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Rationale for Composition in Two Genres

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For my two genres, I choose to create a flyer promoting Studying Abroad and write an open-editorial towards parents thinking to send their child abroad.

I chose a flyer for my first genre because you're able to have both visual (graphics) and information on it. My targeted audience would be potential exchange students or students who are available to go study abroad.

I carefully researched online for colors that have a more positive underlying feeling for my color scheme on the flyer. Blues and greens are more well received than reds. Lighter colors like pinks and yellows can end up being difficult to read. I also created a graphic of the world with some well-known landmarks surrounding our planet, such as the Taj Mahal, Big Ben, Statue of Liberty, and the Eiffel Tower.

One of the main statements is "Why You Should Study Abroad" surrounded by short phrases to give a little bit of insight of what studying abroad gives someone. "Enriching Your Education, Distinguish Yourself, Discover Your Passions, and Broaden Your Understanding" are some of the main phrases.

For my second genre, I wrote an open-editorial targeted towards parents who might be on the edge of sending their child abroad. I think the op-ed was a good choice due to freedom of

language and opinion when writing towards parents. Also, adults receive a lot of information via newspapers or articles, so this would be easily accessible for the right target audience.

I touched base on some of the positive traits students will build or gain while they're abroad. Also, included a little bit of information of a study done on exchange students at Ajou University in South Korea. My tone can be a little bit too matter of fact and authoritative but with some humor behind it, for example "Ladies and Gentlemen, we're in the Technology Era." My relaxed phrasing translates into their relaxed reading.

I highlight all the main opportunities studying abroad can give to a student. Opening doors in the career field, creating strong connections and bonds across the world, gaining a worldly mindset and a deep sense of empathy, boost in confidence and independence.