

**Genre Analysis Graphic Organizer – SAMPLE**  
**GENRE: TAKE-OUT MENUS**

**Part 1: Identifying the Genre’s Scene and Situation**

Scene of writing/communicating (area of life where this genre is used).

<b>Question</b>	<b>Answer</b>
In what setting or place is this genre found/used?	Restaurants (if they offer take-out), homes, dorms, schools, workplaces, online, apps (GrubHub, UberEats, etc.), on your car windshield, foyer of an apartment building, guy on the corner in a costume handing them out, promo events, at a catered event.
Who are the people in this overall scene/setting?	Potential customers, average people of varying economic backgrounds.
What objectives do the people in this scene of writing/speaking share?	They are potential customers.  In the restaurant or finding the menu online are looking for food to eat; people who encounter it in their building lobby, on their windshield, may or may not be hungry or interested.

Situation where/when rhetorical interaction takes place (the specific situation within the scene in which your genre is used).

<b>Question</b>	<b>Answer</b>
Who are the participants in the situation? These are the different people transacting or interacting through the genre. These could be people who make the genre, collect the genre, consume the genre, complete it, use it, etc.	Make: restaurant owners/chefs, graphic designers, web designers/programmers, printers  Collect/Consume: anyone who orders take-out food - families, single people, couples, students, event hosts (in cases of catering), employers/employees (either ordering individually or for a meeting)  Interacting: chefs, cashiers, people answering phones to take orders, delivery workers, the people who order and eat the food, whoever pays for the food (i.e. a parent ordering pizza for kids)

<p>What purposes do these participants have? What are they trying to accomplish in using the genre?</p>	<p>People making the take-out menus are trying to sell products, catch viewers' attention, appeal to appetites</p> <p>People ordering the food are trying to satisfy their hunger, enjoy social time with family or friends, looking for convenient meals, or trying to feed a large group of people</p> <p>Anyone working at the restaurant is trying to make money, trying to gain experience in the food service industry</p>
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**Part 2: Closely Examining Samples of the Genre for Rhetorical and Linguistic Patterns (Recurring Features)**

Note: in the notes section, you can add quotations or specific observations about that particular sample; these can become evidence/illustrations later. The far right column is for identifying patterns you see across all of the samples, though there might be some variation from one sample to the next. (Variations and differences from one sample to the next can potentially make good talking points for your written analysis.)

<b>Features</b>	<b>Sample 1 Notes – Panda Garden</b>	<b>Sample 2 Notes – Pizza and Steak Master</b>	<b>Sample 3 Notes – Jyoti Indian Bistro</b>	<b>Patterns Observed</b>
Content (information that is typically included and excluded)	Basic listings of food available, spice levels, prices without dollar signs, coupons, restaurant name, location, contact info, hours, map	Listings of food including pizza topping options, cheesesteaks, and much more (burgers, quesadillas, sandwiches, etc.), prices, coupons, restaurant name, location, contact info	Listing of food items with descriptions of ingredients, drinks, prices, sizes, dietary info (gluten free, vegan), restaurant name, location, contact info	All include listings of food items, prices, and basic restaurant info. All include appetizers, some variation of entrees, desserts, and drinks.

<p>Rhetorical Appeals (logical, emotional, ethical appeal; may not use all three equally)</p>	<p>Logos: the organization by category appeals to logic, as does the inclusion of combos and coupons</p> <p>Pathos: calming colors and pictures of a cute panda appeal to emotion, suggests the target audience might be more mature, families, maternal even</p> <p>Ethos: dietary information and spicy indicators appeal to ethos – show the writer’s concern with audience and accuracy</p>	<p>Logos: the organization by category appeals to logic, as does the inclusion of coupons</p> <p>Pathos: the bold colors and harsh fonts appeal to emotion, suggests hunger and urgency, target audience might be younger, teens, college students</p> <p>Ethos: dietary information and inclusion of vegan and gluten free items appeal to ethos – show the writer’s concern with audience and accuracy</p>	<p>Logos: the organization by category appeals to logic, as does the inclusion of dietary info and explanation of each dish</p> <p>Pathos: the red and gold design appeals to emotion, feels regal, target audience is mature</p> <p>Ethos: “Our business built on quality” is in the top left corner of the front page, descriptions such as “refreshing, delicious salads,” “fresh dough made daily,” “100% mozzarella cheese”</p>	<p>All use all three appeals – logos through information about dishes and offering specials or coupons; pathos through design; ethos through customer concern and self-praise</p>
<p>Structure (the parts, sections, order of content)</p>	<p>Organized by category with appetizers and soups first, then entrees divided up by Lo Mein, Moo Shu, beef, chicken, shrimp, vegetarian, etc., and dessert last. After a la carte items there are combo platters and coupons. Prices listed next to each item with two sizes, pint or quart.</p>	<p>Organized by category with pizzas first, then cheesesteaks, sandwiches, and 16 other categories, ends with lunch and everyday specials on the back. Prices are listed next to each item.</p>	<p>Organized by category with appetizers, breads, rolls, and desserts in a column on the left, sizes and prices for a la carte and platters across the top, drinks and dietary key across the bottom, and entrees filling the rest. Entrees are organized by when they are offered with 6 every</p>	<p>All organize by category with appetizers first. Dessert and/or drinks is always last or off to a side – feels less important. Most end with specials and/or coupons.</p>

			day items first, then Mon-Sat having 3 items each day.	
Format (layout/presentation)	Front includes restaurant info with calm colors such as green and pink, images of a panda bear and bamboo shoots. Tri-fold, front portion opens to the left twice. Coupons stick out to the side and are visible from the front and once you open the menu. Combo platters are surrounded by a red squiggly line, stands out. There is a picture of a panda next to each category, carrying the image from the front throughout. Chef's specialities are on the back with images of the food.	Bold reds and greens, the word "Master" in the restaurant name is bright shades of green while the rest of the name is white, uses all caps. "And More" is in script font. There are images of food on the front and throughout the menu. Large quad-fold menu. Salads and Pasta are emphasized with green and red backgrounds, respectively, and images of each dish. From the Grill is on the back, also with images, and then a list of specials, each in it's own box with rounded corners.	Almost all red with gold swirl designs, modern design with rounded fonts, divided into sections with red lines (apps, breads, platters, drinks, etc.), daily entrees take up the most space, sizes and prices are all in a box at the top outlined by squiggly lines, bold font for days of the week, uses mostly brown/maroon font but red for dietary info. Menu is folded in half with a simple front/back featuring just color and restaurant info, all menu info is inside.	Red is used in all, fonts are different from one sample to the next, but consistent in each menu. Color is used to draw our attention to certain items, as are borders/boxes around some information.
Style, sentence structures, word choice, tone	No complete sentences, just list of items, straightforward tone	No complete sentences, just list of items, straightforward tone	Uses fragmented sentences to describe each food item, gives it a more approachable tone	All use lists and/or fragments to convey information