This in-class exercise is designed to illustrate how genre affects purpose, audience, and rhetorical appeals by showing different sources on the same topic.

I start by showing a Prilosec commercial featuring Larry the Cable Guy:

<http://youtu.be/-mYP7eiz5Co>

We discuss the purpose, audience, and rhetorical strategies used in the commercial as well as commercials as a genre. After that, I show them a few different websites (sometimes we do it “live” in class; sometimes I provide them with the links ahead of time). We identify the purpose, audience, genre, and strategies for each one, and then we compare how each source changes based on its purpose, etc.

<http://www.nlm.nih.gov/medlineplus/druginfo/meds/a693050.html>

<http://www.webmd.com/drugs/2/drug-7957-143/prilosec-oral/omeprazoledelayed-releasecapsule-oral/details>

<http://www.prilosecotc.com>

Sometimes I also toss in a scholarly journal article from a medical journal about Prilosec: “Comparison of Prilosec OTC to placebo for 14 days in the treatment of frequent heartburn” by L.D Allgood, J.M. Grender, M.J. Shaw, and D.A. Peura from the *Journal of Clinical Pharmacy and Therapeutics* (2005) 30, 105-112.