**Eng 791: Microteaching Lesson Plan**

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| Instructor Name | Lindsey Grubbs |
| Course | Eng 101 : Writing about Science and Medicine |
| Lesson Title | Rhetorical Analysis, Pharmaceutical Advertising |
| Lesson Duration | 25 minutes |

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| Lesson Context (At what point in the course do you envision teaching this lesson? What has come before? What will come after?) |
| This lesson is on the second day of class—it is the first content-driven class. |

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| Lesson Objectives |
| To get the students engaged with science and medicine as rhetorical by looking at pharmaceutical advertisements and performing rhetorical analysis.  Familiarity and comfort with rhetorical triangle.  Begin to consider larger issues of context in science and medicine: medical ethics, gender dynamics, etc.  Set up for the first blog post assignment. |

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| Materials / Equipment |
| AV system to project a powerpoint and youtube videos. |

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| Summary of Tasks / Actions |
| 1) Explain the rhetorical triangle.  2) Show advertisements and public health campaigns to perform brief rhetorical analyses.  3) Set up for viewing Sarafem advertisements—do a brief rhetorical analysis on the pills and packaging.  4) Watch videos, ask for a rhetorical analysis and then to broaden to context ask about advertising ethics, diagnosis, and health and gender.  5) Show FDA cease and desist to students—example of applied rhetorical analysis.  6) Assign a rhetorical analysis on blog (they should have set up) about health advertising or public health image of their choosing. |