

Project 3: Composition in 2 Genres Assignment Sheet

Context and Overview

The last two projects have had us research different types of writing and write about that writing. This project gives you the opportunity to put some of that knowledge you've gained into practice by developing a single *researched* argument within your field, which you will present using two different non-academic genres. Instead of writing a paper, you're going to compose in more everyday genres—genres you're more accustomed to seeing and consuming outside of school, but also genres you're more likely to compose in once you leave school. The goal of these texts is to try to convince your audience into action based on your position.

Helpful Information

What is a **genre**?: A category of composition characterized by similarities in form, style, or subject matter.

Genre examples: pamphlets, billboards, speeches, Instagram posts, Facebook posts, advertisements, music videos, flyers, news articles, magazine covers, videos that circulate on platforms, BuzzFeed articles, websites, Tumblr pages, etc.

Logistics

This Project includes three parts:

1. **Proposal (25 points)**- This explains what your topic is, where you're looking for research, what your argument is, who your audiences are, the two genres you're going to be composing in, and—for all of these things—why. This should be 1.5-2 pages
2. **Compositions in Two Genres (50 points)**- These are the actual texts you create for this project that present your argument to two different audiences in two different ways.
3. **Rhetorical Rationale (25 points)**- This is a rhetorical analysis of your project: Who are the intended audiences? How did you use rhetorical appeals to reach each intended audience? Why did you pick these two media and genres? How did you expect readers to read your genres? Why did you make the choices you did? A More thorough list of questions will be provided, but this will give you a general idea. This should be approximately 3-4 pages.

The two texts for this project should be directed at **2 different audiences**. Think more deeply about your audiences than things like “people who do or don't agree with you” and be specific as to who you are speaking to. And your audience should not be “the general public”: Are you addressing other college-aged students? College-aged students at Trinity? Freshman at Trinity? Etc. Or Are you speaking to members of congress? Who your audiences are will largely affect which genres you use, the design choices you make, and—importantly—the rhetorical rationale. Just as you have had practice in the past in narrowing your scope and research topics, narrow your audience. Making your audience more concrete and specific will be easier for you in the long-run and will result in a more successful project.

You might also consider inhabiting the voice of an organization or campus club that you create. In the past, I've had students make up their own clubs in order to get students to

join the organization and participate in their events. The club/organization should have a certain stance and make an argument: e.g.: Trinity should have better recycling initiatives because of overwhelming trash production that leads to global warming. And your texts can be presented from the perspective of the Bantam Sustainability Council.