

All the world is a stage, and this scene keeps getting played OVER and OVER again. Let's create a script to make this scene work better.

Primer on Genre Analysis

Technical Communication is a discipline of genres. It seeks to produce efficient texts (both print and electronic) for accomplishing particular purposes with intended audiences—most often, dealing with the communication of technical information. These texts have been generated from recurring situations to meet needs and perform actions generated from these situations.

Each “genre” has behind it two things: a recurring situation/action and a “script” to standardize and operationalize this situation/action. That “script” is the text of the genre; it is a structure for action.

The genre both **mediates** the action/situation (that is, it helps make it happen) and **controls** the action/situation (that is, it sets some boundaries and rules for the action/situation). The genre becomes the means and medium whereby the situation/action occurs.

Three Parts to Analysis

1) The Situation/Action

Who? What? When? Where? Why? How?

What is the setting (where? when?)

Who is involved with the setting/action? Who are the actors?

When does this setting/action happen?

What is the recurring nature of the setting/action?

What do the people want or need to do in this setting/action? What are the motives of the actors?

Why do they want or need to act?

2) What are the formal features of the genre?

What common content features are there?

What common features of the format are there?

What common linguistic features are there (that is, the way language is used)?

3) What are the connections between the Situation/Action and the Features of the genre?

How does form meet function? How does function determine form? How do the formal features of the genre fit the situation/action and how does the situation/action fit the formal features?

Example Consent Form



Lark Vegas Parental Consent

Albany County Health Department Law requires, notarized consent by the parent or guardian to a body piercing on a minor.

A body piercing is authorized only upon the written, notarized consent of at least one parent or legal guardian, who must file the same in person at the body piercing shop and complete a written record at the shop. The parent must be present with the minor and proper identification for both the parent and minor are required at that time.

I understand that minors have a much greater risk of rejection and migration which could cause scarring and tissue damage, due to growth and changes taking place in the adolescent body. _____

I understand there is always some risk associated with any piercing. This includes vascular damage, as the technician cannot fully see through the skin. I understand the technician will take every precaution to avoid any obvious veins, capillaries and arteries. _____

I have received or will receive complete written instructions concerning the aftercare procedures required to be followed in order to properly heal a body piercing. I understand my child is only in the care of the piercing technician for a few moments and that a body piercing can take months of diligent care and cleaning to heal properly. I understand it is my responsibility as the parent or legal guardian to insure that the proper care is taken for the next several months. I have fully researched and considered the decision I am making for my child. _____

I, _____, residing at _____ state of _____, do certify that I am the parent/legal guardian of _____, D.O.B. _____, a person under the age of eighteen years and at least fifteen years old. I hereby consent to the administration upon said minor of the following body piercing procedure _____.

To be performed at Lark Vegas Piercing Co. LLC. Located at, 273 Lark St, Albany, NY, 12210,
By, _____.

Signature of parent or legal guardian

State of New York}
County of Albany} SS.:

On this _____ day of _____, before me, the subscriber, personally appeared _____, to me personally know and known to me to be the same person described in and who executed the foregoing consent and she/he did acknowledge to me that he/she executed the same.

Notary Public