Genre Translation Activity

| Objectives: | - To model what genre translation looks like on a small scale  
|            | - To help students think through rhetorical strategies in genre translation |

| Materials: | - 3-5 print advertisements |

| Group work: | - Have small groups of 3-4.  
|             | - Ask each group to translate their ad to a written argument form (claim). They’re trying to discern what’s the implicit argument that the ad is making.  
|             | - Pass their written argument to another group without showing the original ad.  
|             | - In this second round, groups translate the arguments they got into a visual ad/representation. |

| Debriefing and reflection: | - What kind of rhetorical strategies did the groups use knowingly and unknowingly?  
|                           | - Which translation was harder: ad to argument, or argument to ad? Why?  
|                           | - We also talk about how the ads the groups create are often very different from the original ads. I use this opportunity to discuss how translation is not a conversion, but more of a rewriting that involves interpretation to some degree.  
|                           | - This activity prepares students for their MP 1, genre translation. |

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i I got this activity idea from one of Irene Clark’s articles on genre awareness.