Table of Contents

Preface

Part 1. The Genre Toolkit
1. Asking Questions
   A. What is a Genre?
      Literacy Narrative: Frederick Douglass, "My Bondage and My Freedom"
      Literacy Narrative: Abida Sultaan, Memoirs of a Rebel Princess (excerpt)
      Literacy Narrative: Amy Tan, "Mother Tongue"
   B. "What is it?": Identify Shared Conventions
   C. "Who reads it?": Identify an Audience
   D. "What's it for?": Identify a Genre's Purpose
   E. Conclusion
   F. Chapter Project: Write a Literacy Narrative

2. Discovering Rhetorical Situations
   A. Discovering Your Rhetorical Situation
      Aliyah's "Public Problem"
      Aliyah's "Observations"
      Lewis and Clark Journal (excerpt)
   B. Considering Your Purpose
   C. Identifying an Author's Role
   D. Analyzing an Audience's Needs
   E. Discovering Timing
   F. Conclusion
   G. Chapter Project: Write Journal Entries

3. Writing New Genres
   A. Writing a New Genre
      Claire Zhang, "Amy Tan Phase" (excerpt)
      Louisa Rodriguez, "Identity in Context"
      Russell Johnson, "Identity in a Material World"
   B. Finding Examples
   C. Identifying Conventions
   D. Locating Options
      Foxxy, "The Way of a Cherokee"
   E. Conclusion
   F. Chapter Project: Write a Response Essay

4. Developing a Writing Process
   A. Discovering Your Writing Process
   B. Composing a Personal Essay
      Maisha, "Two Worlds, One Great Nation"
      Mark, "I Believe in the Senses"
   C. Prewriting
   D. Drafting
   E. Revising
   F. Editing and Proofreading
   G. Publishing
   H. Conclusion
   I. Chapter Project: Write a Personal Essay

Part 2. Projects
5. Profiles
   A. Profile Mini-Genre: Social Network Profile
   B. Portfolio
   C. Program Profile
   D. Profile Article
Shirley Hancock, "Oregon Ballet Theatre's Lucas Threefoot: Oregon Ballet Theatre's New Soloist Finds Jaime Shroeder, "Goals for Life"
Stephanie Gottschlich, "The New Recruits: Students Answer the Call for Next Generation of Air Force Scientists E. Strategies for Profiles Sarah Creek, "Profile of an Engineering Professor: Dr. Grace Yang" F. Chapter Project: Write a Profile Article

6. Informative Genres
A. Informative Mini-Genre: How-to Tip
B. Tutorial
Bon Appetit, "How To Roll out Pizza Dough" "Using Refworks" DeviantArt.com, "Hand Tutorial"
C. Factsheet
Greenpeace, "Genetic Engineering"
Centers for Disease Control, "Shingles Factsheet"
Youth @ Work, "Your Job...Your Rights...Your Responsibilities!"
D. Informative Article
Melissa Nasiruddin, Monique Halabi, Alexander Dao, Kyle Chen, and Brandon Brown, "Zombies-A Pop Culture Resource for Public Health Awareness"
Karla Rankoff, "Dental Anxiety in Children and What to Do About It"
Asawin Suebsaeng, Deanna Pan, and Gavin Aronsen, "What Happened in the Newtown School Shooting: There's No Explaining Such A Horrific Act, But Here's Important Background Information"
E. Strategies for Informative Genres
F. Chapter Project: Write an Informative Article

7. Inquiries
A. Inquiry Mini-Genre: Student Class Notes
Josephine Perry, "St. Augustine on Love"
B. Blog Entry
Brandy, "Disappointment: Rizzoli & Isles" "Straw-Man Fallacy and the "Anti-Antiterror Left"
C. Reading Notes
Mei Lin, " Aristotle, On Rhetoric"
Terrence B., "Notes"
Michael M., "The Cry of the Children"
D. Observation Notes
Zachary Fitzgerald, "Observation Notes"
Belinda W., "Peer Classroom Observations: Sierra M."
E. Strategies for Inquiries
F. Chapter Project: Write Observation Notes

8. Analyses
A. Analysis Mini-Genre: Keyword Analysis or "Word Cloud"
B. Literary Analysis
[academic writing] Morris Green, "Christopher Boone as an Unreliable Narrator"
[academic writing] Ellen Chapman, "Women's Roles in Elizabeth Cary's The Tragedy of Mariam"
[academic writing] Mark Washington, "Household Battles in 1616 as Shown in Anne Clifford's Diary"
C. Scene Analysis
[academic writing] Kerri Zuiker, "Brokeback Mountain Reunion Scene"
[academic writing] Kevin Mikkelsen, "Scene Analysis: Chinatown"
[academic writing] Leo Cooper, "Mr Clean's Death and Use of Sound in Apocalypse Now"
D. Rhetorical Analysis
[academic writing] Cody M. Poplin, "Rhetorical Strategies and Effectiveness in the Declaration of Independence"
Kelly Simpson, "Kairos, Violence, and the Hunger Games"
Carlos Fernandez-Smith, "Appraising The Help: Ethos and Logos in Critical Accounts"

E. Strategies for Analyses
Association of Black Women Historians, "An Open Statement to the Fans of The Help" (excerpt)

F. Chapter Project: Write a Rhetorical Analysis

9. Reviews
A. Review Mini-Genre: Online Product Review
B. Film, Art, or Performance Review

[academic writing] Jacob Clayton, "Contrast, Art, and Justice"
Katie Fennelly, "Of Montreal's New Album: A Mix Of Weird Sounds and Intrigue"
Nathan Cook, "Film Review: 'Epic'"

C. Book Review
Brian Braden, "Top Pick! Brian's 99 Cents: Review of The Quill Pen by Michelle Isenhoff"
Risa Applegarth, "Review of The Changeover by Margaret Mahy"


D. Website Review
Megan M., "Redesign Critiques"
Hester Cho, "Healthcare.gov: Website Review"
Jonas Webber, "Website Review of Ravelry.com"

E. Strategies for Reviews
F. Chapter Project: Write a Website Review

10. Argumentative Genres
A. Argument Mini-Genre: Print Advertisement
B. Op-Ed or Letter to the Editor
Nate Rushing, "UF's meatless Mondays are ridiculous"
Amelia Jensen, Letter to the Editor
Rini Sampath, "Insults Against Disabled People Must Be Eradicated"

C. Candidate Speech
Barack Obama, Speech at Springfield, IL, in 2007
Madison Peace, "Student Body President Speech"
Michael R. Bloomberg, Victory Speech 2009

D. Satire
Pia DiGiulio, "Uncontrolled Study Orgies Break Out in Gender-Neutral Dorm"
Dr. Jonathan Swift, "A Modest Proposal: For preventing the children of poor people in Ireland, from being a burden on their parents or country, and for making them beneficial to the publick"
The Onion, "Professor Deeply Hurt by Student's Evaluation"

E. Strategies for Argumentative Genres
F. Chapter Project: Write a Satire

11. Academic Research Genres
A. Academic Research Mini-Genre: Abstract


[academic writing] Mike Duncan, "Polemical Ambiguity and the Composite Audience: Bush’s 20 September 2001 Speech to Congress and the Epistle of 1 John"

[academic writing] Jessica Ross, "Closing Guantanamo Bay: The Future of Detainees"

B. Annotated Bibliography

[academic writing] Chris Clayman, "Annotated Bibliography"


C. Literature Review

[academic writing] Kirby Diamaduros, "Tropical Rainforest Deforestation: Effects, Mitigation, and Solutions"

[academic writing] Marleen H van den Berg, PhD, Johannes W Schoones, BA, and Theodora PM Vliet Vlieland, MD, PhD, "Internet-Based Physical Activity Interventions: A Systematic Review of the Literature"

[academic writing] Agustín Fuentes, "Get over It: Men and Women Are from the Same Planet"

D. Research Paper
Kristine Thompson, "Wait, You Stormed Franklin Street? The Social and Psychological Motivations of UNC Sports Fans"
Rick Ingram, "Gender Discrimination and the Movement towards Equality in the Workforce"
Penelope Edwards, "Purity and Corruption: Reading Harriet Jacobs Through the Lens of the Bathsheba Tale"

E. Strategies for Academic Research Genres
F. Chapter Project: Write a Research Paper

12. Workplace Genres
A. Workplace Mini-Genre: Company Slogan
B. Email
Joe Smith, "Reference Request"
Maria B. Hernandez, "Agenda for Biology Majors Club Meeting"
Editorial Staff of Undergraduate Research Journal, "Journal decision declining to publish your article"
C. Business Letter
Jessica Wang, Cover Letter
Gerry A. Sampson, Acceptance Letter
Joe A. Smith, Thank You Letter
D. Resume
Jaelyn Garcia Johnson, Resume
Jonathan Marcus Stone, Resume
Phillip C. Beckett, Resume
E. Strategies for Workplace Genres
F. Chapter Project: Write a Resume

13. Proposals
A. Proposal Mini-Genre: Elevator Pitch
B. T.V., Book, or Film Pitch
T.V. pitch: "Mixed in America"
Book pitch: "Rules of Entanglement"
Film pitch: "Pushover"
C. Student Proposal
John Egbukichi, Student event proposal
Suri Rodriguez, Campus Community Garden
Tyler Williamson, Independent study proposal
D. Grant Proposal
[academic writing] Vincent Abiona, "Technology Education in Nigerian Hospitals"
[academic writing] Janelle Markham, "Closing the Gap in Dental Care: Dental Anxiety in Children in Bertie County"
[academic writing] Grace McDermott, "Nutritional Access and Awareness for the Children of Burmese Migrant Workers in Mae Sot, Thailand"
E. Strategies for Proposals
F. Chapter Project: Write a Research or Grant Proposal

14. Reports
A. Report Mini-Genre: Social Networking Status Update
B. News Report
Chris Eckard, "College Sports News Report"
Daniel Wheaton, "UNL Psychology Study Find College-Aged Men Struggle With Image, Objectification"
Esteban Cortez, "Grad Student Explores African-American Culture in Art"
C. Progress Report
Marshall McLaughlin, "Update on my poetry collection"
Mary Wu, "Progress on War on Terror research"
Lily Pearson, John Chao, Carolyn Wax, Anita Simmons, "Student Health Gets Real: Student Opinions of Student Health Services Progress Report"
D. Recommendation Report
Iris Chen, "MP3 Players and Hearing Loss"
Bradley Kinnison, "The Health Risks and Cost Effectiveness of Chlorine as a Pool"
Part 3. Writing Process

15. Developing a Topic
   A. Genre Toolkit: What Are You Writing?
   B. Browse for Topics
   C. Narrow Topics with Initial Research

16. Prewriting
   A. Freewriting
   B. Question-Dialogue
   C. Audio-Brainstorming
   D. Concept-Mapping

17. Drafting
   A. Try Out Different Drafting Strategies
   B. Digital Composing: Find Tools that Work for You
   C. Writing Collaboratively

18. Generating Arguments
   A. What is an Argument?
   B. Examining the Topic
   C. Researching Arguments
   D. Developing a Thesis (or Claim)
   E. Finding Good Reasons
   F. Finding Evidence

19. Using Rhetorical Modes
   A. What Happened? Narration
   B. What Is It Like? Description
   C. What Is It? Definition
   D. What Kind Is It? Classification
   E. How Is It Similar/Different? Comparison/Contrast
   F. What Causes It? What Are Its Effects? Cause/Effect

20. Organization
   A. Discovering Organization through Genre
   B. Outlining Before Writing
   C. Using Outlines as You Write
   D. Paragraphing
   E. Ordering Sections or Topics
   F. Introductions
   G. Conclusions

21. Developing Style
   A. Matching Style to Genre, Audience and Purpose
   Maya Schenwar, "The Prison System Welcomes My Newborn Niece to This World"
   Ann Booker Loper and Elena Hontoria Tuerk, "Improving the Emotional Adjustment and Communication Patterns of Incarcerated Mothers: Effectiveness of a Prison Parenting Intervention"
   Ashley McAlarney, "Access for All: Federal Funding and Regulation of For-Profit Higher Education"
   B. Choosing a Persona
   C. Choosing Tone
   D. Making Vocabulary Choices
   E. Choosing a Level of Formality
   F. Using Rhetorical Figures
   G. Tips for Developing Style

22. Polishing It Up
   A. Revising
   B. Self-Editing: Creating Fresh Eyes
C. Conducting Peer Review

Part 4. Research

23. Getting Started with Research
A. Considering Your Genre
B. Finding a Good Research Topic
C. Identifying a Gap
D. Developing a Research Question
E. Developing a Research Plan

24. Conducting Research
A. Conducting Empirical Research
B. Conducting Database Research
C. Managing Database Research

25. Evaluating Sources
A. Identifying Credible Sources
B. Finding Authoritative Sources for Your Field
C. Finding Authoritative Sources for Your Genre

26. Integrating Sources
A. Using Sources Strategically

Ray M. Marín and Jií Vaníek, "Optimal Use of Conservation and Accessibility Filters in MicroRNA Target Prediction"
Shulman, J. L., Gotta, G., & Green, R., "Will Marriage Matter? Effects of Marriage Anticipated by Same-Sex Couples"
B. Integrating Sources into Your Work
C. Conveying the Ideas of Others Your Work

27. Avoiding Plagiarism
A. What Is Plagiarism
B. Types of Plagiarism
C. Keeping Track of Sources

28. Citing Sources
A. When to Cite
B. Discovering Citation Styles: MLA and APA
C. Discovering Citation Guides for Other Styles
D. MLA Citation Guide
E. Formatting a Paper in MLA Style
Jay Zhang, "McDonald's Limited Response to Increased Health Consciousness"
F. APA Citation Guide
G. Formatting a Paper in APA Style
Terence Bogans, "Being Mommy Behind Bars: The Psychological Benefits of Child Visitation with Incarcerated Mothers"

Part 5. Presentation

29. Choosing Visual Elements, Layout, and Design
A. Matching Design to Genre
B. Matching Design to Audience, Purpose, and Situation
C. Putting Things in Place: Layout
D. Types of Visual Elements
E. Principles for Visual Elements
F. Using Electronic Tools

30. Getting It Out There
A. Delivering Oral Presentations
B. Developing Multimedia Presentations
C. Creating a Portfolio
D. Submitting Your Work for Publication
E. Self-publishing Your Work

STYLE AND USAGE GUIDE

S1. How Verbs Work
A. What is a verb?
B. Common Problems
S2. How Nouns & Pronouns Work
A. What is a Noun?
B. What is a Pronoun?
C. Common Problems
S3. How Modifiers Work
A. What is a Modifier?
B. Common Problems
S4. How Sentences Work
A. What is a Sentence?
B. Common Problems
S5. How Punctuation Works
A. What is Punctuation?
B. Common Problems
S6. How Usage Conventions Work
A. What are Usage Conventions?
B. Common Problems