

WR 112: Lera Boroditsky Genre Analysis

Now that you have watched Boroditsky's TEDTalk and read her essay "How Does Our Language the Way We Think?", **consider how the genre, or type of text, and overall rhetorical context (live presentation vs. written essay) affect the author's message.** In particular, consider the following questions:

1. **How do the type of audience and the context influence the author's message?** What strategies does Boroditsky use when speaking to a live audience in her TEDTalk that would not work in an essay? And what strategies work better when conveying a message in a written text?
2. **How does each genre differ in structure?** How does Boroditsky start and end the presentation, and why? How does she organize the ideas in the written essay, and why? What similarities and differences can you find between the two texts?
3. **How does the author use language to convey her ideas in each genre?** For example, how does Boroditsky use vocabulary (e.g., technical/everyday, formal/informal) and sentence structure differently in the TEDTalk than in the essay, and why? How does she use cohesive devices (transitions, pronouns, synonyms, repetitions, etc.) in each text, and why?

Write an analysis of one or two paragraphs, in which you address ideas from each of the bullet points above. Make sure to **provide specific examples (such as direct quotes)** from the texts to support your claims.