Description: Annotations are brief summaries of research that evaluate the credibility and usefulness of a source to a research project. They compile background information in an accessible format to help researchers compose various kinds of writing from reports and white papers to editorials and speeches. Any policy or marketing initiative in a professional setting will rely on dozens of annotations written and compiled by a team of researchers. Developing your skill in summarizing and highlighting major points will be highly useful to you. Approach: Your research process should be interesting and deepen your knowledge of the topic you have chosen for your Marketing Manual. Use Unity’s library databasesLinks to an external site. and Google to find articles, editorials, book chapters, documentaries, and other sources. Research widely, and then narrow your findings down to five sources that will be useful to you constructing the materials that will comprise that Marketing Manual, and support the rhetorical cases made by that Marketing Manual. Look for credible scientific studies and journalism that reports on those studies, editorials and books that advocate for and against positions you’re taking, and sources that provide context to help support your ideas. Format: You will write five annotations. Each one should be ¾ - 1-page, single-spaced, in Times New Roman font. Use APA citation format. Use subheadings to create the format below, and double-space between the sections: Citation APA format Summary 4-5 sentences max Evaluation Is this source credible? Why or why not? How can it support your research? Important quotes or data Any compelling quotes or important data should be listed, with parenthetical citation (Page or paragraph number). These are “juicy” points that can be referenced with talking points or in debates For guidance on APA format in in-text citations, Purdue University's Online Writing LabLinks to an external site. (OWL) is a great source. It is also helpful for Works Cited reference listsLinks to an external site.. One Example: Citation Krugman, P. (2020, January 2). Apocalypse becomes the new normal. The New York Times. Retrieved from https://www.nytimes.com/2020/01/02/opinion/climate-change- australia.html Summary Paul Krugman’s editorial emphasizes the distinction between “causation” and “relation” with regard to climate change and catastrophic weather events. News media has been reluctant to connect climate change to such catastrophes because of the complex and multiple causes of weather. Krugman explains that climate change does not directly cause individual catastrophes but instead makes them more likely, and more extreme. Krugman acknowledges that the Democratic party platform and an increasing number of voters recognize the role of climate change and favor immediate action to reduce greenhouse gas emissions, along with other initiatives. It is important, therefore, for the media to report directly and honestly about climate change, and for political candidates to use current catastrophes to support bold action. Evaluation Krugman is a winner of the Nobel Prize in Economics. He is politically progressive, and conservatives and climate deniers tend to dismiss his arguments as “socialist” or politically motivated, thus avoiding his use of data and science that support his claims. This editorial is particularly effective because it hinges on the wildfires devastating Australia at the time of its writing, and links to other news stories and studies that deepen his argument. Important Quotes or Data “You can’t necessarily say that climate change caused a particular heat wave, but you can ask how much difference global warming made to the probability of that heat wave happening. And the answer, typically, is a lot: Climate change makes the kinds of extreme weather events we’ve been seeing much more likelyLinks to an external site..” (Paragraph 5) “While it will take generations for the full consequences of climate change to play out, there will be many localized, temporary disasters along the way. Apocalypse will become the new normal — and that’s happening right in front of our eyes.” (Paragraph 8) “...drastic reductions in greenhouse gas emissions now look remarkably easy to achieve, at least from an economic point of view.” (Paragraph 18) Research Tips: First and foremost, this is a limited scope research assignment. Confine yourself to newspaper articles, short magazine or journal articles, short documentary or news media stories, and/or perhaps a book chapter. Make the Internet work for you. Wikipedia is not a credible source, but it is a great place to get started with its bibliographical links. Newspapers like The New York Times and Washington Post include hyperlinks in their stories that can send you to scientific studies, extended interviews, and other background information. Magazine journalism like The New Yorker, New York Review of Books, The Atlantic, Scientific American, and Mother Jones can offer longer articles and analysis with links to more. Vary your search terms. “Climate change” will get you millions of results, many of which will be useful. But start to refine your searches based on your initial hits. Look up people, like Greta Thunberg or Bill McKibben, political proposals like the Green New Deal, and--importantly--dissenting views, “critique of the Green New Deal,” for example. Don’t just read and annotate five sources. Spend some time clicking through articles and finding five sources that can really help you compose your Advocacy Essay. As you read, work to make your research topic and advocacy position more specific. Be ready to research, analyze, develop and revise your point of view. The more you learn, the more you’ll need to carefully consider and reconsider your initial ideas. Make sure to note in your annotations the stance of your research. A newspaper editorial, for example, will have a clear position that it’s staking out. A Scientific American article may also be drawing conclusions and taking positions, but will be doing so in the context of the data of a scientific study.