Group Identity Feature Article

Now that you've done a fair bit of brainstorming and digging around, it's time to explain your group to others. Before you sit down to write, it will be helpful to clarify two things for yourself: the exigency and the audience. Why are you writing this and to whom?

We'll use the Joel Stein *Time Magazine* article as a paradigm. This is a cover story. You have something interesting/important to say about your group, and you're talking to a specific audience (that you'll determine for yourself). The why and the who might be answered by first finding an appropriate publication venue – a real publication where this article might be suitably published (e.g. *The Atlantic* vs. *Rolling Stone*). Or you might decide on your who and why and then find an appropriate venue (e.g. you want to write to other people in your group, so what kind of magazine might they read?).

Importantly, you'll need to offer your readers a sense of *why* you're writing this article – we're pretending this isn't an assignment; it's a "real" article to be published in real magazine. So it isn't a book report (where you blandly summarize information), it's a feature article talking about issues/ideas/assumptions related to your group. You might want to start from a "problem" related to your group, such as common beliefs/negative stereotypes about this group that you want to clarify or dispel (e.g. that Millennials are narcissistic and tech-addicted). Or, if your group is less well-known, what is unique/interesting/exciting about it that you want people to understand? Or, are there recent events that relate to your group's identity that might help frame your discussion? Have they been in the news lately? How do you want to respond to that? Essentially, you need to establish some kind of "they say" for this article.

You'll also need to think about audience: are you talking to people inside the group or outside of it? That will make a pretty big difference in how you approach your article – in terms of contextual information and pronoun use. What does your audience know or think about your group? How are you going to address them?

In terms of sources for this article, you're welcome to draw on materials collected in your annotated bibliography. You'll also need to conduct some interviews. Your "primary sources" will be interviews with at least four people: two insiders and two outsiders. This will help you present a range of perspectives on your group and incorporate a variety of voices.

You'll also be formatting this like a magazine article – incorporating images and formatting the text in columns. You might even want to make a cover for the story/magazine. Images should include captions and an image credit if the image is not one you took on your own.

To meet the contract expectations, this project must:
- Be composed of 1500-2000 words
- Be directed at a specific audience and written for a specific publication venue – both of which should be made clear in the article
- Be formatted appropriately for a magazine publication (incorporation of images with captions and text displayed in columns)
  - You might even look at the specific magazine you want to "publish" in and strive to match their formatting
- The article should be submitted as a .pdf
- Include quotes from interviews with at least 4 people (2 insiders, 2 outsiders)
  - You'll need to record these interviews in some manner and upload the video/audio/transcripts to Pathbrite in a portfolio
- Use appropriate paragraphing, grammar, and spelling; be free of egregious typos
- The polished article, the first draft, and all interview materials should be compiled in their own Pathbrite portfolio, and the portfolio must be submitted by the start of class on the due date

The first draft of this article will be due for peer review on Tuesday, November 10th.
- This will be submitted to Moodle for workshopping by your peers.
- This should be submitted as a Word document.

The final draft of this article (and the accompanying portfolio) will be due on Tuesday, November 17th.
- The portfolio should include the final version (formatted appropriately and uploaded as a .pdf), the first draft, and all interview materials.