

Alternative Genres and Subgenres for Assignments

- acrostic
- advertising giveaway—buttons, pens, calendars, etc.
- almanac article
- anagram
- anthology or submission to a class anthology
- application (e.g., job, college, grant)
- bad news letter or memo
- banner ad
- billboard
- blank verse
- blog—personal, corporate, etc.
- book cover or dust jacket
- bulletin board (on the wall)
- business card
- campaign speech
- cartoon
- CD or DVD collection (e.g., the items in the collection)
- CD or DVD cover
- census report
- chart, diagram, or graph
- cinquain
- claims letter
- classified ad (e.g., personal, want ad)
- coffee-table book
- collage—word, visual, aural
- collections letter
- comic book or strip
- commercial (radio, television, or online)
- congratulatory letter
- contract
- cookbook or recipe collection
- cover story or front page news
- crossword puzzle
- declaration
- dialogue
- diamante
- diary entry
- dictionary or dictionary entry
- direct mail—letter, pamphlet, postcard, etc.
- directory (e.g., staff, telephone, member)
- dramatic monologue
- dramatic scene or skit
- eBay listing
- editorial column
- email message—personal, customer service, interoffice, etc.
- eulogy
- expository essay
- eyewitness account
- fake news—comedic or corporate/government-produced
- feature article
- flyer, pamphlet, or brochure
- found poem
- free verse
- friendly/personal letter
- fund-raising letter
- game instructions
- good news letter or memo
- government report
- grave marker/tombstone
- greeting card—birthday, holiday, condolence, thank you, etc.
- grocery list
- haiku
- homepage on a website
- hospital chart
- illustration
- IM or chat room transcript
- infomercial
- interview or interview transcript
- item description for a mail-order catalog
- item description for an online store
- letter of recommendation
- letter or memo of introduction
- letter poem
- limerick
- list, or catalogue, poem
- log entry
- lyrics and/or music—pop, country, western, ballad, heavy metal, rap, etc.
- magazine or journal ad
- map with legend
- math problem
- meeting transcript
- memo—departmental or interoffice
- memoir
- memo of understanding
- menu

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Figure 4.5. Assignments can focus on genres of differing complexity and length.

Figure 4.5 continued

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| <ul style="list-style-type: none"> ■ monologue ■ monument or statue ■ MP3 player playlist ■ newsgroup posting or thread ■ newspaper ad (e.g., full to partial page ad for businesses, etc.) ■ newspaper or magazine insert ■ news teaser ■ notebook ■ obituary ■ ode ■ online bulletin board posting or thread ■ online forum posting ■ online profile (such as on Facebook or MySpace) ■ PA announcement ■ pantoum ■ performance appraisal ■ personal commentary ■ personal interest article (as in newspapers, magazines, etc.) ■ photo gallery/album ■ photograph with caption, keywords/tags, and/or descriptions ■ picture book ■ play ■ police report—CSI-style, coroner's, moving violation ticket, etc. ■ political advertisement ■ pop-up ad ■ postcard ■ poster ■ press release ■ product or service website ■ product placement recommendation (e.g., placement in movie or TV show) ■ proposal ■ public service announcement ■ quiz ■ ransom note ■ recipe ■ recipe poem ■ recommendation report ■ reference book or entry/article in a reference book | <ul style="list-style-type: none"> ■ report card ■ resignation letter or memo ■ resume ■ sales letter ■ sandwich board ■ scrapbook ■ script—television, radio, podcast, etc. ■ short story ■ social worker's report ■ sonnet ■ special news report or update ■ sports score and story ■ survival kit ■ tanka ■ telegram ■ telemarketer's script ■ telephone book ad ■ testimonial ad/endorsement ■ text message ■ thank you letter, memo, or note ■ timeline ■ trading card ■ transcript of phone call, conversation, etc. ■ transit ad (i.e., ad on bus, plane, or train) ■ treaty ■ trip report ■ T-shirt message ■ video or computer game vignette ■ villanelle ■ voice mail message ■ wanted poster ■ warning sign ■ Web page—personal, corporate, organization, educational, etc. ■ wiki or wiki entry ■ will ■ word seek puzzle ■ yearbook—spread on student life, class section, feature on academics, special profile, sports section, ad, or special event ■ zine |
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Alternative Research Sources for Assignments	
■ almanacs	■ movies
■ anthologies	■ musical scores
■ artworks	■ newsgroups
■ atlases	■ newspapers
■ audio recordings	■ nonfiction books
■ bibliographies	■ novels
■ biographies and autobiographies	■ obituaries
■ blogs	■ observations
■ board games	■ online encyclopedias
■ book or movie reviews	■ oral presentations
■ buildings	■ pamphlets and brochures
■ catalogs	■ performances (music, dance, etc.)
■ census data	■ personal communications
■ children's picture books	■ personal journals, logs, or diaries
■ chronologies, chronicles, and timelines	■ personal memories
■ coffee-table books	■ photographs
■ computer operating systems	■ plays
■ concerts	■ poems
■ concordances	■ postcards
■ databases	■ PowerPoint or KeyNote presentations
■ dictionaries	■ public records
■ discussion forums	■ quotations
■ drawings and illustrations	■ reenactments
■ email messages	■ religious texts
■ experiments	■ reports
■ eyewitness accounts	■ search engines
■ folk stories	■ software documentation
■ grave markers	■ software programs
■ historical documents	■ statistics
■ hypertexts	■ statues
■ instant messages/chat rooms	■ surveys
■ Internet archives	■ telephone books
■ interviews	■ television programs
■ introductions or guides	■ textbooks
■ journal articles	■ thesauruses
■ letters	■ travel guidebooks
■ library catalogs	■ video games
■ lyrics	■ websites
■ magazine articles	■ wikis
■ memos	■ yearbooks
■ monuments	■ zines

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Figure 4.4. Teachers should determine which alternative research sources can be accessed by students and which ones will require additional text-reading skills.

Alternative Audiences for Writing Assignments

School-Related

- students in other classes
- teachers
- department chair or members
- librarians
- advisors/guidance counselors
- administrators
- support staff
- family members of students
- school graduates
- athletic team members, coaches, and sponsors
- school clubs and organizations
- club and organization sponsors
- students at other local schools (at the same or another academic level)
- students at schools in geographically different locations or that serve a different population of students
- accreditation organizations
- funding organizations (e.g., those providing grants funds)

K-12 Schools

- local school board
- district administrators
- state or federal department of education

Colleges/Universities

- deans
- department chair
- provost or president
- board of visitors or board of trustees

Employment-Related

- co-workers
- managers
- business owners
- franchise or corporation administrators
- customers
- vendors or suppliers

Recreation-Related

- zoo and museum staff, visitors, volunteers, donors, and supporters
- staff and volunteers at state and national parks and historical sites
- recreation program managers, organiz-

ers, participants, and supporters (e.g., Little League, YWCA)

Local

- community organizations—clubs, churches, and so forth
- businesses and corporations
- recreational groups and sports clubs or teams
- library staff
- city officials (including elected officials)
- election candidates and politicians
- senior center residents or visitors
- chapters of nonprofit organizations (e.g., American Heart Association or Girl Scouts of the United States of America)
- food bank donors, employees, volunteers, and managers
- convention and visitors' bureau
- chamber of commerce
- chapter of the Better Business Bureau

State and National

- government officials (including elected officials)
- election candidates and politicians
- corporations and other businesses—employees, managers, officers, stock holders, boards of directors
- nonprofit and philanthropic organizations

Personal

- students themselves—in the past or future
- family members (including extended family members)
- family friends
- friends

Literary-Related

- characters in the text or in another reading
- the author of the text
- historical figures from the time period
- others who have read the text
- critics who have reviewed the text

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Figure 4.1. Teachers should help students navigate this list of audiences.

Alternative Time Frames for Assignments

General

- a number of years in the past or the future
- an hour earlier or later
- a day earlier or later
- a week earlier or later
- over the course of a day, week, month, or year
- during a decade

Personal

- childhood—a particular age or generally
- a particular year of school
- time spent at a particular school
- days, weeks, months, or years in the future or past
- before, during, or after a holiday or significant event

Historical

- before, during, or after a significant event
- before, during, or after a figure's life or a significant event in that figure's life

Literary

- just before or after a plot event
- just before the events in the text begin
- just after the events in the text end
- a different literary time period
- a character's life five years earlier or later
- the first person to ever read the text
- the last person to ever read the text

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Figure 4.3. Selecting an atypical time frame will inspire creativity.

Possible Positions for Writers to Take

■ aggressive	■ furious	■ nervous
■ angry	■ helpful	■ nosy
■ annoyed	■ humorous	■ offended
■ anxious	■ indecisive	■ opinionated
■ bitter	■ indifferent	■ oppressed
■ bold	■ injured	■ playful
■ cheerful	■ inquisitive	■ positive
■ concerned	■ insincere	■ resentful
■ condescending	■ inspirational	■ sad
■ curious	■ interested	■ sarcastic
■ depressed	■ intimate	■ serious
■ determined	■ ironic	■ shocked
■ discouraged	■ irritated	■ sincere
■ disinterested	■ light-hearted	■ spirited
■ enthusiastic	■ lively	■ upset
■ frightened	■ meditative	■ witty
■ frustrated	■ negative	■ worried

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Figure 4.2. These positions will push students to be more adventurous.

Prompt Analysis Chart	
<p><i>Audience</i></p> <ul style="list-style-type: none"> ■ Who are you writing for? ■ What does your reader know about the topic? ■ What opinions does your reader already have about the issue? 	
<p><i>Purpose & Content</i></p> <ul style="list-style-type: none"> ■ What are you communicating? ■ What does the prompt ask you to do? ■ What key information should be included? 	
<p><i>Organization & Genre</i></p> <ul style="list-style-type: none"> ■ What organizational words does the prompt use? ■ What structure do the words indicate you should use? ■ What genre will your essay use? 	
<p><i>Personal Expertise</i></p> <ul style="list-style-type: none"> ■ What do you know about the topic or issue? ■ What personal expertise can you share with your reader? ■ What do you know about the topic that your reader doesn't know? 	
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Figure 5.1. Students can fill out this prompt and explore a task in a structured way.