

Introductory Writing: Genre Project Guidelines, Criteria, and Expectations

For the genres project assignment, you will move from researching and analyzing your topic (as you did in the research essay) to creating a composition (a genre) that communicates your message on the same topic to a distinct public audience. That is, each genre composition will target a particular audience with respect to the topic you are addressing. The genre is up to you to decide upon, based on your analysis of the rhetorical situation and the ways in which you decide to respond to the context.

- Genre features should adhere to English 101 rubric criteria (see handout), including appropriate documentation style (in-text and end-of text citation).
- Genre Project and accompanying 2-3 page rationale (including works cited page): draft due Tuesday 11/29/16.

You will be relating your topic to an audience even further, incorporating additional evidence as needed, presenting newly defined arguments, and considering audience expectations. For the genre that you compose, you will first strategically target a specific audience, then develop a key message to communicate to that audience—based on knowledge of your topic gained from developing the research essay—and finally create a genre designed to communicate that message to your targeted audience. Here are some ideas to help you formulate your argument:

- What rhetorical appeals will you utilize and how? How will you address appeals to logos, ethos, and pathos in your composition?
- What information will you include and why?
- How will the chosen genre impact how the information is shaped? What limitations and/or freedoms of space, time, layout, audience, etc., does the genre afford?
- How is the genre organized to convey its message?
- How will you utilize structure to facilitate the purpose of the information within the genre?

This assignment requires you to engage your critical thinking, rhetorical awareness, and reflection capabilities in order to most effectively communicate with your specified audience. Your strategy will determine the choices you make in communicating to your audience, how you present the research, and what you compose to convey your message. Remember to ask yourself these questions before you start your first draft:

- Will the language you use be formal/informal? How so?
- What specialized vocabulary will you need to include and why?
- What other language features and/or conventions will you need to attend to?

You will also write a rationale to articulate the connections between the genre, your strategies for choosing and composing the genre, the rhetorical choices that you made, and the effect of these choices on your audience. Below is a list of things to consider (a heuristic) as you compose your genre:

- What is the subject/topic and purpose/argument that you are focusing on?
- Who is the intended audience?
- What discourse community (or communities) does this audience include?
- What is the audience likely to know? Want to know? Why?
- How will the audience use the information you will present?
- What genre is most effective in conveying this message to this audience?

As long as draft is completed on time and in good faith, you will receive full credit for it. Drafts will be workshopped in class and commented on by me, so that each student receives constructive feedback for revising. Final drafts of selected work will be evaluated in portfolios at the end of the semester (portfolios worth 60% of final grade in English 101).