**Unfamiliar Genre Presentation and Profile**

For this project, you will write a six-page essay of 1500-1700 words introducing an unfamiliar genre of writing*.* You must have encountered this genre since coming to EMU. Your essay is tasked with *documenting* this unfamiliar genre’s *features*, and *accounting* for its intended *audience* and the *response* that you think its writers/creators expect—that is, what is the *purpose* for which the creators of this example designed the genre?

To do this project, you will need to collect, in total, four to six examples of your unfamiliar genre, for the purpose of understanding the genre and being able to explain it.

Step 1. Genre Presentation:

*Presentation Plan due Monday 10/14 in Dropbox*

*Group Member Response due Friday 10/18 in Dropbox*

Your Genre Presentation will be delivered to the entire class on either Monday, October 14th or Wednesday October 15th. Whichever day you present, you will turn in your Presentation Plan on Monday, October 14th by the start of class.

Your Presentation Plan must include:

* An identification of the genre you’re presenting on and a brief description of your example
* An identification of where you found your example of the genre
* An identification of the audience and purpose of the genre

Locate and bring to class at least one example of the unfamiliar genre you have chosen to present on. If the genre is impossible to bring into the classroom, you may take excellent photographs of an example to show us in class.

* Introduce us to your genre
* Describe the context of this genre
* Describe how you might write in this genre yourself

Step 2. Genre Profile:

*Due Friday 10/25 in Ms. Dieterich’s mailbox (or in person at 613 P Pray-Harrold)*

*Due for Peer Response 10/23 in class*

*Half-draft 3-page start Due 10/21 in class*

* **Introduce the genre:** what is it? What are its basic characteristics? List *and* describe them. Where did you find your examples? Were they all in the same place, or different places? Does this genre “live” in multiple kinds of locations?
* **Describe its context:** who, specifically, is its audience? What purpose does it serve to accomplish? How do its characteristics help to meet this goal? What are the features that you notice are common to all the examples you have collected in your genre?
* **Analyze the genre:** what are this genre’s greatest strengths? What about its weaknesses? Would you suggest any alterations? Why? What rules do you notice your genre following? Why do you think that the author or creator is following those rules? How does the creator reach his/her audience by following those rules? In the case of your genre, what would be the consequences of someone creating a version of that document (resume, cover letter, advertisement, etc.) that didn't make sense to its audience? What can you say about features your genre definitely *doesn't* have? For example, a resume would not start with your name, address, and a list of your favorite colors, right? What types of responses do the creators of your genre examples expect? For example, in the case of a resume, the creator would expect to hear back from a potential employer, and he/she may expect a letter regarding the position and whether the employer would like an interview.
* **Include an additional example of your own writing** in this genre and share with us your experience composing in this genre: how did you do it? What did you learn? What was interesting/difficult/strange/cool? How was this like/unlike anything you’ve done in the past?

Your Genre Profile will be due in class for Peer Review on **21 October.**

Your Genre Profile final draft will be due in class, typed and properly formatted, on **23 October.**

On 10/23 you will each sign up for an individual conference on either the following Monday (10/28) or Wednesday (10/30) where you will receive your Genre Profile back with a Progress Report.

Your Unfamiliar Genre Profile will be assessed as follows:

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **This Unfamiliar Genre Profile** | **NA** | **NI** 70-79 | **AC** 80-89 | **EX** 90-100 |
| **… introduces the unfamiliar genre and its basic characteristics,** |  |  |  |  |
| **… describes the context of the genre, including the genre’s *audience* and *purpose*,** |  |  |  |  |
| **… closely analyzes formal elements and *conventions* of this genre,** |  |  |  |  |
| **… demonstrates an attempt to write in this unfamiliar genre,** |  |  |  |  |
| **… and incorporates mechanical correctness and correct MLA formatting.** |  |  |  |  |
|  | | | | |

Outcomes of the Genre Profile assignment

* **Writing process and representation**
* **Critical reading and analysis**
* **Investment and engagement**
* **Autonomy and authority**
* **Reflection**
* **Resource use**
* **Syntax and mechanics**

Your Invention Portfolio for Unit II will be assessed simultaneously as your Genre Profile.   
  
Your Unit II IP consists of:

* Genres in the Wild (Dropbox 09/30)
* Quickstart Comment Response (Dropbox 10/07)
* Artifact Museum Walk Assessment & Response (Dropbox 10/07)
* Short Response 3: Familiar Genre Profile (Due in class 10/09)
* Unfamiliar Genre Presentation Plan (Dropbox 10/14)
  + Group Member Response (Dropbox 10/18)
* Genre Profile ½ Draft (Due in class 10/21)
* Genre Profile Draft & Peer Review (Due in class 10/23)

Your Unit II grade is made up of:

70% Unfamiliar Genre Profile and Invention Portfolio,

20% Genre Presentation and Group Participation,

10% Artifact Showcase Museum Walk Participation,

and will ultimately make up 15% of your final grade for the course.

*(Your grade so far in the course on your Progress Report is figured by calculating your*

*Overall Participation at 30%, Unit I at 30%, and Unit II at 40%.)*