Elements of a Genre

1. Purpose
   What is the goal of this genre?
   - To inform?
   - To persuade?
   - To request funding?

2. Audience
   Who are your intended readers?
   - The general public?
   - Your peers?
   - Academics?
   - Philanthropists?

3. Structure
   What are the elements and how are they organized?
   - Location of thesis/hypothesis?
   - Abstract (yes/no)?
   - Sections and sub-sections?

4. Diction
   What kind of language is appropriate in this genre?
   - Active voice?
   - Passive voice?
   - Technical terminology?
   - Scholarly jargon?

5. Citation
   Is research necessary in this genre?
   - What constitutes research?
   - How is it properly incorporated and cited?