

Genre Analysis of an Apology

Major Project 2 (must be complete to pass the course)

Dates

Unit Runs from 3/14-4/1

Draft Due: 3/25

Final Due: 4/1

Overview

A genre analysis is similar to a rhetorical analysis in that you are still breaking down a text into its components. However, instead of looking for how the author uses rhetorical strategies, you'll be determining how the text fits (or does not fit) within a category of texts—a genre. Genres have similar features to meet similar rhetorical needs.

For this particular genre analysis assignment, you'll be analyzing an apology. We'll be studying the apology together and create a list of common genre conventions. Then, you'll pick an apology and see how well it fits the criteria.

Goals

This assignment will help you meet the following course goals

- Understand how persuasive visual and verbal texts are composed for different audiences and purposes
- Integrate primary research as appropriate for the rhetorical situation
- Develop strategies for becoming more critical & careful readers of both your own & others' texts
- Compose texts in various media using solid logic, claims, evidence, creativity, and audience awareness

Steps

Step 1: Define the genre of the apology. We'll work on this as a class through reading and discussion. You'll use these sources in your own paper to define the genre before analyzing an example.

Step 2: Find an example of an apology you want to analyze. Link to the example or include it in the appendix of your paper. Your apology may exist in any context. It may be personal, professional, satirical, even. It can be a social media post, a letter, a video, etc.

Step 3: Analyze how your example fits with your definition. Does it follow the typical conventions of the apology? Does it meet your standards for a "good" apology? How does the mode of the apology impact it? The context? Audience? This analysis will be the bulk of your paper. How you organize will depend on what elements you discuss.

Step 4: Draw a conclusion about this *particular* text. Is it successful? Does it fall flat?

Step 5: Draft a 4-5 page paper that covers all the elements you have analyzed and bring it to peer review on 3/25.

Step 6: Review feedback and revise for 4/1. Include a revision letter to get full credit for revision!

Checklist To Be Complete

To be complete per the grading contract, you should be able to check off the following:

- Link to or include the apology you analyze
- Define the apology as a genre using at least 2 sources from class
- Analyzes your specific example in relationship to your definition
- Supports a conclusion about your example
- Project is a minimum of 4-5 pages (1,000-1,250 words) not including the apology itself

If I consider any of the above missing, I will mark your project incomplete, and you will have 1-week to complete it.