**Part 1: Email**

To: Imperator Furiosa

From: [sklair2@myseneca.ca](mailto:sklair2@myseneca.ca)

Subject: Summary of the article “In 2018 we need less nonsense and more science.”

Greetings,

I know that you take research and credibility very serious, so for your upcoming conference “How Science Can Save Us in the Age of Snake Oil.” I have read an article “In 2018 we need less nonsense and more science”, and following is the summary of this article.

Title: In 2018 we need less nonsense and more science

Author: Timothy Caulfield

Source: <https://libaccess.senecacollege.ca/login?url=https://www.proquest.com/blogs-podcasts-websites/2018-we-need-less-nonsense-more-science/docview/2382966354/se-2?accountid=28610>

The article mainly focuses on how the modern scientific marketing has led to fake advertisement and how some celebrities by using scientific terms like Quantum Physics are selling their product on basis of pseudoscience and not the real science. The article also emphasis on how some Health-care providers and cosmetic companies are fooling the consumes by using terms like Quantum Naturopath and Stem-Cells. The author enlightened the reader and told how in the 1800s when magnetism and electricity were on the trend, a lot of so-called health products leveraged this and marketed then to cure anything. Moreover, the author also quoted that using scientific language in the marketing is a very effective way of advertisement and as science gets more and more complicated its impact is going increase. Moving further, the author advised that being scientifically literate is the best way to escape this fallacy and the author also requested scientific community to help public differentiate between real and fake science. On the closing note, the author said that it is no surprise that living in a scientific age doesn’t includes use of fake scientific language in advertisement, but we have to be skeptical of it and think critically.

I hope the above given summary of article “In 2018 we need less nonsense and more science”, helps you in preparation for your upcoming conference “How Science Can Save Us in the Age of Snake Oil.”

Regards,

Sampreet Klair

**Part 2: Reflection paragraph**

The specific choices that I made in creating this email are:

1. The Tone: because I work for Professor Furiosa as an assistant, I have made the tone of the Email formal and tried to be professional by using formal greeting and formal salutation.
2. Points included: because Professor Furiosa has an upcoming conference, I have tried to include as many relevant points as possible helping her in preparing for the conference.
3. Citation: because Professor Furiosa is very critical of citation, I have included the title, author and the link of the original article in my Email.