

### **Genre Understanding Sheet (GUS)**

The purpose of the GUS is to help you actively think about what you're learning. You should be thinking about these questions while you work on the assignment, not just at the end. Please fill out each of the following sections in as much detail as possible. You must justify your answers (except the genre name) with an explanation of how you arrived at that answer. Assume that "How do you know this?" is a part of each question below. Avoid vague and over-used terms such as "formal" or "professional." Be specific and detailed in your descriptions. Save your answers in a separate document, and don't forget to include your name and the assignment name.

1. Genre Name: What is the genre called? (Name or brief description)
2. Writing Purpose: What is the business task you're trying to accomplish with this document?
3. Audiences: Who are your audiences for this business task and document? What do these audiences want or need from this document?
4. Content: What is your content (the facts, figures, images, and details)? Discuss how (or if) this genre is suitable for the task you're working on, the content you're trying to deliver, and the audience you're trying to reach. If you're deliberately breaking a genre's conventions or expectations, explain why and describe the results you wanted to achieve.
5. Research: Describe and document (list sources for) the research and other knowledge-work you performed for the assignment in each of the areas below. You should also include other attributes you may have researched. "I Googled it" is not sufficient – be more thorough.
  - a. Genre
  - b. Content
  - c. Audience
6. Trajectories: Examine the main trajectories of communication in this genre, including where it originates, how it is produced, and how it will most likely be used.
7. Ethics: What ethical, legal, or cultural considerations did you take into account when working on this assignment? "None" is the wrong answer. Ethical issues are often subtle and easy to overlook (our assumptions can blind us here), but that doesn't make the issues less important.
8. Web Text: If you used text copied from the web for part of your assignment, where did you find the text/item, what did you change, and what does your copied text mean?
9. Defining Characteristics: List and describe at least four defining characteristics of this genre—attributes that, if they were changed too much, would turn the document into a different genre.
10. Self-Analysis: What made this genre easy or challenging for you to work with? What would you do differently next time? Describe the other interesting traits, features, benefits, weaknesses, or shortcomings (yours or the genre's) that you observed while working in this genre.
11. Group contributions: Describe the content and research provided by each group member.