



Multi Genre Persuasive

A multi genre project is a one which puts together creative pieces from multiple different genres to address a single topic. A genre in this sense is any specific type of medium. Some genres you might want to consider when putting together your project include:

essay	flyer	video	brochure
letter	editorial	poem	dialogue
debate	collage	poster	play

For a multi genre persuasive project, everything that you create, in any genre, should be persuading people to think, believe, or do what it is you are trying to persuade them to think, believe, or do.

For your multi genre persuasive project, you will write a persuasive essay (genre #1). You will then create five additional pieces of work across five different genres to accompany your essay. Each piece in your project should work together to form a cohesive whole. Follow these general steps:

1. Brainstorm your topic.
2. Take a position on your topic.
3. Research your topic.
4. Think about your audience. What genres do they enjoy? Which would be most persuasive to them? Decide on your five additional genres.
4. Outline what kinds of persuasive strategies you will use.
5. Create a thesis statement.
6. Draft your essay.
7. Create your five additional genre pieces.
8. Finalize your essay.