

# coms 145

## research translation paper

### Objectives:

- To identify important research insights that might be useful for organizations
- To translate organizational communication research into more accessible language
- To craft a creative, useful and theoretically grounded article for an organizational or lay audience

### Assignment:

Academic research is often criticized for being inaccessible to lay audiences, in part because of paywalls that block access to the original work, and also the esoteric terms and dense language that often characterizes research. Exceptions exist in publications like the Harvard Business Review or Psychology Today, which break down research into easier-to-read language and “real world” applications. Your task will be to translate a piece of organizational communication scholarship into a short, catchy article aimed to teach a lay audience something useful about communication in organizations.

### Directions:

1. Identify an **organizational communication** research article that you would like to translate. (Start by looking at Management Communication Quarterly)
2. Think about what type of audience you’re writing to... Employees? Employees in a particular industry or occupation? Leaders? Managers? Small business owners? Co-workers? Co-workers who are friends? Co-workers who are dating?
3. Generate practical applications from the research article—useful tips directly from the research—as well as communication processes/theoretical concepts the readers should be aware of and/or think differently about
4. Do some research about your audience and/or the context you’re writing about to frame the article
5. Craft a **creative, useful** and **theoretically grounded** article aimed at an organizational or lay audience somewhere in the neighborhood of 4-6 pages of text, not including references. Look at Harvard Business Review, Psychology Today or The Atlantic for examples.
6. Due in hard copy AND on Turnitin by July 2. Include a copy of the full research article in your online submission. You do NOT have to print the entire article.

### Due Dates:

Wednesday, June 27, in-class writing workshop, POLISHED draft due, 3 hard copies

Monday, July 2, online and in hard copy

### Presentation:

Craft a short presentation to share your top insights about the article and the process of translation.

Monday, July 2.

**Points possible:** 200

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### Grading Rubric

E=excellent; G=good; S=satisfactory; NI= needs improvement; P= Poor or missing

#### Introduction

- Interesting opening/attention getter	E	G	S	NI	P/M
- Context established	E	G	S	NI	P/M
- Thesis statement	E	G	S	NI	P/M
- Rationale/justification	E	G	S	NI	P/M
- Preview of the topics discussed	E	G	S	NI	P/M

#### Content

- Aimed at a particular audience	E	G	S	NI	P/M
- Discusses methods used in research article	E	G	S	NI	P/M
- Reviews findings and conclusions	E	G	S	NI	P/M
- Discusses significance of the research	E	G	S	NI	P/M
- Application to real world problems	E	G	S	NI	P/M
- Clear take-aways for the audience	E	G	S	NI	P/M
- Level of usefulness for the audience	E	G	S	NI	P/M

#### Conclusion

- Summarizes main points	E	G	S	NI	P/M
- Synthesizes take-aways for the reader	E	G	S	NI	P/M
- Ends effectively	E	G	S	NI	P/M

#### Writing Style

- Easy to read/understand? Engaging?	E	G	S	NI	P/M
- Consistent point-of-view	E	G	S	NI	P/M
- Well-organized?	E	G	S	NI	P/M
- Good grammar/spelling?	E	G	S	NI	P/M
- Proper length (4-6 pages)	E	G	S	NI	P/M
- In-text citations correct (APA format)	Y	N			
- APA references correct	Y	N			

#### Overall Evaluation

- Written thoughtfully and coherently	E	G	S	NI	P/M
- Writer demonstrates critical thinking	E	G	S	NI	P/M
- Professional quality writing	E	G	S	NI	P/M

Score: \_\_\_\_\_/200