

## Assignment 1: Professional Writing Genre Analysis

English 229-006, Liz Homan

### Description:

Writing in various professions involves engaging with multiple and varied *genres*, or types of writing that feature distinct discourses and rhetorical

markers. Professional writers vary their tone, diction, rhetorical appeals, visuals, sound, colors, and many other compositional features depending on their audiences and purposes for any given composing task. Your task for this assignment will be to choose one genre of writing that is specific to a profession of your choice, and to provide an analysis of that genre. What are its features? Why are those features prominent? What are the “rules” all writers in this genre follow... and which “rules” are flexible? When/if writers “violate” the genre, when do they do so, and why?

### Requirements:

Because this analysis requires you to delve into the intricacies of a particular genre of your choosing, I have decided not to place genre restrictions on your composition. This means you can compose your analysis *in whatever genre and media* you would like – video/visual/resume/audio/essay – as long as you can justify your choice. For example, if you choose to analyze cover letters of a particular profession, you could do so in a series of cover letters that show the various elements of the genre, highlighting what “rule violations” might look like or how the letters change for different audiences within the profession. (*This is called a meta-analysis – see unit folder for an example meta-analysis of a five-paragraph essay*)

Because this piece may be written in any genre, I do not have specific length requirements for this analysis. **However, the following expectations will be taken into consideration during evaluation of your piece;** you will want to somehow illustrate that you have met these expectations in your final composition:

1. Engagement with and analysis of ten (or more) examples of a genre from a particular profession
2. Articulation of the “rules” of the genre: what’s typically expected, what’s typically done, what’s typically frowned upon?
3. Articulation of the rhetorical situation of the genre: who’s the typical audience, what’s the typical purpose, what are the typical rhetorical strategies employed?
4. Exploration of “violations” of the genre: what “rules” can be “broken,” and with what effect on audience, purpose, effectiveness?

### Important Due Dates:

- Wednesday 1/15:** *Blog post* identifying a genre you hope to analyze (or response to a classmate’s post)
- Wednesday 1/22:** *At least five of the ten examples* for your analysis (due in your GDrive submission folder. If using web examples, make a doc with links to sources)
- Monday 1/27:** *Draft of Assignment 1* due to review folder for group workshop
- Wednesday 1/29:** *Group workshops* in class of Assignment 1. Be sure to read classmates’ drafts for today!
- Monday 2/3:** **Assignment 1 DUE. Submit to personal GDrive submission folder.**