Project Two: Genre Profile
Due: October 24, 2013 in class

Assignment:

By its broadest definition, genre is a type of communication event. We witness and participate in genre every day, oftentimes without knowing it. We typically think of genre in books (horror, romance, nonfiction, etc.), but given the above definition, what else could be considered 'genre'? Is a lesson plan a genre—is a love letter? **Project Two asks you to pick a specific genre and explore, describe, and analyze the ways in which it functions.** The genre profile should be constructed in the following way:

- Pt. I: Genre Profile (approx. 4 pages)
  - *Introduce the genre:* What it is, where it can be found, and what its basic features are. It may be necessary to include a little background information on it in order to give a fuller understanding of its function.
  - *Give the genre context:* Who is its audience—who does it work for or try to reach? What purpose(s) does it accomplish? How do its characteristics help to meet these goals?
  - *Analyze the genre:* What are its strengths? Its weaknesses? In what ways, if at all, have people approached it that may have been different than its original purpose? Would you suggest any alterations to improve the genre? Why or why not?
- Pt. II: Genre Enactment (approx. 2 pages, EXCLUDING example)
  - *Include an example of your own writing in this genre.* This should be in the format the genre usually appears. Example: if you choose 'blog,' create a blog entry on Tumblr, Wordpress, Livejournal, etc. and attach the link to your paper. If you choose 'curriculum vitae,' include a hard copy.
  - *Share your experience composing in the genre:* How did you do it? What did you learn in the process? What was challenging, thought-provoking, or perhaps unexpected about it?

Related Readings:

All readings, unless otherwise specified, can be found online at our class Google Docs folder: http://goo.gl/LHeTwt

- Kerry Dirk's "Navigating Genres"
- McSweeney's (mcsweeneys.net)

Invention Portfolio:

Your Invention Portfolio is a collection of the small pieces of graded writing you do in class or as homework. The IP, therefore, is a way of looking at your progress throughout the project period. For Project Two, you should include the following pieces:

1. Arts review
2. Response to Kerry Dirk's "Navigating Genres"
3. McSweeney's Day free write

4. Project Two rough draft
5. Peer review sheet + full rough draft
6. Project cover letter

General Essay Guidelines:

- At LEAST six (6) pages long, double-spaced, no spaces between paragraphs
- Font: Times New Roman, 12 pt.
- Last name and page number in upper right corner of page for all drafts
- Refer to example of MLA-style paper in *Everyday Writer*, pp. 502-11 for more formatting details.

Grading:

Most broadly, the project will be graded as follows:

Project essay:	70%
Invention portfolio:	20%
Participation:	10%
Total:	**100%**

All assignments included in the Invention Portfolio will be graded on a check/check plus/check minus scale.

The essay will be graded on a sliding scale on the following standards, resulting in a traditional letter grade:

- **Direction:** Does the work respond appropriately to the assignment? Are all required components of the assignment included?
- **Development:** Does the student go beyond basic description and engage in critical thinking? Does the profile have an introduction and conclusion that aren't simply restatements of the assignment/each other?
- **Coherence:** Is the essay well-organized? Does the flow of the narrative feel natural and/or purposeful?
- **Care:** Is the essay free of grammar, spelling, and syntax errors? Are there no repeated phrases or unfinished sentences? Is the assignment properly formatted according to MLA style?

Genre Suggestions

- Academic E-mail
- Annotated Bibliography
- Arts Review (e.g., concert, film, album)
- Billboard
- Blog
- Brochure
- Business Letter
- Comic Book
- Cover letter
- Curriculum Vitae
- Elevator Pitch
- Reflective Essay
- Frequent Asked Questions
- Grant Proposal
- Horoscope
- Instruction Manual
- Job Ad
- Laboratory Report
- Lesson Plan
- Letter to the Editor
- Literature
- Love Letter
- Newsletter
- Newspaper
- Field Notes
- Op-Ed
- Outline

- Personal Statement
- Photograph
- Playlist
- Podcast
- Poetry
- Political Speech
- Postcard
- Poster
- Powerpoint Presentation
- Press Release
- Product Description
- Research Proposal
- Restaurant Review
- Resume
- Short Story
- Song Lyrics
- Syllabus
- Telegraph
- Television Commercial
- Text Messages
- Tweets
- Spreadsheet
- Storyboard
- Wedding Invitation
- Wiki entry
- YouTube
- Zine

Project Two: Genre Profile

1500-1700 words
Rough Draft (2 pages) due **Thursday, October 10th**
Full Rough Draft due **Thursday, October 17th** for Peer Review
Final Draft due **Thursday, October 24th** as part of your Invention Portfolio

Assignment Description Here

Expectations, Part 1:

1. Introduce the genre: what it is, where it was found, and what its basic characteristics are. Include information about its history as well: try looking it up on Wikipedia. The "What's a zine?" blog entry will be helpful here.
2. Describe its context: who, specifically, is its audience? What purpose does it serve to accomplish? How do its characteristics help to meet this goal?
3. Analyze the genre: what are this genre's greatest strengths? What about its weaknesses? Would you suggest any alterations? Why?
4.

Expectations, Part 2:

5. Include an example of your own writing in this genre. (This example should be in the format the genre usually comes in. EX: If you chose "Blog," create a blog entry on Tumblr or Wordpress and attach the link to your paper. If you chose Flyer, create a flyer. Please see me with any questions.)
6. Share with us your experience composing in this genre: how did you do it? What did you learn? What was interesting/difficult/strange/cool?

Formatting:

- 6-8 pages long, Double Spaced
- 1.25 inch margins, Times New Roman 12 pt. font
- Page numbers in top right corner
- DOCUMENTS STAPLED TOGETHER

-this is rough- I'm going to use something much closer to Kate's prompt.

Unit 2: Genre Profile

Jessie Miller (handwritten)

Assignment

While many of us are familiar with the term "genre" in association with library sections (Nonfiction, Fiction, Fantasy, etc.), genre is actually more complex than that. Not only is genre defined as a classification of items that share similar characteristics, but it is also a response to a recurring situation. As an example, consider the genre of a flier. What is its purpose? Why was it created? *remove* (handwritten) How does it serve its purpose? What characteristics define it as a genre? Typically, fliers are created as a response to the need for advertisement of an important event.

The focus of project two, then, is to have you engage with genre on a deeper level than you have before. Your assignment is to write a genre profile, which is an analysis of a genre of your choice. In the genre profile, you should do the following:

- Introduce the genre: What is it? Where was it found? What are its basic characteristics? Include information about its history as well: try looking it up on Wikipedia.
- Describe its context: Who, specifically, is its audience? Who is the author/creator? What purpose does it serve to accomplish? How do its characteristics help to meet this goal?
- Analyze the genre: What are this genre's greatest strengths? What about its weaknesses? Would you suggest any alterations? Why?
- Share with us your experience with this genre: How would you compose in this genre? What did you learn by analyzing this genre? What was interesting/difficult/strange/cool? How is this like/unlike anything you've done in the past?

Add in: model the genre + reflect on that experience — right (handwritten)

Focal Course Process Outcomes: *Critical Reading and Analysis, Writing Process and Representation, Use of Evidence,* and *Syntax and Mechanics.*

Invention Portfolio

This portfolio is a collection of your in-class writing, homework (i.e. reading responses), and drafts, including your peer reviews. The portfolio will be graded on your effort and overall writing ability. The following will be included: (a) "Genre in the Wild" activity, (b) "Poetry Slam Competition" assignment, (c) full peer reviewed draft, and (d) peers' review sheets. NOTE: It is likely that further assignments will be added to this list, so you should keep all your work.

Technical Guidelines

The essay should be 6 pages, typed, double-spaced, and in Times New Roman, 12 point font. You do not need a cover page, but you should use proper MLA formatting for the essay (1 inch margins, creative title, header, etc.). For a sample essay, please review pages 502-511 in *The Everyday Writer* handbook. Remember to revise and proofread for coherence and correctness before turning in your essay. You will **print** your paper and bring it to class on each of the dates listed in the timeline below.

Grading Breakdown

Project Two is worth 30% of your overall course grade. In the breakdown of your Project Two grade, the Invention Portfolio is worth approximately 20% and your participation is worth approximately 10%.

Timeline

Full draft for peer reviewing due Wednesday, Oct. 16
Project Two and Invention Portfolio due Wednesday, Oct. 23

Trevor Snyder

Project Two – Genre Profile and Invention Portfolio

Final Draft Due: **Wednesday, October 23rd**

Assignment

This unit is a semi-independent exploration and analysis of a genre of your choice. We will first look at examples of various genres, both in class and out in the "real world." You will then choose a specific genre to profile. For this Genre Profile, you can choose a genre you already feel somewhat comfortable with, though you may find it even more fun and intriguing to choose a genre you have minimal (if any) experience with, perhaps even something that intimidates you (we all have genres we find to be a little scary).

Your Genre Profile should include the following:

- Introduce the genre: what it is, where it is/was found, and what its basic characteristics are. Include information about its history as well (you can try looking it up on Wikipedia, for example).
- Describe its context: who, specifically, is its audience? What purpose does it serve to accomplish? How do its characteristics help to meet this goal?
- Analyze the genre: what are this genre's greatest strengths? What about its weaknesses? Would you suggest any alterations? Why?
- Include an example of your own writing in this genre.
- 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?

Focal outcomes: *Critical Reading and Analysis, Writing Processes and Representation, Syntax and Mechanics*

Invention Portfolio

This assignment will be graded based on your overall writing process. This means that I will collect your project in portfolio format. When the final essay is due, you must also include your in-class writing, homework, initial draft and peer reviews in a simple pocket folder. This portfolio will include: **[1]** Genres in the Wild, **[2]** Genre Immersion, **[3]** Genre Inversion **[4]** Full Draft of Genre Profile, and **[5]** Peer Review Sheet.

Style Guidelines

Your Genre Profile must be **6-8** pages - typed, double-spaced, Times New Roman 12pt. font. Your margins must be one inch, and you must include a title. Please conform to MLA style rules (see: *The Everyday Writer*).

Grading Breakdown

Genre Profile: 210 pts
Invention Portfolio: 60 pts
Participation: 30 pts

300 Total Points (30% of your final grade)

Joe M

project 2 genre awareness

Unit 2 will focus on genre. In this unit, we will explore types of genres, familiar and unfamiliar genres, genre boundaries and crossovers, hierarchies of genre, conventions of genre, and locations and values of genre in our personal and academic lives. We will focus on learning to recognize and use the conventions and purposes of genres for the purpose of effectively entering into discourses within genres.

Major Assignments

Genres in the Wild

Due Thurs. 10/2 by 11:59 pm in the EMU Online Dropbox. See EMU Online for details.

Genre Profile

- Half (3 page) draft, typed and printed, due Tues. 10/15 at the beginning of class.
- Full (6 page) rough draft, typed and printed, due Tues. 10/22 at the beginning of class.
- Final draft, typed and printed, due Thurs. 10/24 at the beginning of class.
- Final draft due in the EMU Online Dropbox before 9:30 am on Thurs. 10/24.
- See EMU Online for details of this assignment.

The final draft of your Genre Profile will be assessed as follows:

Your Genre Profile...	NA	NI	AC	EX
... defines and describes your genre and its features and conventions, using examples,				
... explains your genre's intended audience and purpose and its expected responses,				
... is coherent and focused,				
... is fully developed,				
... and demonstrates care, which includes mechanical correctness.				

Project Grading Breakdown

Literacy Narrative: 21 pts

Invention Portfolio (this includes all of the other pieces mentioned above): 6 pts

Participation: 3 pts

Invention Portfolio Checklist

Project Schedule

	Readings/Assignments Due	In Class
Tues. 10/1	Read Kerry Dirk, "Navigating Genres." Complete Dirk Reading Quiz on EMU Online before 11:59 pm.	NO CLASS - individual conferences
Thurs. 10/3	Upload Genres in the Wild <u>to the EMU Online Dropbox</u> before 11:59 pm	NO CLASS - individual conferences
Tues. 10/8		Fastwrite reflection on Genres in the Wild; Unfamiliar Genre Profile topic workshop
Thurs. 10/10	Bring a typed, printed copy of your Project Notes to class	
Tues. 10/15	Bring a typed, printed half draft of the Genre Profile, due at beginning of class	Workshop on genre conventions of Standard Edited English, academic writing, and MLA
Thurs. 10/17		
Tues. 10/22	Bring a typed, printed full rough draft of Genre Profile,, due at beginning of class.	Reader Response sessions
Thurs. 10/24	Electronic copy of final draft of Genre Profile due to EMU Online Dropbox before 9:30 am. Typed, printed final draft of Genre Profile & Invention Portfolio due at beginning of class.	

PROJECT TWO: GENRES IN THE WILD

Assignment:

6-8 pages
Two page start due **Wednesday 10/16**
Rough draft due **Monday 10/21** for Reader Responses
Final draft (and Invention Portfolio) due **Wednesday 9/23**

In the first part of the paper, I want you to conduct an in-depth exploration of one genre. This can be one of the genres we discussed together or one you found on your own time. Your paper will then be a way to answer the questions surrounding the genre. (You will find these questions in the Expectations Pt. 1 section below). Part one is approx. 4 pages of the paper.

In the second part of the paper, I want you to take the genre you chose to analyze in part one and compose a text/document within the genre. You will then share with me your experience composing in this genre by answering the questions in the Expectations Pt. 2 section below) Part two is approx. 2 pages of the paper (~~not including~~ ~~the example of your own writing~~ 1 pg. example & 1 pg. reflection

Expectations, Part 1:

1. Introduce the genre: what it is, where it was found, and what its basic characteristics are. Include information about its history as well: try looking it up on Wikipedia. The "What's a zine?" blog entry will be helpful here.
2. Describe its context: who, specifically, is its audience? What purpose does it serve to accomplish? How do its characteristics help to meet this goal?
3. Analyze the genre: what are this genre's greatest strengths? What about its weaknesses? Would you suggest any alterations? Why?

Expectations, Part 2:

4. Include an example of your own writing in this genre. (This example should be in the format the genre usually comes in. EX: If you chose "Blog," create a blog entry on Tumblr or Wordpress and attach the link to your paper. If you chose Flyer, create a flyer. Please see me with any questions.)
5. Share with us your experience composing in this genre: how did you do it? What did you learn? What was interesting/difficult/strange/cool?

Formatting:

- 6-8 pages long, Double Spaced
- 1 inch margins, Times New Roman 12 pt. font

Invention Portfolio Contents:

- Kerry Dirk *Navigating Genres* Ticket-In
- Compare/Contrast paper of *The Onion* and actual newspaper
- Genres in the Wild worksheet
- Two page starter draft
- Full rough draft with peer response worksheet
- All fast writes

Project Two: Genre Profile
Rough Draft Due: **October 22, 2013**
Final Draft Due: **October 24, 2013**

The Assignment
The Unfamiliar Genre Project is a semi-independent exploration and an analysis of a genre you will encounter through your major's program of study or potential future career. The key is choosing a genre that you have minimal (if any) experience with, but will eventually encounter regularly in your field of study.

The Genre Profile you create should include the following:

- Introduce the genre: what it is, where it was found, and what its basic characteristics are. Include information about its history as well: try looking it up on Wikipedia.
- Describe its context: who, specifically, is its audience? What purpose does it serve to accomplish? How do its characteristics help to meet this goal?
- Analyze the genre: what are this genre's greatest strengths? What about its weaknesses? Would you suggest any alterations? Why?
- 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?
- Include an example of your own writing in this genre (this will be in addition to your 6-8 page genre profile essay)

(handwritten margin note: Put Genre in General to Specific to your field)

Outcomes
- Critical Reading and Analysis
- Writing Processes and Representation
- Syntax and Mechanics

Assignment Details
Page length: 6-8 pages, typed, double-spaced, 1-inch margins
Font: Times New Roman, 12 pt
The format of your paper should be consistent with MLA formatting. Please consult the Purdue OWL: MLA Formatting and Style Guide
http://owl.english.purdue.edu/owl/resource/747/01/ for more information.
Please have a title and staple your genre profile pages together

Invention Portfolio
Along with your genre profile, you will be turning in all of your Invention Portfolio (IP) items completed through October 22. The following IP items should be placed in a simple folder in the following order behind your reflection letter and genre profile when turning in your project:
- Free Writes V and VI
- Kerry Dirk "Navigating Genre" reading notes
- Music genre profile and game sheet

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- Genre List from major/future career
- Genre sample and analysis
- Blurring Your Genre's Boundaries
- Rough Draft (with reader response comments)
- Creation of text in your genre *(this will be graded as both an IP and as part of your final essay; please attach it or an updated version to the final essay)*

Reflection Letter and Annotations

On October 24, you will be given time in class to write a reflection letter to include with your project. This letter will give you an opportunity to tell me more about your project. You will also have time to annotate your genre profile, highlighting what you did well, what you struggled with, or any areas of question you had about the document. We will discuss this in further detail on that day.

Evaluation Criteria

Your genre profile will be evaluated based on the following criteria:
1. Profile of Genre – Does the writer introduce the genre? Does she describe its context? Is there analysis of the genre? Does the writer share his experience with composing in the genre?
2. Genre Example – Did the writer create a believable text in her genre? Is it attached to the final essay? Did he update the final version?
3. Development – Is the profile at least six pages? Are the aspects of the genre sufficiently explored by the writer?
4. Coherence – Is the genre profile organized in a way that makes sense to the reader (i.e. allows the reader to follow along without confusion)? Do the paragraphs "flow"?
5. Correctness – How well does the writer use grammar and syntax? Are there any typos? (*The Everyday Writer*, pp. 3-12)

Grading

Project Participation – 3 pt
Invention Portfolio (IP) – 6 pts
Literacy Narrative – 21 pts
Total points – 30 pts (30% of your final grade)

University Writing Center (UWC)

If you need help with your narrative, you are encouraged to make an appointment with the staff at the UWC. Remember to bring a developed draft, any questions you have, and this assignment prompt. For more information visit: www.emich.edu/uwc.

Project II: Profile of an Everyday Genre
Deadlines: 10/15-- Half-draft (first three pages) due; 10/17-- Full draft (six pages) due;
10/24-- Final version and Invention Portfolio due

When you think of genre, you might think of types of novels you like to read, such as fantasy, sci-fi, and mystery; types of music, like hip-hop, alternative, and country; or types of movies, like horror films, cult classics, and romantic comedies. Genres can function for us as categories that we sort our "favorites" into.
.Have you ever thought of an advertisement for an apartment sublet as a genre? Or a resume as a genre? With this unit, we will analyze everyday genres such as these to discover their features, consider their intended audiences, and consider how audiences respond to them.

Examples of everyday genres that you might like to choose for the purposes of this paper include blogs, cartoons/comics, job descriptions, newsletters, resumes, podcasts, press releases, restaurant reviews, advertisements, cover letters, and bibliographies.

Part One: Everyday Genre Paper

For this project, you will write a six-page essay introducing an everyday genre, documenting its features, and accounting for its intended audience and the response that you think its writers/creators expect. To do this type of work, you will need to collect six to eight examples of your everyday genre, for the purpose of understanding the genre and being able to explain it.

Questions to ask yourself as you work:

- What are the features that you notice are common to all the examples you have collected in your genre?
- What rules do you notice your everyday 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 everyday 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 everyday 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.

Evaluation Rubric for Everyday Genre Paper

	Not applied-- Not attempted at all (F)	Narrowly Applied (D-range)	Needs Improvement (C-range)	Acceptable (B-range)	Excellent (A-range)
Discussion of genre features/rules, using examples		— — —	— — —	— — —	— — —
Explanation of your genre's intended audience and responses that authors could expect		— — —	— — —	— — —	— — —
Coherence		— — —	— — —	— — —	— — —
Development		— — —	— — —	— — —	— — —
Correctness		— — —	— — —	— — —	— — —

Part Two: Invention Portfolio

You will turn in the following items with the Invention Portfolio for this project:

1. Fast Write on article by Kerry Dirk
2. Half draft (first three pages) of Project Two
3. Fast Write on a quote by Andrew Sullivan
4. Full draft (six pages) of Project Two
5. Peer responses on your work (Keep in mind that you will also be evaluated on the quality of your responses to others' work, but these will not be included in the portfolio)

Project 2: Genres that Motivate Us to Write

Writing Strategies we're working on:

- Making conscious decisions about form and content of your own writing
- Reading text critically for both content and writing strategies
- Using evidence from text and experience to support analysis
- Analyzing audience expectations and taking them into account in your writing
- Recognizing and analyzing the conventions of a genre; employing genre conventions in your own writing
- Citing sources according to MLA format
- Developing strategies to revise and proofread your own writing

Readings:

"Introduction: Some Strategies for Reading and Writing the College Experience Based on the Concept of Genre"

"The Things They Carried" by Tim O'Brien

"Analyzing Letters to the Editor" by Amy Devitt, et al.

"Navigating Genres" by Kerry Dirk

Three (or more) professional examples of the genre you choose

Selections from *The Everyday Writer*

Overview:

In Unit 1, we analyzed the conventions (or expectations) of one genre, the writer's memoir. The assignments in this project, Unit 2, will ask you to **investigate**, **read**, and **write** in a genre that is connected to a social issue that interests you. By social issue, I mean something of great importance to society. Just to give you some examples, this could include issues like child abuse, violence on television, poverty in urban areas, homelessness, racism, gender stereotypes, our criminal justice system, care for our veterans, gang violence, and so on. A song about heartache or love is not a social issue, but an increase in teenage suicide or alcohol abuse is. Everyone's chosen issue will be different because we are all diverse and have our own beliefs. The idea here is to choose an issue that is *important to you, as well as to society at large.*

As we know from our first reading, "Some Strategies for Reading and Writing the College Experience Based on the Concept of Genre," genres interact with and are influenced by other genres. Also, genres support "interactions between and among individuals and groups of people" (p. 5). In other words, genres cannot be easily separated from the social context in which they exist. For that reason, this project asks you to study a genre both as a piece of writing and as part of a social context. It asks you to write about the form, content and style of the genre but also to analyze the genre's interaction with the people and events around it. It is these interactions that often lead us – as writers – to feel inspired and motivated to write.

There are several purposes for this project: to learn to study genres, to learn about our own research and writing processes, and to use our research to create our own written example of the genre. We will be analyzing the ways conventions are used to communicate messages, the underlying values and assumptions associated with different genres, and the choices we must make when writing based on audience expectations. Finally, we will be working on smoothly integrating evidence from the course readings and example texts in order to support the ideas in our essays.

Invention Pieces for Unit 2:

In-class invention pieces: daily fast writes, genre annotations, issues and genre maps, reading notes, and...

"Genres in the Wild": Scavenger Hunt (3 paragraphs total)

After reading "Introduction..." and Kerry Dirk's "Navigating Genres," your assignment is to find 3 genres "in the wild," meaning that you find them as they exist, within their environment. Hint: a billboard on the freeway would be a genre in the wild because it is observed in its actual environment where it serves a specific purpose; this is to help you conceptualize genre as more than the product itself, and also as a communication event.

Write up a paragraph for each genre you "collect." You will want to take a photo of what you find and include this above your writing. In each paragraph, I want you to introduce the genre (what it is, where it was found, and what its basic characteristics are) and describe its context (who, specifically, is its audience? What purpose does it serve to accomplish? How do its characteristics help to meet this goal?).

Writing Exploration #1: Genre Analysis (2+ pages)

In order to analyze this genre, you will select and annotate three examples of a genre related to your social issue. Then, you will write an essay responding to the following questions: What are the conventions of this genre? Consider content, form, and style. Try to list 10 or more conventions. Who is the intended audience for this genre? How does the genre communicate a purpose to the intended audience? What is the social issue that your genre addresses? How, specifically, does it go about addressing that issue? What is it about this genre that inspires or motivates you to write? Why is this particular text significant to you? Why did you choose to focus on the issue you did?

Writing Exploration #2: "Writing in a New Genre" – (2+ pages)

Now it's time to create a piece of writing *in* the genre you have been studying in Unit 2. As you create your genre piece, remember to use the conventions that you discussed in your Writing Exploration #1. This should still be the equivalent of two pages of writing, though it will be in a form that is appropriate for your genre rather than in the form of an essay.

Long Essay #2: "Genres That Motivate Us to Write" – (5-6 pages)

Now it's time to put all your ideas together in a more formal piece of writing. In your Long Essay #2, you will be constructing an academic argument. Thus, you will need to be sure to make a clear statement of your position and use evidence to support it. The main argument of your essay should address the following questions:

- **Does your genre effectively address your social issue and a specific audience?** *How* **does it accomplish this? (Another way to put it: How does your genre function both as a piece of writing and as a part of a social context?)**

To support your argument or position, you will need to describe your genre and social issue and discuss what you have learned from your research of the genre and issue. Use your responses to the following questions to support your argument:

- Describe your process of investigating, reading and writing in your genre. How did you feel at the outset of this project? (towards your genre and towards the process?) What did you learn as you read the genre and analyzed its conventions?

- Describe the conventions of your genre. Choose some of the most important conventions and provide examples that illustrate them. These examples can be quotes or paraphrases from your genre examples or your own Writing Exploration #2. Be sure to cite your examples using APA or MLA format.

- Describe the purpose of the genre. What is it about this type of text that inspires or motivates you? What might motivate other authors to write in this genre? You might also discuss why this genre is significant to you and to society at large.

- How does this genre effectively communicate a message?

- Does this genre target a specific audience? Describe that audience and explain how you know this is the audience s/he is targeting. Be sure to use evidence from the text to support your ideas about the target audience.

- Describe the social context of this genre. Incorporate ideas from our class readings, "Some Strategies for Reading and Writing the College Experience Based on the Concept of Genre" and/or "Navigating Genres."

Tips/reminders:

- Address the above questions within your essay but not in exact order or in question/answer format. One way to make sure you do this is by writing an outline that puts everything you would like to discuss into a logical order - try to anticipate the questions your readers might have and answer those questions throughout your essay in the order that would make sense to your reader.

- Throughout the essay, remember to include evidence from readings to support your points. Be sure to include quotes or paraphrases from at least one or two of the articles we read for class. Also, be sure to include quotes or paraphrases from your genre examples. Incorporating evidence is a skill that we will discuss in class and will continue developing throughout the semester.

Formatting guidelines for Writing Explorations and Long Essays:

- Please type and double-space your writing and use 1" margins. Please use 12 pt. Times New Roman Font. Citation will be MLA format.

- Please use page numbers for the Long Essay.

- Include your name, the date, and the assignment name in the top left corner of the first page of your essay.

- Also, remember to give your essay a creative title and center it at the top of the page.

- Don't leave more than two blank lines between your title and the first line of your essay.

UNIT 2: GENRE PROFILE

Assignment:

1500-1700 words plus redesigned ad.

Two page start due **Wednesday 10/16**
Rough draft due **Monday 10/23** for Reader Response.
Final draft (and Invention Portfolio) due **Wednesday 9/28**

Formatting:

- • "1" inch margins, Times New Roman 12 pt. font

Readings

- ● "Navigating Genres" by Kerry Dirk
- ● http://johngreenbooks.com.
- ● http://Shauntan.net.
- ● http://www.aubreyjewel.com.
- ● *The Everyday Writer* "The Top Twenty"
- ● *The Everyday Writer* 23a & 23d

Major Assignments

Annotation of two magazine or digital ads

Bring to class two magazine or digital ads that connect to in some way: present/past experience. Look for ads with the most connection to you and annotate them. Write a two page draft on chosen ad using the questions listed in profile assignment. Two page start due **Wednesday 10/16**

Genre Profile: Magazine or Digital Ad Analysis

The Genre Project 2 is a critical analysis of a magazine or digital ad.
In the first part of the paper, I want you to conduct an in-depth exploration of an ad. The ad needs to connect to you in some way: present/past experience. The ad can be either hard copy or digital (online). Your paper will be a way to answer the questions surrounding the genre. (You will find these questions in the Expectations Pt. 1 section below).

In the second part of the paper, I want you to take the ad you chose to analyze in part one and recreate the ad. You will then share with me your experience composing this ad by answering the questions in the Expectations Pt. 2 section below)

Expectations, Part 1:
1. Introduce the genre: what it is, where it was found, and what its basic characteristics are.
2. Describe its context: who, specifically, is its audience? What purpose does it serve to accomplish? How do its characteristics help to meet this goal?
3. How does the advertisement attempt to get your attention?
4. What is the goal of this advertisement?
5. List the information the advertisement provides about the product.
6. Rate this advertisement on its effectiveness: does it catch and keep your attention? Does the ad clearly convey what is being said? Is it memorable? Why?
7. What images has the advertiser chosen to use? Why?
8. Analyze the genre: what are this genre's greatest strengths? What about its weaknesses?

Expectations, Part 2:
9. Include an example of the new ad.
10. Share with us the changes you made to the ad. Explain why you made those changes.
11. Share with us your experience composing in this genre: how did you do it? What did you learn? What was interesting/difficult/strange/cool?

Invention Portfolio

Your work for Unit 2 will be submitted in an Invention Portfolio. This portfolio will include the following:

- Genre Profile rough draft
- Genre Profile final draft
- Ad annotation documents
- Ad design drafts
- Two page analysis draft
- Reflection Letter*

*Write a one-page reflection letter that considers the following: What was the process that you used in writing your genre profile? How did that process work for you? What were your goals for writing and understanding this project? Do you feel you met those goals? What did you focus on for revision? How did the revision process go for you? If you had additional time to work on this project, what else would you do? Is there anything you would do to improve this assignment for future students? Please reference specific assignments, activities, and examples.

Outcomes
- Critical Reading and Analysis
- Writing Processes and Representation
- Syntax and Mechanics

Unit 2 Grading Breakdown:
Genre Profile: 40 pts.
Invention Portfolio: 12 pts.
Participation: 8 pts.