

Unit 2: Campus Profile (Writing to Inform)



Your role as writer: Reporter.

Your purpose is to... To share information and explain its significance. To answer and contextualize questions.

Your audience... Wants to be informed. Expects a fair and reasonable presentation of information, ideas and arguments. Needs clear explanations of important ideas and concepts.

Your genre is... TBD by author.

Context surrounding the project:

- Information can be drawn from **published studies and reports**, **news media**, and **personal experience** (secondary research);
- Information can be obtained firsthand, through **interviews**, **observation**, **surveys**, **correspondence**, and **attendance at public events** (primary research);
- Reporters of information check that their sources are **credible** and **accurate**;
- The level of detail is adjusted to anticipate what readers are likely to know already and to make new information easier to follow;

- Informative documents often use **illustrations** - such as **charts, tables, graphics, and images** - to help readers understand concepts and ideas;
- Your project will be developed through a **writing process** that requires planning and forethought;
- Each stage of that **writing process** is important to the overall project;
- You will be sharing drafts and doing editing in [Google Drive/Docs](#);
- Drafts of your project will be due on specific days/times:
 - First rough draft due, upload to D2L- **Monday, November 5th, by 10:00am (3 double-spaced pages)**
 - Second rough draft due, upload to D2L- **Wednesday, November 7th, by 10:00am (3 better-quality pages)**
 - Final proofread copy due in hard copy in class- **Monday, November 19th, by 10:00am (5 pages min./1,250 words)**
- Your work will be reviewed in both large + small-group settings during its development.

***Kairos* for this project:**

- You have transitioned to the world of college writing and its new forms of writing etiquette, so you will need to think about and reflect on your writing choices to make sure they “work” in this new environment;
- You will need to think about and reflect on your writing choices to make sure they “work” for this specific time and place (Unit 2 of Fall 2017 semester);
- Your topic should be applicable, appropriate, and engaging for this audience, making the best use of the particular moment to “say the right thing at the right time;”
- Over-reported topics should be avoided in favor of topics that will expose the audience to new ideas, new issues, new resources, and/or new ways of understanding the world around them.

Examples of informative writing and/or profiling from popular media

- [“A Brief History of Fake Blood,” from *Slate*](#)
- [“Ranking the Pain of Stinging Insects, from ‘Caustic’ to ‘Blinding,’” from *Atlas Obscura*](#)
- [“The Undeniables,” from *The Ringer*](#)
- [“23 maps that explain how Democrats went from the part of racism to the part of Obama,” from *Vox*](#)