



Assignment One: Genre Analysis, A Hypertext

Purpose: During the next few weeks, we will be learning about hypertext theory and discussing how hypertexts work. We will also be examining different new media genres. This assignment has a number of goals:

1. To help you become more formally familiarized with a new media genre
2. To give you the opportunity to use what you know about hypertexts and hypertext theory to create a hypertext document.

Assignment: This assignment has two components, the genre analysis and the hypertext. Both of these components will come together into one product that you will submit for a grade.

The Genre Analysis: You will select a new media genre to analyze. Examples of new media writing genres are blogs, tumblr blogs, digital stories, e-magazines, online newspapers, etc. You can get creative with this. Think about how you interact with new media writing.

You will analyze this genre by looking at at least 5 examples of your genre. For example, if I was analyzing the genre of music blogs, I would find 5 different music blogs to look at. You will analyze your genre according to:

1. Writer, reader, and purpose
2. Content
3. Structure
4. Linguistic features
5. Design

We will go over these criteria and over genre analysis in general during class.

The Hypertext:

Instead of writing an essay to present your genre analysis, you will present your analysis using a hypertext. You can create your hypertext using Microsoft Word or any other word processing software that allows you to create hyperlinks. Your hypertext must adhere to the rules of hypertexts, hypertext writing style, and hypertext theory that we discuss in class.

Your hypertext must contain:

1. An introduction, a body, and a conclusion.
2. Hyperlinks to relevant information that helps you convey your message.
3. The analysis of your genre, using specific evidence from your 5 genre examples to support your points.
 - a. As an example, if I was arguing that authors of blogs often cross the line of "decent" language, I would point to a specific blog or blogs in which this is evident.

Due date and length:

- 2/5 – Bring a rough draft of your hypertext (on your laptop) for in-class workshop.
- 2/10 – Submit revised hypertext on D2L dropbox before class begins.
- There is no length requirement for this hypertext as long as you fulfill all the requirements of genre analysis and of hypertexts.
- This assignment is worth 10% of your grade.

As always, let me know if you need any help. I am available via e-mail and during office hours.