**Moving Heaven and Earth**

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

Appearing in *The Atlantic* magazine in July 2009, 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. For 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 for pumping sulfur in the atmosphere compared to our current expense of $1 Trillion to prove to the reader that geo-engineering methods are a lot more feasible and more research may yield economical ideas. The world today is heavily dependent on its economy for progress, thus making money a major thing to consider when proposing ideas or thoughts. This efficient method to appeal to the reader further establishes Wood’s idea to a wider range of audience, by including people who may not see the scientific logic behind his support for geo-engineering research. The main reason his appeals are effective is because they are laid down perfectly and in a logical manner to make the reader think just like the author. Also, he talks about the pros and cons of each idea that he proposes as a solution to global warming, which further emphasizes on his logical reasoning. All of the above mentioned reasons have assisted Wood in persuading his audience to think of geo-engineering as a field worth investing in.

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. All the ideas that he proposed as solutions to the world’s global warming were unique and in some sense crazy, which would attract young readers to use their imagination and innovation to think deeper into the topic. This makes them curious to see what other aspects prove the requirement of research into geo-engineering. 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 the author is looking for. Wood has divided his article in chunks, which makes it easy to follow. The first section is the introduction the topic of geo-engineering and the dangerous impacts of human on environment. Later he gives a general overview of different geo-engineering ideas that have been floating around. Then he picks a few from those to concentrate on. He starts with the idea that may be considered the craziest in today’s world and slowly moves on to ideas that would be more realistic. This helps the reader realize the gradual move towards better ideas with research. Finally Wood sums all these ideas and shows the necessity of research in this field. 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 this catchy article that people would enjoy reading and spend some time thinking about. He attacks the reader by choosing a specific set of audience, having strong backup for his substance and easy to understand language and writing style 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.