5 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?

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