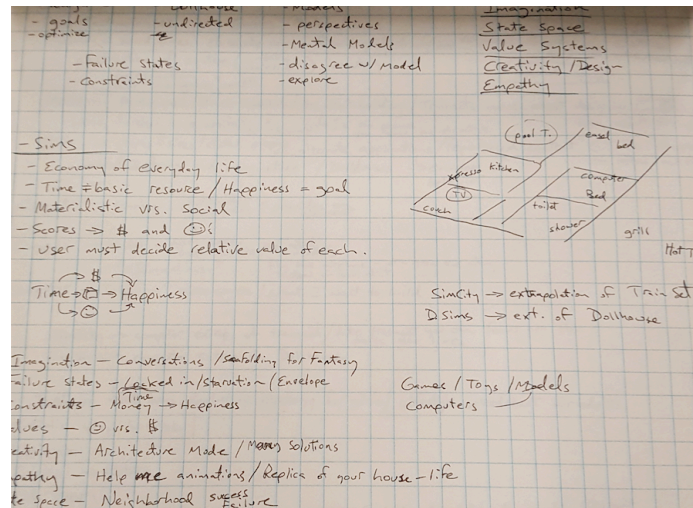


WRT 205 Unit 2 Project: Genre Analysis



This unit, we discussed the modality or technology of gaming and how it incorporates research and design elements in order to advance an argument through its texts and procedures. We also contrasted this approach to rhetoric to more traditional and technical genres, often the research materials that games drew from. For your project, you must pick two genres—one more specialized and another more public—and analyze it.

Project Description and Requirements

For this project, your subject matter is not as important, though you may pick one in light of your final individual-inquiry project. The main thing is to pick two genres, one more technical and the other more reader-friendly or public. In class, we contrasted games with research reports. You may build on this work or pick two genres of your own. For example, you may contrast a TED talk with a research article or a feasibility study with a PowerPoint. You could also be a bit creative with the distinction, contrasting a more involved news article with a clickbait article. The questions below can help drive your analysis.

In terms of specifics, I'll be looking for about 1,000-1,200 words or more of analysis, though I do not have a particular length in mind. While you are trying to make more general claims about genre, you should include some examples of either genre to help illustrate your point. I expect this would be more traditional in nature, but you are welcome to explore various modalities, depending on your preference. You should cite your examples and include them with your draft. Also, as with project 1, I hope for you to hand in the final draft with invention materials and the reflection cover-letter.

Questions to Consider

Feel free to consider the following questions. You do not need to answer all of them, nor are you limited to them as long as you meet the general design of the assignment:

1. What are your two genres and what is your topic?
2. How are your two genres alike or different?
3. What are the purposes of the genres? How is this reflected in the examples?
4. Who uses these genres? Who doesn't? How is this reflected in the examples?

5. Do these genres have a particular history? How have they evolved or not?
6. How stable or unstable are these genres?
7. Do these genres operate in a particular system, institution, or community? Why might that be? How do you know?
8. What modalities, media, or material make up these genres? How is that significant? Can they go across certain modalities or materials?
9. How do these genres affect the way content gets distributed? Understood? Organized?

What I'm Looking For

	Positive	Negative
Length/Effort	The project exhibits the required effort, which we will discuss at an ongoing basis, but should provide a reasonable amount of depth and engagement representative of the expected length.	Project seems thrown together last-minute or does not otherwise exhibit the appropriate level of effort.
Sources/examples	Analysis uses multiple examples to make claims and incorporates relevant outside research. Properly represents sources and examples.	Does not reflect any sources, uses few examples, or does not make observations based on claims. Misrepresents sources and examples.
Analysis	Goes beyond mere summary and looks for patterns to form larger conclusions based on the genres. Builds from specific examples and references these in the analysis.	Merely describes or only does surface-level exploration or analysis.
Reflection	Includes relevant invention work and cover letter.	Reflection is incomplete, lacks sufficient engagement or detail and does not help explain the project or process.
Style and delivery	Project is cleanly executed with few errors based on the medium.	Shows lack of care for the presentation of the project.

[Document image: from Will Wright's design notebooks for *The Sims*. Image taken by the author]

