

CM107 Discussion Board Sample Post

Unit 7 Discussion Board
INITIAL RESPONSE

Hi all,

I have pasted my chart below. Do you think my paragraph is effective in supporting the main idea? How could I make it stronger?

Topic sentence for body paragraph 1 of Unit 6 Assignment	One issue that has helped contribute to this epidemic is the aggressive marketing of prescription painkillers by pharmaceutical manufacturers, especially medications such as OxyContin, oxycodone, and fentanyl.
A peer reviewed, secondary source that helps support the topic sentence	Schwartz, L. M., & Woloshin, S. (2019). Medical Marketing in the United States, 1997-2016. <i>JAMA</i> , 321(1), 80–96. https://doi-org.libauth.purdueglobal.edu/10.1001/jama.2018.19320
Short original passage from the source	“Despite the growth in disease awareness campaigns, no official FDA rules governing this type of marketing exist. The FDA and FTC should establish and enforce standards for responsible disease awareness campaigns, including criteria to validate symptom quizzes (or banning them) and evidence based strategies to minimize misconceptions that a drug can treat all symptoms of disease. Efforts by Google, Twitter, and Facebook to shift DTC advertising from television and print to social and digital media underscore the need for new rules.”
Your summary of the source information in your own words	There are no official rules regarding how prescription medications are marketed and this needs to change, industry standards are needed.
Revised Paragraph that includes <ul style="list-style-type: none">● topic sentence● original ideas● summarized source information supporting topic sentence● a signal phrase like According to Smith...	One issue that has helped contribute to this epidemic is the aggressive marketing of prescription painkillers by pharmaceutical manufacturers, especially medications such as OxyContin, oxycodone, and fentanyl. These medications are advertised in mainstream media and pharmaceutical companies are also targeting physicians to promote an increase in prescriptions. A recent study of how painkillers are marketed noted there are no official rules regarding how prescription medications are marketed and this needs to change, industry standards are needed. A regulatory system must be created to ensure painkillers are marketed fairly and honestly.

<p>when you use the source</p> <ul style="list-style-type: none">● analysis of the source information	
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RESPONSE TO INITIAL POST

Hi Jackie,

Wow, I am surprised to learn that there are no official rules in place regarding how painkillers are marketed-that is scary! I looked up your source at the PG Library and it is a peer reviewed article and certainly meets the requirements for the Unit 8 Assignment. Initially I had trouble locating peer reviewed sources and then I noticed the option to check the "peer reviewed" box below the search bar at the PG Library!

Regarding your revised paragraph, it would be a good idea to add a little more analysis to really develop this paragraph. For example, what could be some possible dangers of not having marketing regulated? Or what specific regulations do you think would help solve this issue?

Good luck as you continue revising your Assignment and adding in research!

Andy