

Stamper

ENG 101-Academic Writing and Research

Spring 2016

Project Five

Rhetorical Analysis of an Applied Fields Genre

Purposes: To investigate the rhetoric of your (intended) major / applied field of interest

To examine a rhetorical situation in the applied fields

To demonstrate your ability to analyze the structural, language, and reference features of a genre of writing in the applied fields

Audience: Your audience is a group of students who are interested in learning more about how written communication works in your chosen applied field. You may assume that your audience is unfamiliar with the communication practices of individuals who work in your chosen applied field.

The Assignment: Your aim in this project is to identify a genre of written communication utilized by members of a chosen applied field. You will locate an example of the genre, analyze its rhetorical situation, as well as identify and describe the genre's basic structural, language, and reference features such that your audience gains an understanding of the conventional rhetorical features that make up the genre.

Step One: Choosing an Applied Field

You should choose to focus on an applied field that either represents the actual area in which you ultimately plan to seek employment after graduation or that represents a potential area of interest of future employment for you. If you're planning to become a mechanical engineer, for instance, you may choose to focus on the kinds of writing commonly executed by actual mechanical engineers. Begin by considering the kinds of applied fields that are related (or that are closely related) to your intended major.

Step Two: Identify and Locate a Genre

You will need to identify and locate an example of a genre utilized by members of your chosen applied field. If you are planning to become an educator, then you may find that teachers are frequently asked to produce lesson plans. In this case, you'd want to locate an example of a lesson plan as a genre specific to members of the discourse community. If you're looking into business, then you may notice that members of that community are frequently called upon to produce business proposals. Therefore, a business proposal would be an ideal example of a genre to for this assignment.

Step Three: Analysis

Once you've located an appropriate genre in an applied field, you're ready to begin the work of analysis. Consider carefully a rhetorical situation for which the genre would be appropriate. Then, analyze the text carefully. Identify what you believe are the structural, language, and reference conventions it employs or exhibits.

Step Four: Drafting

With your analysis concluded, you're ready to begin writing. Although you are essentially writing a rhetorical analysis, you will want to begin your project with an **introduction** that introduces a rhetorical situation for which the genre would be appropriate. You may do this by briefly exploring the community of writers for whom the genre is approach, but you will certainly want to explore elements of the text's rhetorical context:

Author:	Who is the author? What does s/he bring to the writing situation?
Audience:	Who is the author addressing, and what do they know or think about this topic?
Topic:	What is the author writing about, and why did s/he choose it?
Purpose:	Why is the author writing about this topic, at this time?

To **establish a focus** for your work as part of your introduction, you'll want to indicate your aim as a writer: to analyze and describe the text's rhetorical features. You should connect this aim to your larger purpose, which is to offer information to an audience that is unaware of the conventions of writing appropriate in your chosen applied field / genre.

The **body** of your paper should be focused on offering your reader a description of the text's rhetorical features. These sections of your project should address the text's structural, language, and reference features, and you should endeavor to explore more than one feature of the text for each of these three categories of rhetorical features. As appropriate, provide specific examples from the text and offer analysis of those examples.

The **conclusion** of your project will reflect on what you've found. Consider the implications of your findings for your audience. Consider further what your findings suggest more generally about the field of inquiry represented by your chosen genre. In other words, you will want to explore what the rhetorical features you identified suggest about the values, beliefs, or shared goals of the community (as its members) of inquiry you're exploring.

Technical Considerations:

- *Length:* 5 page minimum, excluding the Works Cited page
- *Documentation:* In light of the particular aim of this project—to conduct a rhetorical analysis—you should employ the MLA method for documentation of your source materials.
- *Project Weight:* The grade on this project will make up 15% of your final course average.
- *Need Help?* Be sure to consult Chapter 9 of *IGAW*, “Reading and Writing in the Applied Fields.” See me with questions. You may also consult the myriad forms of writing assistance available across campus.