

## Genre Analysis Worksheet

### Language (the text itself)

- Lexis (specialized words)
- Technical language
- Jargon
- 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 that a situation could be different
- Addresses issues of trust, believability
- Asks for some kind of action

The authority of the rhetor

### Relationships

- Genre set
- Function within the set

