

English B50 Synthesis Paper/SLO Evaluation Pack

Colleagues: As part of our on-going SLO evaluation process, in October (date/time TBA) we will have a meeting to assess the first two SLO's relating to writing papers: 1) demonstrate the use of expository and argumentative or persuasive forms of writing, and 2) demonstrate correct MLA form and citation. Attached is a pack of six synthesis papers selected from last semester's (Spring 2013) B50 classes. We will evaluate these papers with the given SLO's in mind. We will also discuss and possibly modify the current list of SLO's for the whole course as well as establish the next SLO(s) and methods of assessment for the next cycle. When we get closer to the meeting time, I will have hard copies available.

Scott Wayland
9/16/13

English B50

April 2, 2013

Do More to Gain More

School is one of the most important aspects in our lives. We go to school for a reason, and that is to have a better education. Going to school does not only give you a better education, but also a happy life. In Asia they think that school is the only thing that will bring them a better life, so they tend to strive for the best. In order for them to have the greatest things in life they try to focus more in school and because of that they tend to reach for their goal. Without them striving for the best they would not have the things that they have now. So if we all want the best thing in life, then we all have to strive for the highest. If we want the best then we should also have an excellent education like Asia. Asian education has three strengths that keep their education system excellent.

One thing that Asians do to keep their education excellent is value their education. Asians value their education so much that they would put school before anything else. Sometimes they don't even have enough time for themselves. In the article "Why Are U.S. Kids Poor in Math?" Barbara Vobejda writes, "They found that the Asian children spend more time in school, more time in math classes and, in those classes, more time working on studying" (197). It is a good idea that students get to spend more time in school because this helps them learn more about responsibility. Asians put school first because this will not only lead them to a better life but also lead them to a successful future and they care so much for their education because it is important to them. They want to be better than anyone, especially in education, because this will also give their family respect. Another reason why Asians put so much time into education is that

with their motivation it will lead them into a good university. So before we go out to school, we should all think about our future and how it's going to be if we don't value our education.

Another way that keeps Asians' education system good is by stressing that anything can be learned. Effort is something Americans forget. Americans think that if one person can't do a specific job then there is no point in trying. Vobejda states, "While American mothers are likely to believe their children's achievement is determined more by ability than effort, Japanese and Chinese mothers stress effort as an explanation for achievement" (197). On the other hand, Asians think that even though a person does not have the ability to perform a skill then that person should not give up; he should keep on trying and try to learn more things about that specific skill. By putting stress on effort, rather than in ability, anyone can do anything and everything. In the article "Strengths, Weaknesses, and Lessons of Japanese Education" James Fallows writes, "The more you talk about effort and the less you talk about raw ability, the more you build up the idea that all are capable of succeeding if they really try" (203). Education is not about being good at a subject that a person knows, but doing your best and learning more on other subject. Asians do not care anything about intellectual ability; they think that (one) person can do anything if (they) try. If someone really tries to put effort in what they do then they will be able to succeed in anything.

Asians teaching methods are also of the strengths that keep their education of good quality. The way the Asians teach is they focus on one concept in a day, unlike U.S. teachers that try to cover way too much in one class. In the article, "New Math-Science Study Rates U.S. Students Mediocre at Best" William S. Robinson states, "As before, they believe that while Asian classes focus on a few subjects and study them in depth, American classes try to cover far too much and, as a result, do so superficially" (195). Another method that Asians use is that they

involve the family in helping their kids study. Asians also tries to teach the same level all together so that no one is ahead. This method does not only keep them in the same level of learning but also helps them on track.

Asians are able to keep their school and education strong because they know that being motivated and being pushed to do what they are meant to do will bring them into a great future. The strengths that keep their education good are the way they value their education, by putting more emphasis on effort, and having a successful teaching method. This keeps their education strong because they all know how to work together and put more time in their education, rather than focusing on something that will not lead them to reach their goal. Similar to how in the U.S. they focus more on sports rather than their education. We should all focus more on education, rather than something useless, such as sport and physical ability.

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English B50

4/28/2013

LGBT Rights Are Human Rights

Lesbian, Gays, bisexuals, and transgendered people are among the most despised group in the United states. They have been censored by half-truths and deletion by many governments and organizations. Traditional religions have also kept them from entering a religious life and some cite it to not allow LGBT people to have the same rights as others. Others also treat being LGBT as a disease that can simply be cured with therapy or even dangerous surgeries. Not having any empathy is also a problem with violating LGBT rights. Supporting LGBT rights is the same as supporting human rights; It is a violation of human rights when governments declare it illegal to be gay or allow those who harm LGBT people to go unpunished.

Many cultures have had active attempts to falsify historical accounts of gay and lesbian activities through censorship, deletion, half-truths, and the altering of pronouns signifying gender. This has made accurate reconstruction extremely difficult. This distorts the society's collective memory and its history, clouding our sense of identity as individual and social beings. In our own time there has been government-sponsored censorship of art deemed "homoerotic" by the National Endowment for the Arts. This ultimately restricted creativity and freedom of expression of the entire artistic community. Fran Leibowitz says "If you removed all of the homosexuals and homosexual influence from what is generally regarded as American culture, you would pretty much be left with *Let's Make a Deal*" (qtd. *In Readings for Social Justice* 388). America's culture is entwined with LGBT culture

because they have made music, art, and television shows that define generations of America.

Traditional religious teachings on homosexuality keep many LGBT people from entering religious life or from being true to themselves. Some people cite religious and cultural values as a reason not to protect LGBT rights or even to violate them. Slavery was once justified as being sanctioned by God and is now properly reviled as an unconscionable violation of human rights. In every case we came to learn that no tradition trumps the human rights that belong to all of us. It bears noting that rarely are cultural and religious traditions and teachings actually in conflict with the protection of human rights. Religions and cultures are sources of compassion and inspiration to fellow human beings. For many, religious beliefs and practices are a vital source of identity. Many stand against LGBT rights because their rights would compromise what is defined as traditional marriage or traditional families, but as Warren J. Blumenfeld declares,

“No matter how they are constituted, families will continue to produce lesbian, gay, bisexual, and transgender offspring. The political and theocratic Right argues loudly that homosexuality poses a direct threat to ‘traditional family values.’ In actuality, however, it is homophobia that strains family relationships by restricting communication among family members, loosening the very ties that bind” (382).

This is important because in a study by the NGLTF (National Gay and Lesbian Task Force) says that one in fifteen of people that had been violently abused were abused by family members (382). This is usually more prominent in LGBT youth when family members may try to “cure them”.

One of the worst cases of LGBT rights being ignored is when groups, mainly religious groups, try to “cure” their homosexuality. The cure is normally called conversion therapy and was started in the early 20th century. These organizations treat homosexuality as a disease or a

mental illness that can be caught or that gays can recruit others to become gay. Some LGBT people were sent to an asylum to be cured and in some cases even had lobotomies performed to cure their sexual thoughts. No other group has people protesting their marriages or adopting of children. No other is trying to be cured for a disease that doesn't exist. As long as these groups have no empathy they will continue to ignore the rights that LGBT should have.

The key is that progress starts with our honest discussion and reaching an understanding that all of these issues affect everyone. It takes a constellation of conversations in places big and small and willingness to see stark differences in beliefs as a reason to begin the conversation, not to avoid it. Progress also takes empathy and Hillary Rodham Clinton agrees and adds that "We need to ask ourselves, 'How would it feel if it were a crime to love the person I love? How would it feel to be discriminated against for something about myself that I cannot change?' This challenge applies to all of us as we reflect upon deeply held beliefs, as we work to embrace tolerance" (47). Without the majority LGBT people will never be empowered to bring the changes that they need.

Supporting human rights and LGBT rights is the same thing. The rights of LGBT people are not only shaped by laws, but also shaped by how they are treated by family, neighbors, and co-workers. Even though laws have changed to prevent discrimination; There is still a lot to do, so LGBT have equal rights. Censoring a group of people based on something they cannot change, making it impossible for them to fully express themselves is a violation of human rights. Treating any sexual orientation or chosen gender as a disease or mental illness is just as bad as treating race as an illness. While talking about it and having basic empathy is helping their rights be protected the amount of work that still needs to be done is substantial.

Word Count: 918

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English 50 TRAM

23 April 2013

Composition # 2

The Immortal Life of Henrietta Lacks, is a New York Times Bestselling nonfiction book written by Rebecca Skloot. The book is based on a black woman named Henrietta Lacks from the 1950's and her family, her struggle and eventual death from invasive cervical cancer, the cells that were taken without her knowledge, and the developments her cells eventually helped achieve. The book, published in 2009 also details the treatments Henrietta received from Johns Hopkins Hospital for her cervical cancer. Lyons states in *Diagnosis and Treatment of Cancer*, "in 1951, a woman named Henrietta Lacks died from cancer of the cervix-the lower part of the uterus. Before her death, doctors removed some of the cancer cells for study. These cells, named HeLa cells after her, are still alive and dividing in research laboratories around the world, more than 50 years later" (Lyons 19-20).

In the 1950's, when Henrietta entered Johns Hopkins Hospital for abdominal pain she was given a Pap Smear. In the book, *Diagnosis and Treatment of Cancer* the author reports that "George Papanicolaou of Cornell University discovered that cancer of the cervix in women could be diagnosed by collecting cells from the cervix with a swab and examining them for abnormalities." This book continues to explain that, "[i]n the 1940's the Pap Smear (named after Papanicolaou) was introduced into medical practice"(Lyons 30). This discovery made diagnosing early stages of cervical cancer easier. Henrietta was diagnosed at "stage I"(Skloot 27). Cervical cancer is divided into two types that are further divided into six stages.

There are two main types of vaginal cancer: squamous cell carcinoma and adenocarcinoma. Squamous cell carcinoma forms in the flat, thin squamous cells in the vagina and spreads slowly. Adenocarcinoma however, is more invasive and is found in the glandular cells. It has the likelihood to spread quickly to the rest of the body. The *Sourcebook* explains that cancer has five stages. Stage 0 is microscopic located in the inner lining of the cervix. Stage I is when a tumor has formed but is still only found on the cervix. Stage II has spread down the vaginal wall but is still only located inside the reproductive tract. Stage III is when the cancer begins to spread down the vaginal wall out into the pelvic wall and has possibly interrupted the normal functions of the kidneys. Stage IV, the cancer has now spread out into the bladder, the rectum, and out into the abdominal cavity.

When Henrietta was diagnosed there were few approved treatments for cervical cancer. Skloot explains the usual choice was to treat “it aggressively, often removing the cervix, the uterus, and most of the vagina” (Skloot 28). The only other choice doctors had in the 1950’s were radiation treatments. Skloot reports that Lawrence Wharton Jr., the surgeon on duty at Hopkins, “slipped a tube filled with radium inside Henrietta’s cervix, and sewed it in place.” Skloot continues to explain, “he sewed a plaque filled with radium to the outer surface of her cervix and packed another plaque against it” (Skloot 33). When the internal radium didn’t work the doctors at Hopkins turned to external radiation treatments or X-ray therapy. Skloot writes the doctor “tattooed two black dots with temporary ink on either side of her abdomen, just over her uterus. They were targets, so he could aim the radiation into the same area each day, but rotate between spots to avoid burning her skin too much in one place” (Skloot 47). This treatment burned Henrietta’s skin badly and didn’t kill the tumors. Henrietta’s cancer metastasized to the rest of her organs and she died.

As it was in the 1950's when Henrietta was treated *The War on Cancer* states, "surgery remains the first and most effective treatment for many cancers" (Hesketh 221). There are many surgical procedures used by physicians today, as the *Sourcebook* reports: "conization, total hysterectomy, radical hysterectomy, modified radical hysterectomy, bilateral salpingo-oophorectomy, pelvic exenteration, and laser surgery" (Bellenir 165).

The other treatment option Henrietta's doctors had at Johns Hopkins Hospital was radiation treatment. There are two types of radiation both used in the 1950's and today. They are external (X-ray) and internal radiation therapy. "Radiation therapy is the main treatment for certain kinds of cancer of the cervix" (Lyons 67). The *Sourcebook* describes "external radiation therapy uses a machine outside the body to send radiation toward the cancer. Internal radiation therapy uses a radioactive substance sealed in needles, seeds, wires, or catheters that are placed directly into or near the cancer" (Bellenir 166). Henrietta received both internal and external radiation. "For cancers that are not treatable, radiation therapy can be used for palliation by shrinking tumors to relieve pain and other symptoms" (Lyons 67). Radiation can also be used in conjunction with a newer treatment called chemotherapy.

Advances in cancer treatment have made treatments more effective and safer for patients than when Henrietta was treated. Chemotherapy is widely used as an effective cancer treatment today. The term chemotherapy means to use chemicals to treat cancer. Chemotherapy originated in the 1940's but, "it was not until the 1960's that the now common practice of using cocktails of drugs was shown to be most effective" (Hesketh 202). The book continues to explain that "[c]ombinations of drugs are often used in a 'chemotherapy regimen,' the idea being to hit different targets in the cancer cell, thereby increasing the 'fractional kill'" (Hesketh 203).

The latest development in treating cervical cancer is the development of a vaccine which works against the disease before it forms. *The War on Cancer* states that “[a]bout 5% of all cancers worldwide are caused by human papillomaviruses (HPVs)” (Hesketh 208). The author continues with, “development of vaccines (Cervarix and Gardasil) appear to give virtually complete protection against infection by the tumor-promoting HPVs” (Hesketh 208). In *Cancer* the authors report that “in 1977 the Papilloma virus was first associated with cervical cancer” (McAllister 298). *Diagnosis and Treatment of Cancer* reports that, “in 2005, doctors reported that a vaccine for human papillomavirus (HPV) prevents infection by that virus, which can cause cancer of the cervix” (Lyons 107-108).

Henrietta’s doctors at Johns Hopkins treated her cancer to the best of their abilities with the options they had at the time. The decision not to do a hysterectomy on Henrietta may have ultimately led to her death. Fortunately women suffering from cervical cancer today have more choices for treatment. The X-ray treatments have become much more effective when given alongside chemotherapy. The X-ray treatments themselves have become more accurate and less damaging to the patient’s skin. Ultimately, women should be proactive with their health. It is crucial for women to develop a rapport with their doctor about the possibility of developing cancer and the need for the vaccine to help prevent it.

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Sarah Dase

ENGL 50

16 April 2013

Physician Assisted Suicide

When I was a young child, I thought parents lived forever. I think most children feel the same way that I did as a child. My parents provided me with healthy breakfasts in the morning and nutritional dinners in the evenings. They made sure I arrived to school on time each morning and were there each evening to tuck me into bed and kiss me goodnight. During the summer of 1990, while I was only 12 year old, my father was diagnosed with terminal lung cancer and was told he had less than 6 months to live. As an adult now, reflecting back on that time in my life I remember vividly how my father struggled through his illness. He went through a treatment of radiation which caused burns all over his chest and back. I remember rubbing Vaseline on those burns for him in an attempt to help sooth his pain. He dropped a significant amount of weight and had problems keeping food down. My siblings, mother and I watched his health slowly deteriorate right before our eyes. Would my father, if given the opportunity, chose an end-of-life option such as physician assisted suicide?

Physician assisted suicide is legal in the following three Unites States: Oregon, Washington and Montana. "The term 'assisted suicide' attempts to classify the role played by a third party in the suicide of another person" (Paterson). Physician assisted suicide (also referred to as PAS) is where a physician prescribes a lethal does of medicine to a patient so that they may end their own life. I feel that as human beings, we should all have the right to make a decision on

how we live and I believe that PAS is a humane way for an individual to end their life. I support PAS as an end-of-life option for an adult who has been diagnosed with a terminal illness.

In 1997, the U.S. Supreme Court decided, “that there is no constitutional right of dying patients to a lethal prescription” (Rich). However, each individual state has the right to establish their own laws in regard to an individual’s right to die. The same year, Oregon was the first state to legalize physician-assisted suicide, also known as the state’s Death With Dignity Act. Oregon’s law states that if an individual has less than six months to live and is of sound mind, they may request that their doctor prescribe them drugs to end their life (Lachman).

According to Clare et al., unbearable suffering was a key factor in leading people to seek out help in wanting to end their life. Participants in the study wanted to have control of their lives and did not want to place any burden on their families’. Participants also were concerned with “preserving dignity” and “In general believed that people have the rights to decide how they will die” (Clare). If research shows that helping someone to die is seen as humane, then why do so few states have a law permitting physician-assisted suicide?

It is important to point out that the Death with Dignity Act has several safeguards and guidelines put into place for those that choose this end-of-life option. These checks and balances help maintain uniformity in the way one goes about making such an important life decision. Specifically, there are three guidelines I would like to mention, the first being, two oral and one written request must be made by the patient requesting PAS. This is an important step in the decision making process of deciding whether to end one’s life. Over a period of time, the patient must ask themselves the question three times and then explain their reasons for choosing PAS as an end-of-life option to medical professionals. (Lachman)

Secondly, two physicians must make the diagnosis of a terminal illness and estimate that the patient has six months or less to live. This ensures that a second opinion is obtained to verify that one does have a terminal illness and has not been accidentally misdiagnosed. Last, it is made clear throughout the process that the patient has the right to change their mind and cancel the request for the prescription at any time. The choice is that of the individuals and the individuals alone. If for any reason or at any time the patient decides that they no longer want to pursue PAS, other avenues around comfort care including stronger pain control and hospice services are available. Having a process put into place for one to make such an important life ending decision helps assure that people suffering from depression, mental illness or financial instability are prevented from misusing this important end-of-life choice. (Lachman)

The role of the physician or health care professionals is to provide patients with optimal care in all situations. Furthermore, it is not the decision of the physician to try and cure a terminal patient that has chosen a peaceful and compassionate path to end their life. Primarily the function of medicine is to aid patients in having a better life and ultimately relieve suffering (Loewy). The physician will always need the patients' permission to proceed with treatment. Again, if the patient is unconscious, PAS is not an option for them because they are unable to make the choice for themselves.

I believe another reason people are against PAS is that they fear death. "Many people say that they are not afraid of being dead but are very much afraid of dying" (Loewy 14). In earlier times, dying was a public affair. People died in the comfort of their homes surround by all family members, including children. "People knew that death was their destiny and they accepted it" (Loewy 15). Today, in our western culture, many families live apart, separated by several states. When a member of one's family falls ill, their families are not geographically close by to care of

them. When people make the choice to live so far away from their families, financially it can be difficult to make arrangements to be near them when they fall ill. They may use this as a justification, because of their own fears of death, not to be present. Modern medicine, allows for people to die in a hospital or assisted living facilities under the care of medical professionals and not their families. My thoughts go to the phrase, out of sight, out of mind, thus removing ourselves from witnessing actual death.

Lastly supporters of PAS believe that the foundation in supporting the argument is based on autonomy. Autonomy is defined as the quality or state of being self-governing. It is one's ability to decide for one's self. "The moral freedom of people to shape their lives for themselves, without being subject to undue external control, is held central to the idea of respect for persons" (Paterson 25). Since, people have a right to choose how they live their lives, doesn't it make sense that they be able to choose how that life should end?

It is possible that factors other than technology and the progress of modern medicine might play a role in people's decisions regarding PAS. A majority of end of life care in the United States occurs in a clinical setting. Now in our country, the health care provider is involved in helping to facilitate the end of life process between the dying individual and their family. "Such connections raise important questions about what forces are driving our current interest...and whether there are alternative ways to achieve a compassionate and painless death" (Emanuel). It is also important to point out that PAS is a last resort option, when all other options have been exhausted.

In conclusion, death is unavoidable; we are all going to die. "Big decisions are decisions that shape your destiny and determine the course of your life...Big decisions proceed from your deepest values. Little decisions, by contrast, concern matters that are momentary or

insignificant" (Gill 57). We spend our entire lives making various decisions on how we choose to live. Most decisions we make are small, such as what to wear or where to eat lunch? Other decisions are fairly large, such as what college should I attend or at what age should I retire?

My father died July 11, 1991, almost exactly a year after his diagnosis. As a family we had time to prepare for his death. However, what we were unprepared for was the quality of life during the final stages of his illness. He was hooked up to machines, unable to speak, but consciously aware of what was happening to him. As a child I could see in his eyes that he was suffering. If PAS was legal throughout the United States my father might not have spent his last days suffering but instead he would have had the option to leave when he felt ready.

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English B50 MWPM

1 May 2013

Last Out of Class Essay

The Immortal Life of Henrietta Lacks, written by Rebecca Skloot, writes in great detail, about the life of a black woman, who was diagnosed with a very aggressive type of cervical cancer. Her cells were taken without the consent of her or her family, by Dr. Wilbur, who worked at John Hopkins Hospital. The removal of tissue was overseen by cell culturist Dr. George Gey, (Skloot pg.90). Henrietta's cells were the first ever to reproduce outside of the human body, with "mythological intensity"(40). Henrietta's cells (aka HeLa Cells) made monumental leaps in the world of science and medicine. Her second daughter, Lucille Elsie Lacks, was also the object of scientific research. The harsh reality is the family left behind knew nothing, for years, that Henrietta's cells were researched and sold, and her daughter/sister, Elsie was being used for experimental testing, and with no consent from either person. Human testing has been done for generations, and many done without regard to the patient. Although, today there are regulations to help protect patients from unethical experimentation, yet there is still vague guidelines for which tissue research needs consent from a patient.

In the 1950's Doctors started looking for tissue samples whenever possible: from any patient they could. Patients were unaware that doctors, like Dr. Gey, were taking samples of cells or tissue for use in labs. Cells that could be grown outside the body, could be researched, creating ways to cure such diseases like Polio. In the book *IMLHL*, George Gey says about himself "the world's most famous vulture, feeding on human specimens almost constantly"(Gey pg.30),

therefore, proving doctors took tissue from any patient they could. The Immortal HeLa were “stolen” some might say, from H.L., and used to create the first HeLa Factory. The factory was used to mass duplicate cells, and shipped to other research labs around the country in efforts to rapidly find a vaccine for Polio(Skloot pg.30). They were used to help create cures for people, and her own family was never told or compensated for production of her cells.

So, is taking cell tissue, without permission, considered a violation of human right? Well, the Lacks Family was never compensated for anything: not even medical insurance. An example, of how doctors (white doctors) would treat people, especially of color, and to not explain anything was how the doctors wanted it. Through all the amazing things HeLa cells accomplished, the family remained poor and un-informed. With no health insurance, and with a multitude of health problems, medical could have been at least offered. Using tissue samples before the 50's from any persons, without consent, was not considered un-ethical for doctors. They took as needed, and took whatever they wanted; people did not question anything doctors said, especially, people of black decent, and or people in poverty. If it benefited science, it was considered the right of any doctor, to take and use human samples. In many cases scientific research was conducted on people with little to no rights at all.

Research on human bodies without consent from a patients was not limited to removal of cell tissues. It has been more than speculated, that horrifying research, that implicated cruel and brutal, testing on people, has been done for years. Using humans as guinea pigs for these tests started, long, before cell research was ever developed. An article named, “Human Experiments: A Chronology of Human Research,” by Vera Hassner Sharav, suggests that, human testing using

cruel methods dates all the way back to sixth century B.C.”(pg.1). This lists documented, tests, to date, that have brutally, left humans without their lives for science research.

Elsie Lacks, the second child and daughter of Henrietta Lacks, also had no choice in the tests that were done on behalf of science. This was described, in my opinion, as one of the extreme cases in history that tests were painful and without consent. In Skloot’s book, *ILoHL*, (she was described as being a simple child)(Skloot pg.23), but the book adds that, (*epilepsy, mental retardation, or neurosyphilis*), was described as Elsie's true condition(pg.23). When she became too much for her mother to handle, the doctors in the book said, (sending Elsie away was the best thing)(doctors pg.45). Henrietta like most people, especially black, did not question what doctors suggested. The Crownsville State Hospital (formally known as the Hospital for the Negro insane)(Skloot45) is where Elsie was sent. Crownsville is also notorious for testing on many of the patients housed there. Later in the book of the *ILoHL*, author Rebecca Skloot, and Henrietta’s fourth child Deborah Lacks, learn what types of testing were really done there. Deborah at that point learned for the first time what happened to Elsie Lacks.

Pneumoencephalography was a type of skull X-ray done on patients with epilepsy that were housed out Crownsville. In the book, (Pneumoencephalography was a technique developed in 1919 for taking images of the brain, which floats in a sea of fluid. That fluid protects the brain from damage but makes it very difficult to X-ray, since images taken through fluid are cloudy, and so this involved drilling holes into the skulls of research subjects, draining the fluid surrounding their brains, and pumping air or helium into the skull in place of the fluid to allow crisp X-rays of the brain through the skull)(Skloot 275-276). This kind of procedure left the patient or (test subject) crippled for months until this fluid was able to rebuild within the brain.

Today according to an article posted by, the U.S. Department of Health & Human Services, entitled *Federal Policy for the Protection of Human Subjects, ('Common Rule')*, stating, "outlines the basic ethical principles in research involving human subjects." regulations put in place for any patient that is getting medical services allowing piece of mind that horrific acts can't be done legally anymore. Although, there is still much debate about true ownership over our own body tissues once they leave the body according to author Margaret Ng Thow Hing, who wrote an article entitled 'Do we own Our Bodily Tissues? So the next time you have a procedure ask, where does my tissue go? The medical industry makes million off whatever discoveries may be found yet people do not know one way or another because no regulated consent is yet to be offered.

Johnson 1

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Engl. B50 MW 1-3 PM

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Advertisement

Magazines are a girl's best friend

Every woman wants to feel radiant on the outside, as they do on the inside. Women's magazines are filled with the latest secrets to look elegant, feel powerful, and be acknowledged by men of high social classes. Jib Fowles, editor for "Advertising's fifteen basic appeals," shows readers how the April 2013 *Glamour Magazine* grabs the attention of insecure girls in order to sell products. Furthermore, Fowles shows how these appeals construct the entire magazine.

The angelic face of a young girl looking directly into the camera is the main focus for Dior's lip stick ad. Her big blue sparkling eyes can't be unnoticed, ^{Her hand} ~~as her hand~~ delicately rests on her face while splashed with pink nail polish to match her pink lips. The girl's blonde hair is pulled back out of camera's view. The photo and text are set against a pink background, making the ad feel peaceful. The ad would make any girl envy the characteristics of the models beautiful face and buy the gloss to be as stunning. According to Fowles this appeal is the "need for attention" defined as the "need to be looked at" (148). Women looking at the picture want the attention the models are receiving.

An advertisement for Clinique, a crème used to remove the dark circles around eyes draws readers in by a big white bottle of crème leaning to its side casting a shadow underneath with the words, "Even better eyes". This would make anyone want

to order a bottle for those days they lack sleep and go to work looking terrible with sleepy dark eyes. It makes readers question what their eyes might look like after applying it. The photo and text are set against a white background, making the ad seem natural. Fowles describes this appeal as "the need for aesthetic sensations," which means it makes woman feel desired.(150).

Fowles defines the "need for prominence" as the "need to be admired, respected, and to enjoy prestige and high social class" (148). The focus of Gucci's advertisement is the graceful face of a young blonde woman leaning over a rail, gazing out at a dark city with glowing lights. The beauty of her would draw attention from any man and make any girl envious of her. The woman appears to be in deep thought while dressed in an exquisitely beautiful, long sleeved cocktail dress. The woman's curled hair is falling down against her bare back. The photo and text are set in a black background making the ad seem mysterious. Gucci is using this girl in attempt to make readers believe they would look just as elegant by a spray of the Gucci Perfume.

Origin's advertisement for Youth Stems, an anti-aging face cream claims to make anyone feel and look younger. Fowles defines "the need for attention," as the need to be looked at (148). Looking younger would certainly do the trick. The focus of this Origin's advertisement is a bottle of berries which are ingredients inside the anti-aging cream. The dark red raspberries with large green leaves dangling around the bottle makes it look appealing, healthy, and nourishing. At the top of the page is a bottle of the cream in a green circle container with the cream popping out of the opened top. The white background behind the ad makes the berries look very appealing. The text is typed in the lower right hand corner. It states that there is, "83% improvement of lines

and wrinkles in just four weeks." This advertisement is targeted towards middle aged people and older.

As Fowles showed, magazines do try to manipulate its readers by taking readers weaknesses and acting on it. Glamour took everyday problems that woman face such as aging to sell their product. Women look at *Glamour Magazine* because that they know all the trending things are in them. A writer on Questia.Com talks about how many people come across magazines in doctor's offices or friend's houses saying, "The long life of a magazine means that it gives more opportunity for the adverts to be seen again and again." This can certainly be said about *Glamour*. The more people that are insecure that find these ads while waiting at a nail salon, grocery store, or doctor's office are more likely to be drawn in. If it makes ^{a woman} you feel better about ^{herself} yourself, why not try it?



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