

## 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.<sup>i</sup>

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<sup>i</sup> I got this activity idea from one of Irene Clark's articles on genre awareness.