**Context for magazine blurbs activity** (for student handout or post to wiki page)

Directions: This is general info about the assignment and audience you will be using original source info in.  Use this info to figure out how much you need to cite from original, what kind of tone will work best (formal, informal, direct, sympathetic, etc.), and register (level of writing/vocabulary). Then write a paraphrase of a relevant idea from the original.  If you have a longer blurb, do not summarize the whole thing.

Since authors are not named, use a generic forms of attribution (The author claimed…).  Attribution is required in all paraphrases.

**Are your kids covered?**

Audience:  professor and classmates

Context: research paper about health insurance reform for a political science class.

**Less TV, more talk**

Audience: Parents of small children; children may watch a lot of TV

Context: paper in a health class about the need for parents to limit amount of TV children watch

**Trash to Treasure**

Audience: Professor and classmates

Context: Background for a Marketing proposal assignment.  The goal of the proposal assignment is to suggest new ways of minimizing amount of trash going into landfills and related magazine and Internet ads to promote new ways.

**20 million asthma**

Audience:  Nurses working with women

Context: Verbal presentation about common health concerns now facing women over 40 years old.

**Go Running**

Audience: women who are worried about weight (As well as professor)

Context: paper for a nutrition class.

**California Beamin’**

Audience:  professor and classmates in an environmental studies class.

Context:  a cost benefits analysis paper about using solar in homes.

**Vital stat 29%**

Audience: professor and classmates in an introductory business class

Context: short paper about challenges of keeping a job during a recession.

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