

Selling Science, Nanoscience



Being able to present your ideas in real world settings is an important skill that is best developed early as possible.

Many scientists and inventors in history were unable to communicate their ideas and inventions to the general public in an effective manner for them to take notice of their talents and intuitive devices.

The scientists that knew how to work a crowd and get them excited about their product such as Thomas Edison were able to lead successful lives with continued funding for new ideas and exploits.

In this scenario, you must imagine you're a senior researcher at an advanced medical technology company and you are seeking an investor to fund your research in the billion dollar industry of nanomedicine.

You must address:

- How your research will benefit society
- Challenges taking into ethical concerns
- Examples of other leading areas of nanotechnology taking over contemporary society such as the use of nanomaterials in socks
- The overall value of your research

To provide inspiration and ideas to begin your own research into nanotechnology and its use in the medical field visit:

<https://iranasin.wixsite.com/nanomedicine>

Remember, in this task you wont only be assessed on your knowledge of the field but your ability to sell yourself, the idea and the benefits it will have on society in a novel and entertaining manner that the general public will understand. Use the appropriate metalanguage in a strategic and effective manner to educate your prospective investor and the public.

Seek assistance from your teacher on advice on what may or may not be appreciated in a professional setting and use the rubric to make sure you address the necessary criteria.

Performance Element	Excellent (4)	Good (3)	Satisfactory (2)	Needs Improvement (1)	Score
Awareness of Audience	<ul style="list-style-type: none"> -Significantly increases audience awareness and knowledge of topic. -Achieves the appropriate balance between scientific metalanguage and language accessible to the general public to increase understanding of the topic. 	<ul style="list-style-type: none"> -Raises audience awareness and knowledge in most points - Mostly achieves the appropriate balance between scientific metalanguage and language accessible to the general public to increase understanding of the topic. 	<ul style="list-style-type: none"> -Raises audience awareness and knowledge in some points - Sometimes achieves the appropriate balance between scientific metalanguage and language accessible to the general public to increase understanding of the topic. 	<ul style="list-style-type: none"> -Struggles to raises audience awareness and knowledge - Struggles to achieve the appropriate balance between scientific metalanguage and language accessible to the general public to increase understanding of the topic. 	
Strength of knowledge, Organisation	<ul style="list-style-type: none"> -Clear purpose and subject -Pertinent examples, facts and/or statistics -Key ideas effectively summarized and audience is left with a clear understanding of the presenters position. 	<ul style="list-style-type: none"> -Mostly has success in defining a clear purpose and subject - Decent examples, facts or statistics that support the subject -Most ideas summarized leaving audience with a understanding of presenters position 	<ul style="list-style-type: none"> -Sometimes has success in defining a clear purpose and subject - Weak examples, facts or statistics provided - Some ideas summarized 	<ul style="list-style-type: none"> -Struggles to define a clear purpose and subject -Struggles to provide examples facts or statistics - Weak summary of ideas, audience struggles to understand presenters position. 	
Delivery	<ul style="list-style-type: none"> -Presents confidently, appropriately dressed for the purpose and audience -Fluctuates volume and inflection to maintain audience interest when emphasizing key points. 	<ul style="list-style-type: none"> -Quick recovery from mistakes -Appropriately dressed - Satisfactory fluctuation in volume and inflection 	<ul style="list-style-type: none"> -Reasonable effort made to recover from mistakes - Possible inappropriate dress -Uneven fluctuation in volume and inflection 	<ul style="list-style-type: none"> -Indifference towards presentation -Inappropriately dressed -Monotonous tone 	
Creativity/ Persuasiveness	<ul style="list-style-type: none"> -Presents in a unique and creative manner in order to stand out - Uses the appropriate body language and eye contact to work the audience aiming to inspire and excite. 	<ul style="list-style-type: none"> - An attempt is made to present in a unique and creative manner in order to stand out -A clear effort is made to use the appropriate body language and eye contact aiming to inspire and excite 	<ul style="list-style-type: none"> - Average presentation with a few unique elements - Some body language is used with occasional eye contact with audience. - Audience pays attention 	<ul style="list-style-type: none"> -Lacking visible effort in presenting in a novel manner - Little to no body language or eye contact -Audience is left uninspired 	

TOTAL: /16

Feedback: