



FACULTY OF  
**NURSING**  
UNIVERSITY OF ALBERTA

# Introduction to Scholarly Writing: Exploring Media Images of Nursing

**Dr. Roger Graves**

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# Roger Graves

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## Roger Graves

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February 13, 2009

- wac
- c4w
- writing initiatives
- webmail
- efs

I'm new to the University of Alberta, having come from the University of Western Ontario where I was Director of the Program in Writing, Rhetoric, and Professional Communication in the Faculty of Arts and Humanities. In my new position here I'll be working with faculty and students across the university as part of the Writing Across the Curriculum initiative. I will also be working with students and faculty in the Department of English and Film Studies.

I am the author, co-author, or editor of five books and 29 articles, including Writing Instruction in Canadian Universities. My current research interests include the development of doctoral student writing, writing assignments across disciplinary fields, and rhetorical approaches to text encoding. Currently I serve as co-Vice-President of the Canadian Association for the Study of Discourse and Writing (CASDW) and a member of the Executive Board of the Canadian

**Recent presentations**  
This page contains links to pdfs of slides displayed at presentations I've given.

**Books**  
This page displays the covers and descriptions of books I've authored, co-authored, or co-edited



**Blog: Thinking About Writing**  
A new blog on writing-related issues

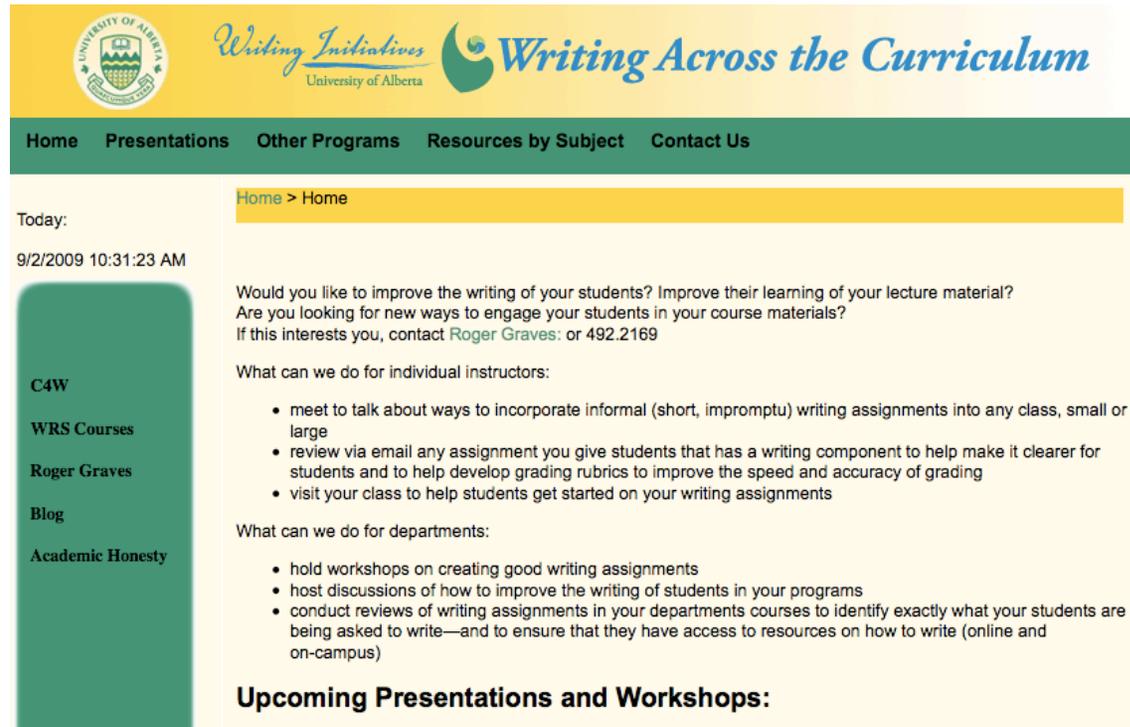
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<http://www.ualberta.ca/~graves1/index.html>



# Writing Across the Curriculum

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The screenshot shows the homepage of the Writing Across the Curriculum website. At the top, there is a yellow header with the University of Alberta logo on the left, the text "Writing Initiatives University of Alberta" in the middle, and the "Writing Across the Curriculum" logo on the right. Below the header is a green navigation bar with links for "Home", "Presentations", "Other Programs", "Resources by Subject", and "Contact Us". The main content area has a yellow background. On the left, there is a green sidebar with a white background containing links for "C4W", "WRS Courses", "Roger Graves", "Blog", and "Academic Honesty". The main content area starts with a breadcrumb "Home > Home" and a timestamp "Today: 9/2/2009 10:31:23 AM". The main text asks if the user would like to improve student writing and provides contact information for Roger Graves. It then lists services for individual instructors and departments, each with a bulleted list of activities. The page ends with a section for "Upcoming Presentations and Workshops".

UNIVERSITY OF ALBERTA

Writing Initiatives  
University of Alberta

Writing Across the Curriculum

Home Presentations Other Programs Resources by Subject Contact Us

Home > Home

Today:  
9/2/2009 10:31:23 AM

C4W  
WRS Courses  
Roger Graves  
Blog  
Academic Honesty

Would you like to improve the writing of your students? Improve their learning of your lecture material? Are you looking for new ways to engage your students in your course materials? If this interests you, contact [Roger Graves](#): or 492.2169

What can we do for individual instructors:

- meet to talk about ways to incorporate informal (short, impromptu) writing assignments into any class, small or large
- review via email any assignment you give students that has a writing component to help make it clearer for students and to help develop grading rubrics to improve the speed and accuracy of grading
- visit your class to help students get started on your writing assignments

What can we do for departments:

- hold workshops on creating good writing assignments
- host discussions of how to improve the writing of students in your programs
- conduct reviews of writing assignments in your departments courses to identify exactly what your students are being asked to write—and to ensure that they have access to resources on how to write (online and on-campus)

**Upcoming Presentations and Workshops:**

<http://www.humanities.ualberta.ca/WAC/>

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# The writing process

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## Getting started

- Explore the assignment
- Make rough notes
- Pick a tentative topic



## Getting feedback

- Make an appointment at a writing centre
- Get feedback on your draft/revise

## Revising

- Work on style and lower order concerns
- Proofread, consult checklist for assignment



October 2011

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
25	26	27	28	29	30	1
2	Watch TV, read magazines			7	8	
9	Research, drafting, feedback			14	15	
16	17	18	19	20	21	22
23	Drafting, revising, editing			28	29	
30	31	1	2	3	4	5

Explore assignment

Watch TV, read magazines

Research, drafting, feedback

Drafting, revising, editing



October 2011						
Sun	Mon	Tue	Wed	Thu	Fri	Sat
25	26	27	28	29	30	1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31	1	2	3	4	5



# Your assignment

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- ▶ **Consider** the portrayal of the nurse within the chosen media and **explore** the chosen media image as it relates to the Registered Nurses' *ethical responsibility to "...provide safe, competent and ethical nursing care..."* (CNA, 2008).
- ▶ Or
- ▶ **Consider** the portrayal of the nurse within the chosen media and **explore** the chosen media image as it relates to the Registered Nurses' *responsibility to be "...accountable for their actions and answerable for their practice..."* (CNA, 2008).



# Organizing a Scholarly Paper

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- ▶ **Cover page:** APA 6<sup>th</sup>
- ▶ **Abstract** (150-250 words)
- ▶ **Introduction** (100 words)
- ▶ **Body:**
  - Describe image and role of nurse; compare to professional literature;
  - Identify similarities/differences and reasons for them
  - Challenges for nursing; two unanswered questions
- ▶ **Conclusion:** Summary of key points in body; connect to thesis



## Genre: Exploratory paper

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- ▶ Not persuasive (not arguing a position)
- ▶ Goal is to find out and form preliminary conclusions
- ▶ Ask a question; write about your inquiry and findings



## Key questions

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- ▶ How does the image presented in your chosen media **reflect (or not) the CNA Code of Ethics** responsibility?
- ▶ Based on your interpretation, what does the image of the nurse **portray about his or her treatment of patients** in relation to the ethical responsibility?
- ▶ How are **professional ethical values conveyed** (or not conveyed) within this media image?
- ▶ Is their evidence the nurse conveys **awareness of ethical responsibilities**?
- ▶ How would the overall image of this nurse potentially **impact public opinion** toward the nursing profession?



# Stacy Motorsports

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- ▶ The owners of Stacy Motorsports, Bill & Melanie Stacy, are both Registered Nurses. From intensive care, to psychiatric nursing, to teaching, to owning and operating a home health care agency, they are able to offer individuals a realistic view of nursing.
- ▶ Currently less than 6% of nurses are male. As a male nurse , a race car owner, builder, driver, and Viet Nam Veteran, VFW Life Member, Bill will utilize this image to educate males on the benefits of the nursing profession.

How does this media image of nursing contribute to ideas about safe, competent, and ethical care?

CNA ethics?  
Treatment of patients?  
Profession ethical values?  
Awareness of ethical resp.?  
Impact on public opinion?

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▶ <http://www.stacymotorsports.com/pr01.htm>

# Nurses

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- ▶ Nurses was filmed by four nurses and their friends at The Alfred hospital in Melbourne to capture the real life drama of nursing from a very different perspective....their own.
- ▶ It "is a rare experience in television - reality TV that is real," says Ivo Burum, the series and executive producer of Nurses.
- ▶ Shot by the nurses and their friends over three months, Nurses is the result of years of planning.
- ▶ Working in Trauma, Oncology, the operating Theatre and the Homeless Psych Unit, Nurses is driven by real events and the stories that unfold provide a rare glimpse into a world we usually only see as patients.

How does this media image of nursing contribute to ideas about safe, competent, and ethical care?

▶ <http://www.abc.net.au/documentaries/nurses/default.htm>

CNA ethics?  
Treatment of patients?  
Profession ethical values?  
Awareness of ethical resp.?  
Impact on public opinion?

## A nurse's view: “Ridiculous”

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- ▶ Sarah Levy, a staff nurse at the Royal Free hospital, London, laughs in horror after watching the opening scene of No Angels, "Jesus, this is not a professional look at nursing - it's almost outrageous," she comments, as the TV nurses try to warm up a dead patient's body in a bath. "It's far removed from anything that might ever go on."
- ▶ Levy gives No Angels one out of 10 for realism. "They got the terminology correct," she says, "but where are the older nurses, the male nurses, the women doctors? Why aren't the nurses knackered after work, and why don't they care about the patients? You can't do the job if you don't care."

How does this media image of nursing contribute to ideas about being accountable and answerable for your actions?

<http://www.guardian.co.uk/society/2004/jan/14/guardiansocietysupplement>

CNA ethics?  
Treatment of patients?  
Profession ethical values?  
Awareness of ethical resp.?  
Impact on public opinion?

# No Angels



Accountable?  
Answerable?  
Competent?  
Ethical?

CNA ethics?  
Treatment of patients?  
Profession ethical values?  
Awareness of ethical resp.?  
Impact on public opinion?

<http://jonchoo.blogspot.com/2005/03/no-angels-returns.html>

# Professional images

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- ▶ Canadian Nurses Association (CNA) president Judith Shamian and Nursing Association of New Brunswick (NANB) president Martha Vickers announced today that their organizations will join forces to press for changes to Canada's health system.

Accountable?  
Answerable?  
Competent?  
Ethical?

CAN ethics?  
Treatment of patients?  
Profession ethical values?  
Awareness of ethical resp.?  
Impact on public opinion?



*Photo Credit: University of Ottawa Heart Institute*

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- ▶ <http://norfolkchurch.blogspot.com/2011/03/nurses-call-for-shift-in-health-care.html>

# Nursing Agency Book website

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- ▶ It is extremely Possible that a nurse can be an entrepreneur. Nowadays, nurses can besides propose servicing not only to medical institutions, but for private care as well. Acquisitions, knowledge, and drive are just few of the characteristics that makes a nurse go a productive entrepreneur. It can be disturbing when people always narrate you how much your servicing are worth. With the economic system decent now, being a nurse entrepreneur is a accomplished claim. hold no more for now is the appropriate time.

Accountable?  
Answerable?  
Competent?  
Ethical?

CNA ethics?  
Treatment of patients?  
Profession ethical values?  
Awareness of ethical resp.?  
Impact on public opinion?

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- ▶ <http://www.nursingagencybook.com/nurse-entrepreneur-is-it-attainable.html>



California nurses: about 23,000 members of National Nurses United went on strike last Thursday. Photograph: Justin Sullivan/Getty Images

Thousands of Californian nurses will return to work on Tuesday morning after a four-day lockout by hospital management during which a patient died having been mistakenly given a lethal drug dose by a temporary replacement carer.

Judith Ming, 66, died on Saturday morning at Alta Bates Summit medical centre in Oakland after being given what police say was a "non-prescribed dosage of medication" at lethal levels. The drug was administered by a stand-in nurse brought in from Louisiana by the company that owns the hospital, Sutter Health, following a one-day strike organised by California nurses in protest at cuts to hospital services, benefits and working conditions.

Accountable?  
Answerable?  
Competent?  
Ethical?

CNA ethics?  
Treatment of patients?  
Profession ethical values?  
Awareness of ethical resp.?  
Impact on public opinion?

<http://www.guardian.co.uk/world/2011/sep/26/california-nurses-strike-patient-death?newsfeed=true>

# Exploratory paper questions

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<b>Topic</b>	<b>How nursing is portrayed in media as it relates to ethical responsibility to provide safe, competent, and ethical care</b>
Researchable question	Why do media depictions of nursing portray nursing as unethical (concerned with money rather than care)?
Why important?	News media portrayals of the nursing profession damage the nursing profession because they focus on polarizing issues that reinforce negative images of nursing as part of the for-profit medical industry.



# Drafting/Revising

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- ▶ Get a “trusted reader” to get feedback
- ▶ Consider using other students in the course or the writing centre for this
- ▶ Ask readers to read for specific purposes: thesis, structure, transitions, development of a particular paragraph or idea



# Don't hand in a first draft

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Towards the due date, switch your focus from

**higher-order concerns** (arrangement, arguments, evidence) to

**lower-order concerns:** proofreading, grammar, citation format, grammar/spelling

