ws: who, what, where, when, why, and sometimes how.

Structure

- Make a brief sketch of your main points and stick to them.
- Put the most important information first. That allows readers to explore a topic to the depth that their curiosity takes them.
- Divide your article using sub-headings. This gives readers a chance to draw breath and helps you to focus on the issues.

How to end

- The last sentence should aim to summarize or reiterate the point made in your opening paragraph. Or you can just raise the question of what should happen next.

Tone

- Use simple and informal language. A person should never "disembark from a vehicle" when they can simply "get out of a car".

Readability

- Write for the widest possible audience. Here are a few tips to improve the readability of your article.
 - Sentences with 17 words or less are easier to understand.
 - Keep paragraphs to a maximum of three sentences.
 - Eliminate acronyms.
 - Avoid jargon.
 - Avoid stringing together multiple prepositions.
 - Don't verb nouns.

Style Guide

- For this assignment, please adopt [The Economist Style Guide](#). It has excellent tips on writing well, such as:
 - Short words. Use them. They are often Anglo-Saxon rather than Latin in origin. They are easy to spell and easy to understand. Thus, prefer about to approximately, after to following, let to permit, but to however, use to utilise, make to manufacture, plant to facility, take part to participate, set up to establish, enough to sufficient, show to demonstrate and so on. Underdeveloped countries are often better described as poor. Substantive often means real or big.
 - Keep Winston Churchill in mind, who once said, “Short words are best and the old words when short are best of all.”
 - Finally, with practice you get better. So, write often and work through several drafts before turning in your final article.

EVALUACIÓN (ASSESSMENT)

- Clarity of argument: 20%
- At least 10 links to supporting evidence: 30%
- Quality of supporting evidence: 20%
- Readability and tone: 20%
- Formatting: 10%