

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
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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
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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)
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Value

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

- Suggests that a situation could be different
 - Addresses issues of trust, believability
 - Asks for some kind of action
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The authority of the rhetor

Relationships

- Genre set
 - Function within the set
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