

## GENRE CONVENTIONS

6. **Elements of the genre.** As a reader interested in the arch collapse, would you be likely to consult a press release? A blog? Both? Neither? Explain. To what extent is genre important? And in what contexts? When might it not matter?
7. **Elements of the genre.** What are the most significant differences between the press release and blog post as genres? Based on these examples, what conventions of these genres can you identify? How do these conventions affect what the writers say and how they convey it?
8. **Style.** Analyze the language Henderson and Hurley use. What do their words and tone suggest about their different purposes and audiences?
9. **Design.** How does the design of each piece enable readers to quickly find information they want or need?
10. **Design.** Look again at the photos included in the blog post and press release. What purposes do they serve in each? How effectively do the authors use them?
11. **Sources.** How does Hurley use the National Park Service's press release as a source? How does that source contribute to his success in achieving his purpose and reaching his audience?

## CHECKLIST | Understanding How Rhetorical Situations and Genres Work Together

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When you compose, you can refer to the checklist below as well as the blank guided reading grid provided on [Sample Grid](#).

### RHETORICAL SITUATION & CHOICES

- Purpose.** Is my purpose to tell a story, inform, or persuade? Do I have several purposes, and if so, which is my primary purpose?
- Audience.** How would I describe my primary audience? Whose attention do I want most? Who are the people I want to persuade? Do I have another, secondary audience? How will I entice this audience?
- Rhetorical appeals.** How will I establish my credibility (ethos)? Will appealing to my audience's emotions help me persuade them (pathos)? How might logic (logos) help me convince others?
- Modes & media.** Do I want to work with written words? Will I present my ideas in person, orally? Will I use visuals? How about audio? Does my idea lend itself to video? Do I want my piece to be available digitally or in print? Will I use some combination of these modes and media?

### GENRE CONVENTIONS

- Elements of the genre.** How will I structure my composition? What is the best way to combine elements to convey my purpose — and make my case to my audience?
- Style.** Whatever form my composition takes (visual, verbal, etc.), what is the best tone to use to reach my audience? What voice will I use? How present will I be in my composition? What kind of language will I use? What level of detail will I need to convey my purpose?
- Design.** How do I want my composition to look? How will the layout help me achieve my purpose?
- Sources.** What sources will I draw on for my composition? Do I need to conduct interviews? Do I need to research online or in the library? How will I attribute my sources?