**Moving Heaven and Earth**

 In an elaborate article focusing on the direction in which the earth’s climate is heading to, *Moving Heaven and Earth* by Graeme Wood explains some modern ideas to tackle the problem of global warming. He would like to claim that although some of these ideas may sound crazy, it is important that we encourage more research into geo-engineering because the future is unpredictable. He uses some worthy strategies in his context, substance and writing style to appeal to the reader about the current situation and to persuade him/her about the importance of geo-engineering.

 Appearing in The Atlantic magazine in the July 2009 edition, the article is set up in a time wherein most people are literate. Directed towards and audience of people interested in science, engineering and environment, the article talks about global warming and climate change which is one of the most widely spoken problem in the world. With the industrial revolution at its peak, the increasing concern on the carbon content in the atmosphere has called on Wood to express his views on what needs to be done at this moment. Although he tries to use simple and easy language to approach a wider range of audience, the article limits itself to people with an interest or knowledgeable in physics, chemistry and biology. Examples such as the magnetic disk shooting guns aiming at the “gravitational midpoint between the Earth and the sun” and “carbon-eating trees” (Graeme, 2009) may not be easily understood by all. But, to the people who understand science, these examples provide a strong path to achieve the author’s purpose of writing the article. He uses the reader’s knowledge to make them think about his ideas and possible solutions to global warming.

 Wood’s substance in his article is probably the best way to persuade his reader. All his examples in the article were proposed or commented upon by a respected person such as a Noble Prize winner or a great scientist. People such as Paul Crutzen who won the Noble prize as an atmospheric scientist, John Latham who worked in the National Center for Atmospheric Research, Thomas C. Schelling who won Noble Prize in economics and Freeman Dyson, the renowned physicist, help in establishing a strong base for his argument. Since his argument is related to science and economy, there could be no better support than the words of the above mentioned people. Wood also uses numbers, such as $100 million and $1 Trillion to prove to the reader that geo-engineering methods are a lot more feasible. This efficient method to appeal to the reader further establishes his purpose. The main reason his appeals are effective is because they are logical and make the reader think of the consequences. When targeting a group of people interested in science and economy, logical reasoning is the best way to prove one’s opinion.

 The author’s writing style is apt for the situation and for the readers. The usage of simple English language establishes a wider audience, especially engineers. He began the article with a futuristic view of the earth, which not only catches the attention of the reader, but also keeps one attached to read what the author has to say next. Furthermore, the author gives examples such as Blade Runner, James Watt, Auric Goldfinger and Richard Branson that helps the reader visualize the author’s message without the use of pictures or videos. Also, each idea that he proposes as a solution to global warming, he talks about the pros and cons which further emphasizes on his logical reasoning. The use of many technical terms and requirement of the reader to have some knowledge about the crisis is the key strategy to catch the audience that he is looking for. Easy flowing sentences, smooth transitions between paragraphs and having each paragraph talk concisely about a particular topic makes this written piece good.

 Overall this is an excellent written article and one worth reading. Taking advantage of the global awareness on climate change, Graeme Wood has written a catchy article that people would enjoy reading and spend some time thinking about. He attacks the reader logically to prove that geo-engineering may be dangerous, but it is worth every bit of research for the future. There might not be an immediate benefit from this, but it is a safety measure for the future of the planet Earth.

**References**

* Graeme, Wood. (2009). *Moving Heaven and Earth*. In G. Colombo, R. Cullen & B. Lisle (Eds.), Rereading America (pp. 756-765). Boston, NY: Bedfords/St. Martin's.