Category 1 Assignment – Joe Campbell

**Genre Analysis**

5-6 double-spaced pages; 3 sources, as described below

For this assignment, you will compare and contrast the rhetorical strategies from 3 different sources that discuss the same (one) topic in your discipline: one from a scholarly journal, one from a trade publication, and one from a popular magazine. Areas to examine may include:

* Author(s) (qualifications, identities within & outside the document)
* Audience awareness
* Purpose
* Structure – How is document designed? How is information arranged?
* Language (e.g., technicality of language, complexity of sentence structure, use of 1st person)
* Image (tables, figures, maps) or lack of image – would having an image enhance understanding?

Ultimately, you will synthesize your data into a comparative analysis that acknowledges writing in your discipline and analyzes the rhetorical strategies used for different audiences and in different contexts.

Objectives: to map out and understand both common and diverse features of disciplinary conversations addressed to different audiences; to understand the ways topics are talked about in your field; to share information with other writers in your discipline

Format: [whatever their discipline considers to be acceptable manuscript form]

Audience: Your fellow classmates

Proposal (with an annotated bibliography included under your Resources heading) due: Sep. 10

Peer Review: Sep. 24

Project Folder due: Oct. 1

Category 2 Assignment – Joe Campbell

**Response to an Ethical Issue**

8-10 pages; 5-7 sources

For this assignment, you will identify, investigate, report on, and respond to an ethical issue in your discipline/field. The project should responsibly represent divergent viewpoints on the issue and should be directed to an audience of non-experts. If you imagine your audience to be a reader from a particular publication, consider how that publication shares knowledge with its readership. Your document should respond accordingly.

You will use a variety of sources for this assignment – both primary and secondary – but all secondary sources not from a scholarly journal must be vetted for credibility.

Objectives: to practice writing for common disciplinary purposes; to consider how writing conventions differ within disciplinary contexts

Format: how the document would appear in the publication you’ve chosen

Audience: of your choosing (but consider who needs/wants to know the information)

Proposal (with an annotated bibliography included under your Resources heading) due: Oct. 15

Peer Review: Oct. 29

Project Folder due: Nov. 7