Student Name:

ENG 1272

Fall 2020

**Rhetorical/Genre Analysis Worksheet:**

**Analyzing the Conventions of a Genre in Your Future Profession**

1. **Mini Rhetorical Analysis:**

In a paragraph, do a mini-rhetorical analysis of the genre sample that you found by answering the following questions: Who is the author and what company, college, or organization are they employed by? If there is no specific author, what profession would the person writing in this genre normally work in? Who is the audience that would read this genre? What is the purpose of this genre? What message is it typically used to convey? What is the main rhetorical appeal used (ethos, pathos, logos)? Give an example quote of this rhetorical appeal being used.

1. Do a **Genre Analysis (SLR)** to determine the standard **conventions** for your genre:
2. **Genre Structure** (Format and Organization): In a paragraph, describe the format, structure, and organization of the ideas of your sample genre. Be sure to be detailed enough that someone who has never written in this genre before would be able to duplicate the format correctly.
3. **Genre Language** (Style and Word Choice): In a paragraph, how would you describe the language the author chooses to use in this genre? What is the tone? Does the voice seem active (using lots of strong verbs), or is the voice more passive (often using the verbs: is, are, was, were, be, being, have, has, had)? Do you see the author using I, or do they speak in the third-person voice? What are any words or phrases that seem to be specialized language in this professional field?
4. **Genre Reference** (Citations and Documentation): Are there any references required for this genre? What types of evidence do you see used, for example, quotes from experts, specific examples, raw data, first-hand accounts, research studies, images, referencing other documents, statistics, etc.? How does the author show that this evidence is reliable and credible? If the evidence or information comes from other people, how does the author introduce them, establish their credibility as experts, and document their contribution? How are the authors of any images, photos, videos, or visuals, given credit for their work?

**Put the MLA or APA citation of your genre sample here:**

See the Purdue Online Writing lab for citation format help: <https://owl.purdue.edu/owl/research_and_citation/resources.html>