

Assignment Prompt: Applied Research Project + Rationale

This final application of your research project has two components: the applied product, and the rationale. Each should account for approximately two pages.

The **applied product** asks you to take your project, including the research you've done for it, the knowledge you've gained, and your argument—and *to distill it into a product in a genre that fits the project and its field*.

Your product can take different forms that may or may not involve text on a page. These include: 30 seconds to 1 minute of formally produced video or audio; text, images, and multimedia in a web format; products formatted for print (e.g. flyers, brochures, pamphlets); and other products. What product you end up with is open to you (and you'll explain your choices in the rationale, see below), so if you want to check the appropriateness of what you're working on, I encourage you to talk to me about it.

In the **rationale**, explain the choices you made in adapting your project, answering these questions:

- What field does my research project address?
- What kinds of products/texts are used in that field?
- What are the genre features of these texts? That is, how can they be defined?
- How can I use my research, argument, and conclusions in this new form?

Tips:

- This phase *does not require* you to do any *new research*.
 - Beyond finding examples of the genre you hope to write, the research and writing you've already done is sufficient.
- You *can* make use of writing you've already done (use portions of your essay).
 - If you do so, ensure that the language looks like the genre you're writing in, not like someone dropped an essay into the middle of it.
- You do not have to use *everything* you found for your project in this version of it.
 - Your task is to *distill your findings* into a new genre; not everything is going to belong in this new version, and some of your work will have to be cut.

At a glance:

DUE: **Friday, April 24**

Portion of Final Grade: **10%**

Brief description: You will apply your research to a practical situation, and offer a rationale for the choices you made in doing so.

Essay length: Equivalent of **4 full pages**

Submit by uploading to Canvas.

Further explanation on terms: “genres” and “fields.” An example:

If you researched how department store sales associates stereotype customers (by gender, class, race), and how that affects the service those customers receive, for the applied project, you might choose to write an internal policy memo to store staff, making recommendations about how to improve sales in the stores by counteracting some of the implicit biases sales associates have about customers.

In this instance, you adapted your research findings to the new genre, the *internal policy memo*, you identified as relevant to your project’s field, *retail management*.

Alternatively, you could design a poster for customers, designed to counteract employee stereotyping, to make them feel welcome. Here the field (retail management) is the same, but the genre is *signage for customers*.

Grading: Single Point Rubric

-		+
	Genre	
	Product is in an appropriate genre. Its structures are identified and followed. Product is a convincing example of the genre selected.	
	Research	
	Product encapsulates original project’s research and findings; original project is clearly linked to applied product. The original written work has translated well to the new form.	
	Rationale	
	Rationale carefully considers and explicates choices made with the applied product. It addresses what genre was chosen, why it was chosen, and what features were most significant to follow.	
	Writing	
	Writing in the rationale (and/or project) is clear, effective, and well-organized.	
	Completeness	
	Project effort is equivalent to the full length required (4 full pages)	