

## **Discipline-Aware Genre Translation (20% total)**

### **Purpose:**

This project asks you to explore how multimodal communication genres (like podcasts and infographics) can facilitate advocacy in your field. For many decades, academics have been accused and guilty of keeping their expertise trapped in an ivory tower of specialist journals and classrooms accessible only to tuition-paying students. Today, however, scholars in many fields are turning to more public genres of scholarship to share their research and advocate for their topics with those outside of academia.

For this project, we will begin by reflecting on our own disciplines/fields of study by looking at examples of public scholarship that demonstrate advocacy. You might, for example, discover that a group of computer science scholars have recently been publishing scholarly journal articles highlighting a social justice lens as they explore the interactions between algorithm creation and marginalized populations. You might feel that this is important and should be shared with other, non-academic audiences in a format that is more accessible than a scholarly article (such as a podcast episode). Through this project, you will learn how to translate your chosen scholarly article into another public communication genre that takes advantage of both written and visual, auditory, or other modes.

### **Instructions:**

1. After selecting a topic in your field you'd like to advocate for, you must find a scholarly peer-reviewed article on that topic.
2. You will then research one of the genre options for this project. A list of genre options will be provided.
  - A. Each student must locate three examples of their genre and annotate them to highlight features unique to that genre.
  - B. Each student must compile a list of best-practices and create how-to instructions for using their genre successfully.
  - C. Each student will construct a genre conventions list for their genre, noting which features are standard across all examples and which vary from example to example.
  - D. Students will submit a final version of The Genre Materials items (three annotated examples, how-to instructions, and a genre conventions list) to the appropriate dropbox.

3. Lastly, you will translate your scholarly article (from instruction #1) into the genre you've researched and compiled your Genre Materials on, applying the appropriate genre conventions and how-to instructions.

**Due Dates:**

- The Genre Materials (three annotated genre examples, how-to instructions, and a genre conventions list) are due April 22nd. The Genre Materials should be revised and edited from earlier drafts, shared in the discussion board and/or journal. These materials should be submitted to the corresponding dropbox by end of day. Submission of the revised Genre Materials is worth 5% of the 20% for this assignment.
- The Discipline-Aware Genre Translation rough draft is due April 29th. The draft must be at least half the length of the final draft. Submission of the draft to the corresponding submission folder is worth 5% of the 20% for this assignment.
- The Discipline-Aware Genre Translation final draft is due May 6th. The final draft must be submitted to the corresponding dropbox by end of day.