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?