

Multi-Genre Study

Step One: Choosing a Topic

For this project, you may choose any topic about which you are interested. This might be:

- a historical event (ex. Holocaust, sinking of the Titanic, etc.)
- a famous athlete, musician, politician, author, or other influential figure (ex. Princess Diana, Muhammed Ali, The Beatles, Shakespeare, etc.)
- a theme (ex. ambition, courage, education, etc.)
- an issue (ex. racism, bullying, discrimination, etc.)
- a significant place (ex. Mt. Everest, Disneyland, home, etc.)
- any other topic of relevance to young adults (ex. choosing a college or university, peer pressure, being yourself, etc.)

Step Two: Finding Sources

You are to find a minimum of 5 sources of information about the topic. You must select at least one type of source from each of the categories below (the fifth source may be from any of the categories):

Informational Text	Fictional Text	Visual	Multimedia
<ul style="list-style-type: none"> • newspaper article • magazine article • online article • chapter in a book • encyclopedia article • etc. 	<ul style="list-style-type: none"> • short story • novel • poem • graphic novel or comic • script • etc. 	<ul style="list-style-type: none"> • photograph • painting • sculpture • advertisement • other artwork • etc. 	<ul style="list-style-type: none"> • documentary • movie • television news report • TEDTalks video • other video • etc.

Step Three: Evaluating Sources

The next step of the multi-genre study part of the project is to evaluate the sources you have used both for content and for style. Be sure to answer each of the following questions in detail for each of the sources you have used.

1. What key information did you learn from this source?
2. How was the information organized?
3. From whose perspective was the information presented?
4. What types of details were used to present the information? Be sure to include an evaluation of the effectiveness of literary devices in answering this question.
5. How was your reading of the text impacted by the type of source?

Be sure to submit your answers to these questions for each source with your final project.

Step Four: Citing Sources

The final step of the multi-genre study is to complete an MLA style works cited list for the five sources you have used.

Multi-Genre Study

Informational Text: "This is Your Brain on Music"

1. The key information that I learned from this article was about the effect of music on the brain. This was also the theme. It discussed the health benefits of music. These included lower anxiety and stress levels, as well as a connection to a stronger immune system. It also discussed how brain patterns occurring when listening to music are able to show whether or not people are enjoying the music. In turn, this can be used to benefit companies financially as they are able to predict whether or not customers will buy their music. Another point discussed was the way people take in music and the similarities or differences between people. It talked about the way music is listened to by those with and without brain disorders. They suggested this would reveal more about how the brain stores information. Music's ability to unite groups of people was also brought up and the article discussed how at a concert, people who normally would not join in the crowd are inspired by the music and get caught up in the music.
2. The article was organized deductively. It began with general statements about music and moved to a narrower focus. The article started by discussing music and how there are obvious effects, such as improving moods or causing excitement. It talked about how scientists are working to discover how the brain processes music. It then became more focused and brought up the main points. The first was how music have health benefits, such as lowering stress or even improving the immune system. It then discussed how by observing brain patterns people are able to tell whether the listener is enjoying the music or not. This brought up the financial side of knowing whether or not music was being enjoyed as they could use this information in business. Finally the article talked about how people hear music and the differences or similarities in this. The power of music was also discussed here. This is how the article moved from general statements to very specific areas and examples of how music can effect people. This was effective as it allowed the reader to follow and understand all of the topics easily. By beginning generally, the reader got a sense of what the theme of the article was and then easily followed what the supporting points were.
3. The article was written from 3rd person perspective. It did not use the personal opinion of the author. Instead it was objective and focused on presenting the facts. It did this by including various studies, such as a study that determined the health benefits of music and a study that observed brain patterns when music was listened to. The author did not include her own opinion but only information from experts. This perspective was very effective. It allowed for a very focused, informative message and did not take away from the topic by using personal opinion. The reader could focus on the main message being presented rather than trying to determine what part of the article was opinion and what was fact. This perspective allowed the reader to trust the information and made the writing more reliable.
4. To present the information the author used many studies and quotations. These helped to give a broader view of the topic, bringing in the beliefs of a variety of sources. These studies were about the medical benefits of music and the effects that music has on the brain. These helped present the purpose to the reader, which was that music has many effects on people. They also established credibility, allowing the reader to trust the information presented. There were several devices used in this article as well. One of these was allusion. In the first paragraph the writer referenced the musicians Bach and Macklemore & Ryan Lewis. These are both well known musicians that readers would recognize. Using this allusion was effective as it enabled the reader to relate to the topic. Having this at the beginning caught the reader's attention and allowed them make a personal connection to the article.
5. The source used was a news article. Taking out facts from this article was the focus, rather than, for example, looking for a story to learn information. The headings stood out, as they gave a summary of what the paragraph was going to discuss. Organizing the article in this way allowed the information to flow together and helped me, as the reader, to follow the information given. The facts taken from the article were more readily trusted and relied on than in other types of sources because it was a news article. The news article referenced experts and did not include personal opinion, something that also allowed me to believe the information given.

Fictional Text: *To Joy Yes* by M. Stanley Bubien

1. From this source, I learned about the performance side of music. The purpose was to tell a story describing the dynamics of performing. Specifically in this case it was about classical music. It gave information and descriptions about some of the emotions felt during a performance. There were feelings of excitement and an experience of adrenaline after finishing the performance. In this story there was also unease and hesitancy as the composer struggled with his inability to hear and the narrator was unsure how to act because of this. It also gave some information about Ludwig Van Beethoven, as the fictional story was based on an actual event. This text informed its reader that performing music involves much passion and exhilaration, as well as a certain etiquette that should be followed.
2. This text was organized in chronological order. The story begins right after the final section of the performance. The musicians were feeling joyful and exhilarated. Then the story moves to the applause and this was where the conflict was introduced. There was a struggle between following the etiquette expected and coming to the aid of the deaf composer. This then led into the resolution where the musician telling this story helped the composer and shared in his emotions and tears. This was very effective as it allowed the reader to easily follow through with the progression of events. As the story progressed and built, tension and expectation also built in the reader. This allowed for a climax and a satisfying resolution. The reader was then able to grasp the purpose and theme of the story, which was, in part, that performing requires an etiquette but sometimes this needs to be overridden. The chronological order allowed the story to flow very nicely and emphasized the message of the story.
3. The perspective of the text was first person. It was told from one of the musicians playing in the symphony. This was very effective as it gave a very personal feel to the text. The reader had access to and could experience the full range of emotions felt by the musician. When the musician felt joyful, uneasy, hesitant or any other emotion, this was directly conveyed to the reader through the first person perspective. If the text had been told from a 3rd person perspective than it would not have been as impactful. The reader would have missed out on these emotions and wouldn't have been able to make as deep of a personal connection to the story. It was also very effective as it gave the reader a way to picturing the scenario that took place so many years ago. The reader saw everything through this musicians eyes and therefore had a deeper understanding of what this situation would have looked and felt like. Any other perspective would not have had the same impact as this did.
4. To present the information, the author used a variety of sentence structures. He used short, blunt sentences where emphasis was needed. This also built a sense of expectation in the reader. The story was also organized with many different paragraphs. This simply helped the reader to maintain interest, as one lengthy paragraph could put off some readers. To present the story, the author used dialogue. This made the story more realistic and helped the reader connect to the story. This made the characters come alive, making the story more interesting and impactful. This short story also contained many devices to enhance the text. There was imagery throughout the text, with descriptions like "symphony cascaded to its tumultuous ending." There was also personification in this story. The music was said to have "pulled passions I was unaware I possessed," displaying music as being able to grasp and pull up passions from within this musician. Similes were also used, such as "gentle as tarrying wings." The imagery, personification and similes were all effective as they helped paint the image the writer intended. They enhanced the text and made the story more interesting. The devices helped the reader picture what this situation would have looked like and what a wide range of emotions would have been felt. Overall, the organization and devices used make it a more enjoyable and impactful story.
5. This source, a fictional text, allowed the reader to relate to the characters. The characters became 'real' and the reader could make a personal connection to them. The reader felt the emotions and saw this scenario through the musicians eyes. This helped the reader relate emotionally with the characters of the text. This made the story more impactful and the reader took more out of the story than if it had been a purely informative text. They would have missed out on the details and dynamics of this story that were actually very essential.

Visual: Advertisement

1. The information that I learned is that playlists are great for every activity in life, which is the purpose of the advertisement. I learned that music is something that people from all areas of life enjoy. Many people enjoy listening to music or involving music in their day even if they enjoy different activities that others may not enjoy. The advertisement wanted to display that despite the differences in lifestyle, music is something that is useful in every way of life.
2. The advertisement was organized very symmetrically and proportionally. The images were all the same size and the wording was centred. Some of the text was bolded and in uppercase lettering while others were in lowercase. The images used were of people participating in a variety of activities. These were all the same colour as well. All of these structural components were very effective. The images being symmetrical was effective as it appealed to the eye and allowed the reader to focus on the text rather than the way the pictures were put together. The pictures being the same colour brought the text to the front and allowed this to be the focus. The bold, uppercased wording worked well as it stood out. They viewer read the words, "Get playlists for whatever you're doing" and then looked at the pictures and hopefully saw something that applied to their lives. This put the idea in the viewer's mind that maybe music *does* apply to them, which made them more likely to purchase music and playlists. This allowed them to be fully impacted by the message the company was trying to convey and helped the company earn business.
3. This advertisement was created in a way that it attracts the attention of physically active people. Many of the images featured people who were working out or exercising. It does not include images of people sitting or not doing anything while listening to music. This made it appeal to people with an active lifestyle over those who are less active. Those who live a less active lifestyle may assume that music is for whatever activity they are doing, but only if they are being active. This makes them less likely to purchase music or playlists. By using this angle and perspective, the company is losing a large portion of the number of potential buyers. This perspective is effective for those who are active, as they see activities they are involved in and make that personal connection. This would increase the chances of them buying from the company.
4. To present the information, a deliberate structure was used. The wording that the company wanted the most emphasis on was bolded and in uppercase print. This helped convey the theme of the advertisement, that music is for everyone, whatever activity they are involved in. The images were all symmetrical which made it balanced. That aspect is appealing to many people. To present this information, images were also used. They gave examples of activities the viewer may be involved in. This is effective as it helped the reader connect to the message. Also, in the text there were many examples of activities a person may be participating in. For the same reason as the pictures, this was effective and reinforces the idea the company was trying to express in this advertisement and allowed the viewer to make a personal connection.
5. When viewing this source, my eyes were immediately drawn to the large text. Then I looked at the pictures. The colour also impacted how I viewed the source, as the blend of pinks were very eye catching and creative. This drew my eye to the advertisement and made me read it. The wording was quick and to-the-point, as advertisements often are, which also encouraged me to take the short amount of time necessary to read it. If it had been lengthy than I would not have been as inclined to read or look at the advertisement.



(Company: Beats Music)

Multimedia: “Benjamin Zander: The transformative power of classical music”

1. The theme of this presentation was that classical music is powerful and can install specific emotions in its listeners. From this source, I learned about music and different aspects of music. He talked about peoples opinions of classical music and explained how very few people are actually tone deaf. Then he talked about the structure of music, and the progression of notes in a piece by Chopin. He talked about deceptive cadences and how when the right cadence is played, it gives a feeling of peace and ‘at home-ness’. He talked about how everyone can be touched by classical music. One of his final points was that music, like other things in life, needs to be looked at as a whole piece. This requires a vision for the long term results, not just the individual sections. When it is seen as a whole it is the most beautiful and enjoyable.
2. The information was organized deductively. He began with general stories and statements about music. He talked about the changes in the way of playing from when a student is in grade 2 and then grade 3 etc. This was effective as it was a general topic that many in the audience could relate to. It captured the audiences attention. He discussed the experiences with music the audience may have had and how music is about a progression of techniques. Then he moved on to more specific points. These included how music is composed and what this means for the listener. Chopin was the example used. The speaker discussed how Chopin wanted to inspire different emotions and therefore deliberately selected notes that instilled this. In this case, he showed how music makes us feel comfort and a sense of peace. This was helpful as it was easy to follow along and kept the flow of the presentation at a good pace. Beginning generally set the stage for the more specific points. If this was not done than the audience may become confused as to the purpose or point of the presentation. It would have been more difficult to follow as well, which made the use of deductive organization very effective.
3. The perspective of the TED talk was from the speakers point of view. He discussed his own personal experiences with music. He included stories from previous presentations (how his presentation changed how one man ran his business) and the responses of the audience to his speeches. He also brought up stories of when he had seen music’s ability to resolve conflict and begin healing. This was effective as the audience could use these examples to understand the message with more clarity. It also allowed the audience to be impacted more as they experienced some of the same emotions that the speaker had once experienced as he shared his stories. He used everyday language and a causal tone when speaking. This was effective as it made it easier for the audience to connect to the speaker and understand his points. The casual tone was also inviting, as a very sophisticated tone and word choice could discourage a large portion of the population from listening and taking something from what was being shared.
4. There were many supporting details to support this presentation. The speaker used storytelling as a technique. He used it to emphasis his points and give complete clarity. The audience could listen to the story and understand the significance of his points outside of the speech. He also used story telling as a means of including humour. These were both very effective as it kept the presentation interesting. These stories were also very memorable, making the presentation stand out. He also used analogies to give clarification. He used subjects such as a shoes salesman and Hamlet to make comparisons to somewhat complex topics. This was effective as it allowed the reader to grasp the speaker’s meaning. He used facts as well to give credibility to his speech and excelled at relating to the audience, which was good at keeping them involved. He used smilies often to reinforce his message. One example was when discussing the audience’s exposure to classical music, he compared it to, “second hand smoke at the airport.” One final device was repetition. He played a portion of a piece of music at the beginning multiple times, changing it a little bit with each replay. This was effective as it helped the audience understand what he was trying to teach them.
5. The TED talk was a great way of viewing this information. It was easy to relate to the speaker and the visual representation aspect was helpful for clarity of the topic. The message was spoken but also reiterated through examples and actions. It was enjoyable as I was able to see the facial expressions and tone used by the speaker. This would have been lost if the same information was given in a written format. The facial expressions and actions of the speaker made the presentation more humorous and memorable.

Other: "Secret Music" by Siegfried Sassoon

1. From this source I learned how the narrator views music. I learned how for him music was a lifeline and something that nothing can take away. For him, music was a means of hope and holding on when the struggles of life become overwhelming. The theme of this poem was that when the world is full of tragedy, music can become an escape. Specifically in this poem the author was referring to battle, with the "roar of guns", and how for him music allowed him to leave the battlefield and death behind and become lost in the beauty of music.
2. The poem was organized with rhyme. Every second line rhymes, brain with pain, quell with hell, etc. This was effective as it gave the poem a smooth progression. It almost sounded musical in the way that it was written. This was also effective as it allowed the reader to focus on the content of the poem instead of having the reader struggle over the structure of the poem.
3. The poem was written with a first person perspective. It was from the narrators point of view. He used phrases such as, "my dreaming spirit will not heed" and, "but in my torment I was crowned." This perspective was effective as it made the poem much more personal. It made the message powerful and allowed the reader to experience the importance of music. It gave the poem a triumphant tone, as the reader saw the struggle but then saw how music "dawned above despair." This point of view allowed the reader to deeply understand the writers views on music. It gave full access to the raw emotions the author felt. It allowed the reader to connect to the poem and to the authors experiences.
4. In this poem, the author used many devices. He used imagery, describing "proud-surgng melodies of joy," and "beauty, garlanded in hell." These were effective as it helped the reader picture and understand the life of the narrator and the need he had for music. Other devices were personification. This was used when describing, "Glory exulting over pain," and "Death in his carnival of glare." These were also very effective as they enhanced the message and made the poem unique and interesting. Like the imagery, they also helped in understanding what the author was trying to convey, which was how music can be a lifeline at times, and allowed the reader to grasp the entire meaning.
5. The source of information was a poem. When reading this I focused on the wording and structure. The imagery also stood out. With every line I could picture what was happening and imagine the experiences of the narrator. T imagery helped me to understand the poem as well. This poem was very personal and when reading it I was able to relate to it and see the significance of music to this person. I could understand and experience to an extent how music gave the narrator an ability to endure and rise above his circumstances. I could see first hand how important music became, something that would have been lost if the same topic was written in a different format that was less personal.

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