

Placing Monmouth University on the Eco-Map

EN 547-01 with Dr. Werner Leah Wasacz & Brittany Scardigno

What we've done this semester:

- ❖ Lot 16 Retention Basin Remediation Proposal
- ❖ Compose web article content for the Long Branch Environmental Commission

What's the point?

Implementing rhetorical theory to promote environmental awareness and sustainability on Monmouth's campus & within Long Branch's community through visual attractiveness and scientifically accurate credentials. Through rhetorical studies, we were able to complete beneficial projects that proudly and effectively represent Monmouth University's involvement in the battle against climate change.

Lot 16 before rain garden:



Lot 16 after rain garden:



Lot 16 Rain Garden Proposal

Audience:

This project was geared toward the audience of Monmouth's Associate Dean of the School of Science, Dr. Duckett, and Monmouth's facilities manager, Ms. Swanick

The Need:

Dr. Duckett, as professor of biology and as an entomologist, is interested in a rain garden design that enhances our campus' environmental sustainability by incorporating native species of plants that will benefit Monmouth's ecosystem and promote habitation.

Ms. Swanick is concerned with Monmouth's aesthetic and marketable qualities. The visual coherence of our campus is extremely important to an audience like Ms. Swanick. The rain garden must be visually appealing to future and current students, faculty, visitors, and donors.

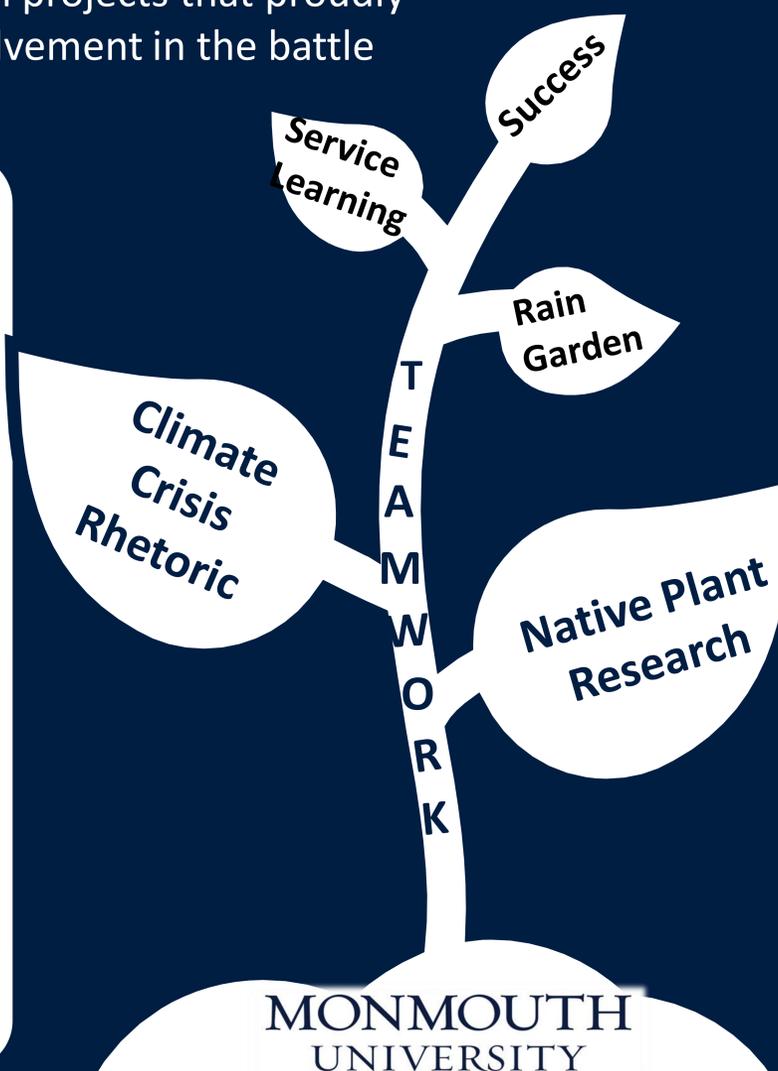
Web Articles for Long Branch Environmental Commission

Audience:

This project's audience consisted of Long Branch's environmentally conscious community. These articles are written specifically for those who are already climate crisis believers and who are looking for a way to make a difference in their local community.

The Need:

Most residents who are conscious of environmental stability are just looking for simple ways to do their part in the fight against climate change. The articles are intended to be educational and informative. They are easily accessible via Long Branch Environmental Commission's website to provide these community members with effective and credible resources to continue their sustainable lifestyle.



1. Working in a team:

Communication is key! Identify each group member's strengths to equally divide the work and form the strongest and most effective way to complete the project. Set a strict timeline for project milestones.

2. Conducting research

Find reputable and diverse sources for your research. For the rain garden proposal, we utilized rhetorical sources from academic databases. Our web articles called for more scientific research from credible websites. These projects are presented to the public and must be accurate and provide the correct data for them to be effective.

5. What we've learned about climate science & the physical world

As English MA students, it was difficult to conduct scientific research. Although the aesthetic qualities of these projects were a smoother process, our science had to be correct for them to work in real-life. Climate science requires intricate thought and practice. The tiny details are what matter. There must be a balance between what is visually appealing and what is scientifically correct.

4. What we've learned about rhetoric

Rhetoric is always present, always lingering. Rhetoric reveals the intention and overall purpose behind a piece of writing, a physical space, or an oral speech. Rhetorical studies go beyond persuasion, allowing one to question and analyze how people choose to present themselves and to whom or what they're presenting to and in what form (using visual, linguistic, aural, or special modalities).

3. Remember your audience

These projects are intended to be used in real life, not just graded. Instead of just your teacher, the rain garden & web articles are meant to be publicly displayed work. They represent Monmouth University's ability to provide knowledgeable and trustworthy interdisciplinary projects from exceptional students. The projects are not just a reflection of your own knowledge, but effect Monmouth's reputation as well.