**Unite 3: Composing in a New Genre**

**(adapted from R. Olerich)**

This unit project will build and expand on the research you’ve already done. To do this, you will experiment with a genre that you’ve never written in before but want to know more about in order to answer the question you’ve come up with from your research. For example, you might write newspaper Op-Ed, journal article, or create a photo series, Podcast, a TED Talk, advertisement, music video, etc. However, it must be written in a genre that you studied/analyzed in Unit 2 or that we have discussed this semester and consider what you think people REALLY need to know from your research and who needs to know it? What is the genre that best gets that across? OR consider what you think is the most important message from your research and in what genre you think you could best deliver that message? Who would you be able to reach in this genre and why?

**Length:** 4-6 pages double-spaced (about 1500 words). If you complete a photo series, you should include an accompanying artist statement. If you make a music video/Podcast, you must have a script, etc.

**Due:** (Date X)

Before you start, think about what you have to say. Consider what is the best genre to get your point across on your topic and to answer your question with the audience you would like to engage in mind. If you like graphic novels, (for example, *Persepolis* and its portrayal of the Islamic Revolution)–would that be a good format to write about political/religious issues or food/racial inequality? Once you have come up with your genre, and identified your purpose and audience, you must compose and submit a proposal.

**Proposal Assignment. (**Due: X) Proposals provide an opportunity for you to articulate what you want to accomplish with your project as well as generate feedback from me and your peers

A good proposal includes:

* An overview of the project’s topic, genre, and goals (including a working thesis, hypothesis, or line of inquiry)
* A plan detailing how the project will create and support the argument, what technologies it requires, where help with those technologies is available, and how those technologies will illuminate the research/line of inquiry
* A justification for why and how the chosen media and genre are appropriate to the goal and audience of the project
* A timeline for completion

You must present your idea/concept to me prior to beginning to work on it for approval. The proposal for the project you choose for this assignment must include analysis, justification of choices for the form, format, editing and presentation of your multimedia project. In order to do this, you should answer questions we have been discussing all semester such as what is the best method for reaching an audience with the particular message would like to convey by answering your unit 2 research question? What is your purpose and what genre will best help your audience realize your purpose and help you best convey the purpose of your message? What is the most effective genre for addressing the central question of your chosen unit 2 that is able to reach and impact your audience in the manner that best suits your purpose? This proposal should be 1-2 pages in length and based on your responses to the above bullet points, double spaced.

**Grading:**

A. **Genre Awareness:** Do you know the characteristics of the genre you are working with? Is your work thoughtful and analytical?

B. **Audience Awareness:** It is important to know who you are writing for (as we have discussed in class many times). Are your choice of words, argument, genre and design appealing to your audience? Why would your audience want to read your document? Does your document add to the canon or contribute something new to your discourse community? Remember that your audience is particular–it is not everyone in the world,

nor is just your teacher or your classmates.

C. **Vigilance:** Is your finished product/document really finished? Could you add to or edit your project for clarity?