



**UNIT
THREE**

**NEW AUDIENCE
NEW GENRE**

DUE: DECEMBER 5!

WHEW! IN UNIT TWO, YOU DID A TON OF WORK, LEARNING ABOUT YOUR TOPIC, AND FINDING OUT WHO ELSE HAS WRITTEN ON THAT SUBJECT. YOU ALSO LOOKED AT A VARIETY OF DIFFERENT GENRES, AND EXAMINED HOW THOSE GENRES ANSWERED YOUR RESEARCH QUESTION. NOW IT'S TIME TO PUT THAT RESEARCH TO WORK.

WHAT DO YOU MEAN?

In this unit, you will write about the subject you researched in unit two in the genre of your choice, preferably one of the genres you have already researched, but I'm open to other options. Whatever you choose, it should be the genre that best reaches the audience you think needs to hear about your topic. Will your audience listen to a standup comedy routine? A video essay? A magazine article? A declaration? The script to a speech? This should be a genre you have not written in before!

More or less anything goes, as long as it is appropriate to the audience and not offensive (by which I mean, racist, sexist, homophobic, etc-- I don't consider swearing offensive, but it might be inappropriate to the audience or the genre.) Whatever you make here, I want you to do some writing. I can't give you an exact word count-- that will vary, but I will tell you need at LEAST 1200 words (if you do a video, you must have a script) and the fewer words you have, the better they must be.

You must also use some of your research in your new text. You are an informed scholar on this topic at this point and being informed increases your credibility, so show your readers you know what you're talking about. Use that research!

ALSO, YOU MAY NOT DO A POWER POINT PRESENTATION.

SOME GENRES WE'VE LOOKED AT THIS SEMESTER:

- The literacy narrative
- The declaration
- The speech
- Song lyrics
- The how-to
- The TED talk (i.e. the animated talk on education)

For more genres, see the handout on genres from class.



GRADING CRITERIA:

You will largely get graded on: Fitting your genre, appropriateness for your audience, effectiveness of message, and care. What do I mean by this?

1. **Genre:** You can choose whatever genre you want (as long as you do AT LEAST 1200 words of actual writing!) but you must fit that genre. A stand up comedy routine without jokes, for example, or a declaration that makes no demands, or a how-to that doesn't teach me anything-- these do not fit the genre. We'll take some time to name what the rules of your genre actually are.

2. **Appropriateness for audience:** Well, first of all, a puppet show is not appropriate for a city council meeting any more than a brochure is appropriate for a preschool class, so in part, I'm talking about what genre you choose. But I am also talking about topic and word choice. If we take the examples of the preschool and the city council meeting, it's pretty easy to think about. Learning how to use the toilet isn't a real city council topic, and commercial zoning laws aren't a real preschool topic. Likewise, you would use different diction (and fonts, and pictures, and so on) with kids and with politicians. Usually.

2. **Effectiveness of message:** This one is simple to explain, though not always simple to DO. Does your point get across to your intended audience?

3. **Care:** This sounds pretty vague, because it's going to vary by genre, but basically, this is how much of a finished product you turn in. If this is a more formal paper, or a children's book, or a brochure for the city council, it should be relatively free of grammatical "error." If you are writing in Brooklyn English, that's fine (if it fits your audience, of course,) but you still need to be in consistent Brooklyn English and free of typos and your project needs to look good. In other words, you need to be able to explain why everything that's on the page (or in the video, or on the webpage, or in the recording, etc) is THERE. NO SLOPPY WORK.

