Genre Analysis Worksheet

Language (the text itself)

- The discourse community's lexis

  _____

- Technical language

  _____

- Jargon

  _____

- (Essentially, any words that have
  different meanings for participants
  inside and outside the community)

  _____

Appearance

- Overall design

  _____

- Medium—print versus digital, for
  example. If print, what is the tactile
  appeal?

  _____

- Visual appeal and the implicit
  assumptions that might be made, such as
  serious/non-serious; expensive/cheap;
  focus on aesthetics/focus on content

  _____

Claims (What makes a genre believable or authoritative in your community?)

Fact

- Appeals based purely on opinion   _____
- Quantitative data (charts, graphs,
  statistics)   _____
- Dates (historical support)   _____
- Location (situated information)

Value

- Kinds of words used (superlatives or   _____
  other words that indicate judgment)
- Emotion, conviction, passion about an   _____
  issue

Policy

- Suggests a situation could be different   _____
- Addresses issues of trust, believability   _____
- Asks for some kind of action

The authority of the rhetor

_____

Relationships

- Genre set
- Genre's function within the set   _____