

The main reason for the selection of this magazine is due to the increasing evolution of technology as well as research. The magazine communicates entirely about the changes in science, and how they have impacted people's lives. In today's world, almost every activity has been impacted by technological advancements. There is a great distinction between how people did their activities in the 1850s and how they do them today, an issue that has highly influenced the selection of this magazine. While the magazine focuses on science and technology, research is to a large extent integrated to offer solutions to the existing problems in the 1850s. For instance, some articles such as "Cure for Rheumatism" and "Cure for Erysipelas" show how research has been integrated with scientific advancements to offer cure for the illnesses. The audience of this magazine being the general public amounting to more than 90 million people reflects how the magazine is of help to the people. Generally, *Scientific American* is an informative and educative magazine that contains different articles communicating the message of technological and scientific advancements as well as research, and attempts to improve the lives of people while still creating solutions to their problems.