# Assignment 3: Creating a Multigenre Advocacy Group Project

The purpose of this assignment is to create a coherent advocacy campaign with a group of your peers, using a variety of texts and genres. You will also compose a cover letter that introduces your group, your topic, your specific purpose, and your genre texts. These will be three or four texts from different genres that you create on a topic of your choice. Like any good campaign, the texts will share the same general message in ways that make sense given the particular genres, audiences, and contexts. Each member of the group will help compose the proposal (as discussed below) and then choose their own genre and create a text within that genre that communicates the group’s shared message. As a group, you will compose the cover letter that introduces your group, your topic, your specific purpose, and your texts. Together, these texts should create a coherent, cohesive campaign. **The revised draft of your project should be 1,500-2,000 words.**

**To be considered complete, your final draft should include:**

* **Your cover letter, which introduces your group, topic, and purpose**
* **Your revised multigenre advocacy project**
* **Your works cited or references page**
* **Your revision note, which includes a discussion of your revisions**

**To get started**, you will join or be assigned to a group. As a group, you will choose a topic or issue that interests you. If you’re not sure what to choose, ask your instructor for guidance. Conduct some preliminary research using both academic and popular sources to figure out what has already been said about the topic and what ongoing problems a campaign like this might try to address or solve.

**Drafting Your Proposal**

As a group, you will compose a proposal that addresses the four sets of questions below:

1. Understanding the Status Quo—Do some research on the topic. What have people been saying about the topic so far? Try not to organize by author. Rather, you might want to organize what they’ve said by time (past to present), or by subtopic. Also, what genres are commonly used to talk about this topic? This is called “the conversation.”
2. Stakeholders—Who is involved in this conversation? Who has something to gain or lose in this conversation? Who seems to have the most access to this conversation? Who do you see underrepresented? These are your stakeholders and audience.
3. Changing the Conversation—Now that you have answers to #1 and #2, what do you have to add to this conversation? In other words, do you want to extend the status quo in some way (by adding something but maintaining the general direction or approach), or do you want things to change? Either way, what are your arguments for doing so? Do you have evidence to support your arguments?
4. Proposing a Strategy— Using your answers to #3, decide if you want to advocate for things to stay the same or if you want them to change. Knowing this, what message do you want to communicate and to whom? In other words, what is your purpose, and who is your audience? What genres will be most effective in reaching them? Use Ch. 15, Assembling a Multigenre Project, as a guide to organize your project.

The proposal draft for this assignment is broken into two major sections: your research on the topic and an explanation of your advocacy campaign.

### Sample Proposal Outline

* Introduction
  + Introduce the purpose of the project and the conversation you will join
* Research on the topic – what others have already said (aka the conversation)
  + Explain the current status quo of the conversation
  + Describe the stakeholders and their relationship to the conversation
* Adding your voice to the topic – (aka joining the conversation)
  + Specify what your strategy for joining the conversation will be, who will be targeted, and which genres you will be using to do this work.
  + Explain how your group has divided the work.

**Drafting Your Project**

Once your proposal is approved, your group will identify which genres, given your context, will best reach your stakeholders. Then, each group member will write one of the genre texts that make up your campaign. Finally, you will compose a cover letter which introduces your group, topic, purpose, and the genre texts you created.

**Format & Layout**

[Insert how you want students to format their project. As the instructor, you can add more specificity to the prompt, so long as you do not change the scope or rigor of the assignment.]

## Revision Note

Once you have received feedback from your peers and instructor, you should revise your project. When you are ready to submit your final draft in Week 14, you must include a revision note at the beginning of the document that explains the changes you made and why.

## Due Dates

**\_\_\_\_\_\_\_** Proposal **\_\_\_\_\_\_\_** Peer Review **\_\_\_\_\_\_\_** Final Draft

## Final Submission Checklist

* We have included a revision note as the first page of our assignment where we summarize and explain what revisions we made to our draft.
* We have included a cover letter that introduces our group, our topic, our specific purpose, and our texts, including an explanation of why each genre is effective for this advocacy campaign.
* We have included each of our genres for the advocacy campaign.
* We have included in-text citations and a Works Cited/Reference page.
* We have formatted our paper [as our instructor has described.]