

Assignment: Reflective Genre Analysis

In her conclusion to *A Rhetoric of Reflection*, Kathleen Blake Yancey writes that “reflection is a process we use to make meaning and make knowledge, a kind of meaning and knowledge [...] given its intersectionality, its insistence that only through bringing the human and the world together to theorize can a reflective knowledge and meaning be made” (304).

In this assignment you will conduct a genre analysis of your funding proposal from earlier this semester. Using the genre analysis skills learned in the first part of the semester, consider how you navigated and/or negotiated the genre conventions of the funding application. To do this analysis, you will need to identify the genre conventions that are typical of the funding opportunities such as the one for which you applied, and then identify whether or not the funding proposal you created was “typical.” Do you think your proposal would be successful for the intended audience, within the given rhetorical situation? Why/ why not?

From here, reflect on how you navigated these genre conventions. You might consider the following:

- How and why did you choose the format for your proposal? What constraints and affordances of the rhetorical situation informed your decision?
- How did your use of genre and/or appeals accommodate or manage these affordances and constraints?
- What were your areas of strength in the proposal? Weaknesses?
- Which rhetorical appeals did you use and how might you have employed them more successfully?

- How do your values as a communications professional intersect (or not) with the genre conventions you used?
- What can you do to (re)define, (re)examine, and/or call into question genre conventions that do not serve your values or the values of a relevant community?

In order to build your argument, you should cite at least two texts: one text from our course reading that helps you frame your understanding of genre, and your own funding proposal. All work should be cited in MLA format.

Other than that, the format of the actual document is up to you--please feel free to be creative! While the length of the essay is up to you, I would imagine you would need about 5-8 double-spaced pages to accomplish these tasks.

This assignment is due before our final exam period. Unlike our other assignments, which have been submitted publically via the Discussion Board thread on BlackBoard, this assignment will be submitted directly to the Assignments section on BlackBoard in order to maintain your privacy should you want to explore sensitive issues related to group collaboration, etc.

Grading Rubric: Reflective Genre Analysis

	A	B	C	D	F
Overall argument					
Discussion and application of genre framework to your own work					
Depth and precision of reflection					
Style (including tone, organization, sentence-level construction)					