

ENGL 1000

Tuesday, September 9, 2014

Writing Genres

- Different types of writing
- Example:
 - Email, Academic Paper, Text Message
- Every Genre has different rules to follow
- Rules ensure clear communication of ideas



The Genre Advertisement

- What different rules do you think apply to advertisements?

The Genre Advertisement

- What different rules do you think apply to advertisements?
 - To the point
 - Visually appealing
 - Easy to understand
 - Has clear purpose
 - Target audience is reached - location

Flyers

- Common form of advertizing
- Cost effective
- Easy to distribute
- Same rules apply

HOUSEWERK

FRIDAY AUGUST 12TH

RESIDENT NIGHT



DJ HUTCH - JERSEY DJS

DJ TONY MACK & DJ DEMANN - SONS OF SOUL

STRAIGHT CLUB CLASSICS ALL NIGHT

ZANZIBAR*GARAGE*THE LOFT CLASSICS

ON AXIOM'S THUNDEROUS SOUND SYSTEM

DOORS OPEN AT 9PM - 3AM

\$5.00 ALL NIGHT



344 JEFFERSON ST
NEWARK, NJ



EVER BY ESTABLISHED 1924-1927

FUTURE DISCO IN THE PARK

FRIDAY 30TH JULY



GREG WILSON
RAY MANG
SEAN BROSANAN
DOM CHUNG
MATTY J & BEN TERRY

AS PART OF TIESTO AT VICTORIA PARK
VICTORIA PARK, LONDON, E9
14:00HRS - 23:00HRS
TICKETMASTER: 08444 775 775

WWW.FUTUREDISCO.NET
WWW.AEGLIVE.CO.UK

Small Groups

Discuss Each Flyer:

- What makes the good ones good?
- What makes the bad ones bad?

Introduce Project 1

In-class Free Write

What is the best advice you have ever received?

- How has this advice helped you?
- Are there times you wish you would have listened to it when you didn't?

Homework:

- Get a bad flyer
- List 5 things that should be changed and why
- Bring flyer and list to class
Thursday

