

# **Project Purpose:**

To analyze the University of Dayton's English Department website by examining the types of genres employed by four comparable websites.

# **Research Strategy:**

Examine four websites' genre by two characteristics: **1.Structure/organization** 2.Language

### Questions:

1.What is the structure/ navigation of the website? 2.Type of voice on the website? 3.Department's key messages? 4.How is content divided on the website?

## **Genre Analysis of Department Websites** Jana Sztuk & Claire Sauer Advisor: Dr. Patrick Thomas, Dr. Xiaoli Li

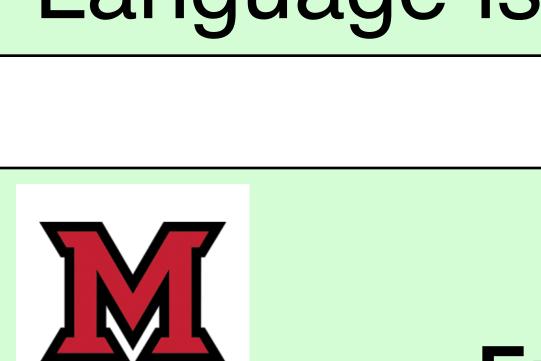


**Structure:** 

 Content divided by topic Drop down below main topics (sidebar) Pathway pages are wordy

Language:

•Department Voice (we) •User Voice (you) Language is appropriate





#### **Structure:**

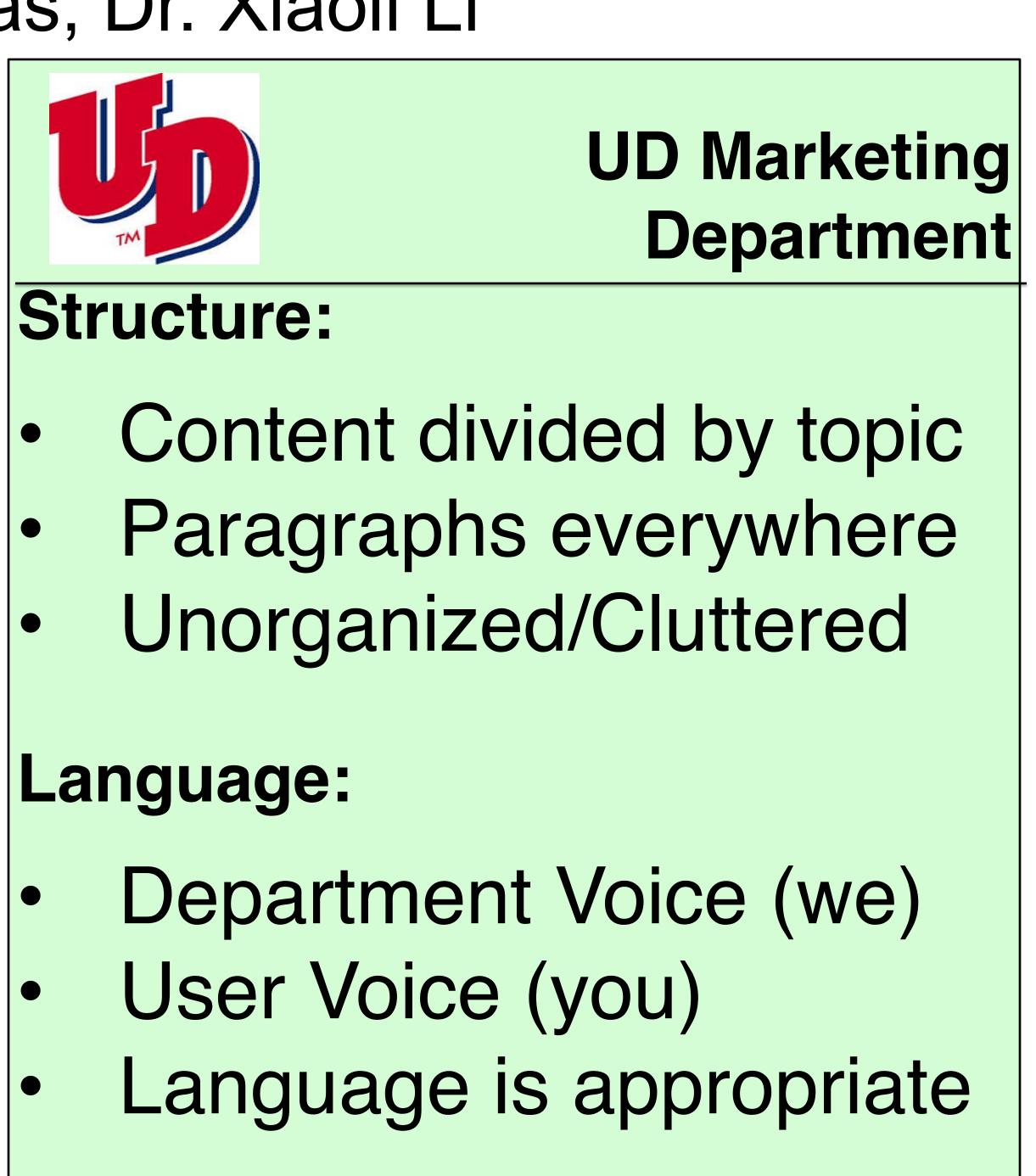
users

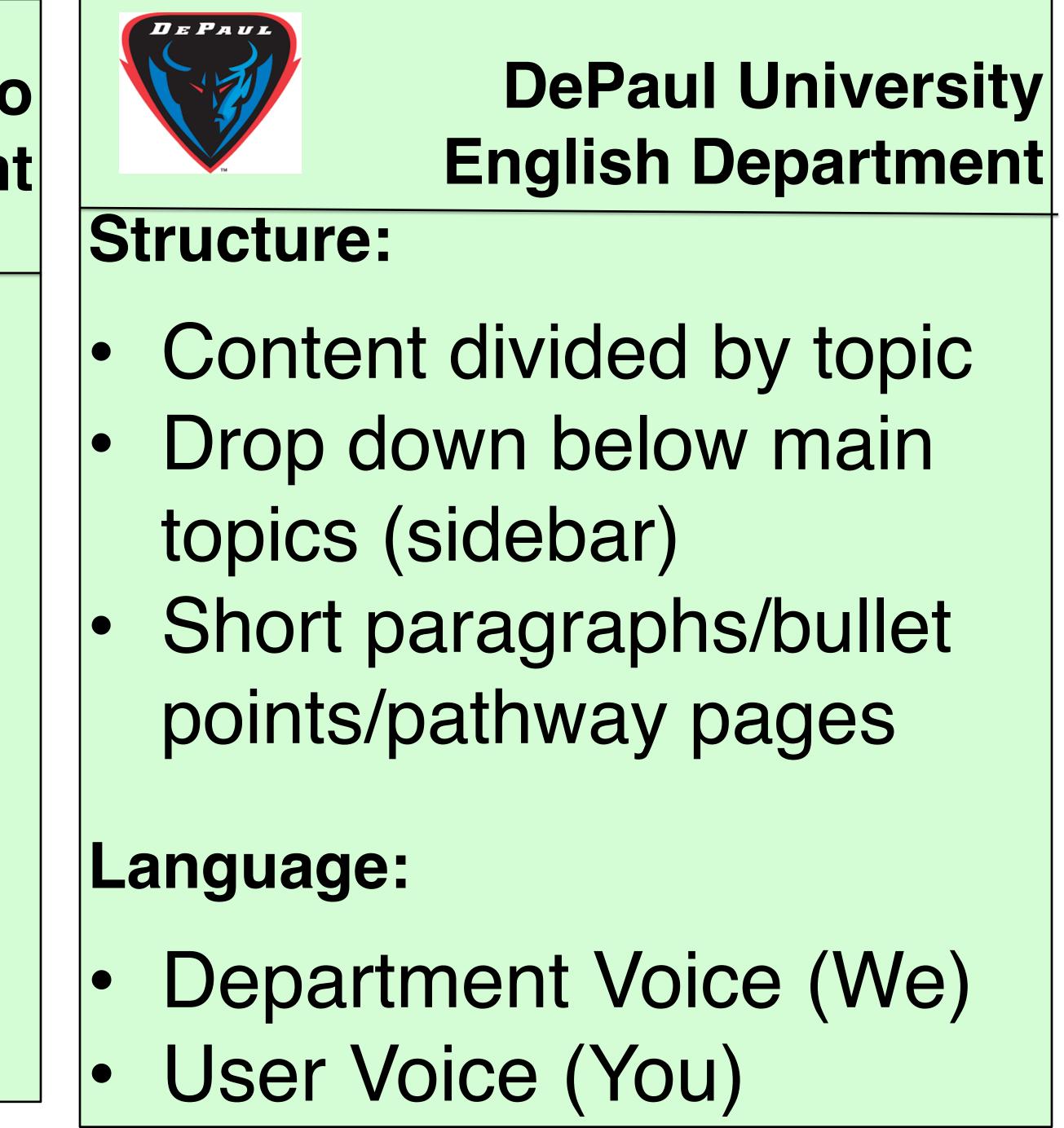
Language:

 Content divided by topic Search button Paragraph form difficult for

Does not recognize visitor

(No "You" or "We")





#### **Conclusions:** Organizing content by topic is most effective. 2. Short paragraphs/ bullet points are easiest to keep users' attention. 3. Language should be consistent with the information that is being presented. Content 4. should always be divided in a consistent manner.