**GENRE 1: YOUR CHOICE!**

**GENRE 2: IGNITE PRESENTATION**

**\*A NOTE TO INSTRUCTORS: This is an abbreviated version of the Composition-in-Three-Genres Project, which is a curricular requirement for ENC2135. If you use this assignment for pedagogical modelling, keep in mind that this is a summer version, where only two genres are required, due to the time constraints of summer sessions. This assignment, as it is taught within a full-length spring or fall semester, requires students to create three new genres, rather than two.**

PROJECT 3: COMPOSITION ACROSS GENRES

(1500 words min.)

Background: Re-present the research conducted within your research essay across three (3) genres:

A new genre and one class presentation

In other words, choose and create 1 new composition related to your research essay’s claim.

Your compositions should include written text but neither should be a lengthy paper. Instead, you might write a feature article, a movie review, or a short story that relates to the main point of your research essay. See our textbook for genre examples.

Note: unless you have a convincing reason and a clear, substantial plan for creating a social media page, social media pages will probably not get approved for this project.

Components:

1

Project Proposal

(200 word min.)

Consider the options available to you in other genres. Ask yourself these questions:

* Which specific audiences would be interested in or affected by the position that you chose in your research essay?
* Which media would best appeal to one of those audiences? How would you remediate your essay for that medium?

In your project proposal, list your two chosen genres, explain why you chosen them, and briefly summarize how you plan to create them. Your submitted project proposal must be properly formatted to receive full credit. See the example on our Canvas page.

2

1 Genre

(800 words min.)

The genre you choose are up to you, but make sure there is a clear reason why your target audience would be interested in what you have to say. Your genre must reach the 800-word count. Do not copy and paste text from Project 2 into Project 3.

Word Count: for certain genres, an artist’s statement may be appropriate to reach the required word count. An artist's statement (see Bedford Book of Genres) describes your genre’s content and message. It is different from the rhetorical rationale in the sense that the rationale describes the choices you made (tied to purpose and audience) while the artist's statement would explain your genre (say, a video or a photo essay) to the general public.

3

Ignite Presentation

You will be asked to give a 5-minute presentation to the class that presents your argument to a specific audience: college students. You will be presenting to your peers, but I would like you to think about how your message could have an impact on a larger collegiate stage like TEDxFSU. See Composition in Three Genres breakdown for more information.

You can also ask your peers for advice following your presentation. Everyone in the class should be prepared to give each presenter feedback. If you have a video or need accommodations for your presentation, see me. You do not have to write a rationale for your presentation.

4

Rhetorical Rationale

(500 words min.)

In addition to your new genre composition, you will write a rationale that explains your rhetorical choices. In other words, you’ll write a 250-word explanation that answers the following questions:

* Why did you choose the genre? (Think about your purpose and how/if you used rhetorical appeals)
* Who were you trying to appeal to? In other words, who was your audience?
* How did your chosen genres help get your point across?
* How does the genre show information from your research paper?
* How do you uphold the conventions or “rules” of your genre? Or, if you don’t follow the rules, how do you break those conventions and why did you believe that was the best choice? For example, does your poster/advertisement look like most posters? Why or why not?

**Composition Across Genres: Breakdown**

**Choosing Your Genre**

Think about it this way: your research paper is the foundation for this project. You already did all the hard work. At this point, you have the knowledge, the research, and the argumentative angle necessary to remediate your essay into two new compositions and an engaging presentation.

This semester, we have worked closely with two different genres: the narrative essay and the research essay. Both have conventions (or rules) that we follow and specific audiences that we write for (instructors). Your **research essay** asked you to follow the genre’s conventions: MLA or APA format, 8.5 x 11 paper, Times New Roman, 12-point font, formal writing style. As your audience, instructors expect these rules to be followed. This project asks you to think of an audience or community outside of the classroom, and design compositions with that real-world audience in mind.

For project 3, your goal is to re-present your topic in a different genre. What is a genre? Remember our definition from the beginning of the semester: a genre is a composition’s kind, category, or sort.

What is a composition?

When we think of composition, we usually think of essay writing. Not always the case. You can compose a story, a poem, a piece of music, some choreography, a Tumblr page, a comic, a video, a blog, or a podcast. The options are endless (see more ideas on p. 2). Related to your project, you need to select a new genre that will be rhetorically effective for your topic. In other words, what is your purpose? Who is your audience? Which genre will **best** present your purpose to the intended audience?

Who is my audience?

It may sound weird to think about your audience as someone besides your instructor. After all, this is a project for ENC 2135. The reason you’re asked to pick a specific, larger audience is because the choice will impact your approach: from the genre you choose to your design to the images you select (that is, if your genre typically features images).

Example: If your paper is about space travel, is your audience a group of government officials in Washington, D.C. because your intention is to receive funding for the space program? Or maybe your audience is high school students because you want to encourage them to consider aerospace engineering as a possible major and career.

Think about what your audience will respond to. What will keep them reading/listening/scrolling/interacting?

Project Goal:

With this project, it’s really about how you want to re-present your topic. What is your goal and how can you present it? I’m looking for polished, well-thought out projects. **Do not go for what is easiest. Choose the genre that is most effective. Also: no brochures.**

**Template note: if you are going to use a template, make it your own.** Templates can be useful starting points. However, typically not all elements are needed or appropriate for the job. Design is deliberate, and you’ll realize that over the next few weeks. So, will the Wix zebra background add to your quirky tone or will it deter readers away from your message? Will audio be helpful or distracting?

Move things around. Change fonts and colors. These are all rhetorical choices: arrangement, style, and delivery.

**ALL text must be your own to count towards the 800-word requirement. If you copy and paste text from other websites without proper citation, it will result in automatic failure of the assignment.**

Examples of Projects (you are not limited to these!):

* Photo essay with captions
* Podcast
* Radio ad
* Poster ad
* Video (public service announcement, news report, spoken word poem, song/rap)
* Tumblr page
* Poem
* Short story
* Comic
* Short magazine
* Feature article
* Film Review
* Infographic

Website and Visual Builders:

* Wix, Weebly, Wordpress
* Microsoft Publisher or Word
* Adobe InDesign, Illustrator, Photoshop, Muse
* Piktochart.com
* Canva.com
* www.infogr.am

The Ignite Presentation:

The Ignite presentation (20 slides, 15 seconds per slide) presents its own challenges. You will need to present your genres in a way that meets the Ignite presentation requirements. So, yes, you must use all 20 slides and it must run on the timer. Because of these requirements, I strongly advise that you rehearse your presentation. Presentation arrangement (how you present your topic) is up to you. **Do not take these presentations lightly. Your chosen genres must be completed by your presentation date.**

As for presentation content, explain your argumentative claim to an audience of college students. If this went beyond our classroom, say TEDxFSU, how would you **capture and maintain** the attention of an auditorium full of FSU students? Consider these questions:

* What is your presentation’s goal? What do you want the audience to take away from what you have to say?
* What are your argument’s supporting and opposing views? How can you present those views in a concise and engaging way to an audience largely comprised of 18-22 year olds?
* What resources can you use in a presentation that would support your talking points?

Watch Ignite videos for ideas and get creative with your presentations. They should be simple to understand, professional, and demonstrate knowledge of your subject.

Resources:

* Reading-Writing Center: fsu.mywconline.com
* Digital Studio:
  + Williams: http://wr.english.fsu.edu/Williams-Digital-Studio/Schedule-an-Appointment
  + Johnston: fsu.mywconline.com