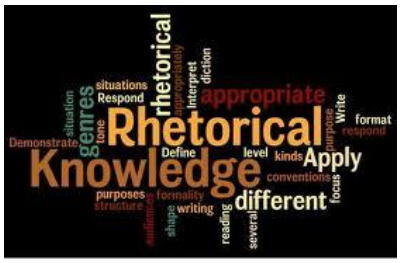
Module: The Writing Process
Genre, Media, Context and Special Requirements



Using the other elements of rhetorical situation in preparing your writing, such as genres, media, context and special requirements will help the reader fine tune the writing process and present a well-developed and thoughtful piece of writing. Taking the time to consider these parts of the rhetorical situation along with the other elements will make the writing process that much easier. Once you are prepared, you are ready to begin the composing part of the assignment.

Genres are kinds of writings, such as letters, profiles, lab reports, position papers, poems, blog posts, memos, instructions, jokes, plays, and even songs. It is the mode a writer selects to convey his/her message and the format used to communicate ideas.

Media are ways ideas can be communicated to an audience through various verbal and nonverbal forms or mediums written, spoken or electronic such as handwriting, print, film, television, radio, power point and various other technologies. It is important to consider which medium you will use to best present information to your audience in the most effective way. Which format will best illustrate and express your opinions, ideas and information clearly and concisely? If you are conveying your ideas in print then you can consider types of printed format, fonts, and even color and graphics to include in your text.

Context refers to the circumstances in which your readers will encounter your writing. Context can also be defined as the "situation" that generates the need for writing. Context refers to the climate in which the writing or speech is being delivered. Keeping attuned to the social, political, and cultural climate of your audience can help writers to produce current, convincing writing.

Special Requirements refer to the directions of your assignment such as how much time you have to complete the assignment and how long the writing should be, or if an oral assignment, how long the speech should be. Every assignment is expected to be an example of your best efforts regardless of how much time you have to complete the assignment; however, the scope and depth of an assignment will be reflected in the assignment's requirements.