**Genre Description Card – Mentor Text**

|  |
| --- |
| **Genre Description Card** |
| Title: **Doing More with Less**  Genre: **Personal Blog**  Purpose of Genre: **to communicate individualized ideas and opinions on a specific topic**  Text Features:   * organization   + catchy title that sums up the purpose   + combination of paragraphs and point-form information   + begin with personal story   + give tips / advice   + 400 – 700 words * language   + use language that the intended audience will understand and appreciate   + use domain-specific words for the topic (jargon)   + use words that other “minimalist” experts use   + use first-person narrator * visual effects   + pictures     - should appeal to a wide audience and be inclusive of all demographic groups     - pictures should reflect minimalism   + variety of font sizes and styles and colours     - use bigger and bolder fonts for headings and subheadings   + quote experts in the field     - set the quotes apart from the rest of the text   + include social media links     - include at the bottom of the blog * voice   + emphasize personal style – should sound like the creator of the blog   + let personality come through   + use humour whenever possible   + conversational tone |
|  |

**Genre Description Card**

|  |
| --- |
| **Genre Description Card** |
| Title:  Genre:  Purpose of Genre:  Text Features:   * organization * language * visual effects * voice |