

Genre Analysis of Department Websites

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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?



UD Communication
Department

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



UD Marketing
Department

Structure:

- Content divided by topic
- Paragraphs everywhere
- Unorganized/Cluttered

Language:

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



Miami of Ohio
English Department

Structure:

- Content divided by topic
- Search button
- Paragraph form difficult for users

Language:

- Does not recognize visitor (No "You" or "We")



DePaul University
English Department

Structure:

- Content divided by topic
- Drop down below main topics (sidebar)
- Short paragraphs/bullet points/pathway pages

Language:

- Department Voice (We)
- User Voice (You)

Conclusions:

1. 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.
4. Content should always be divided in a consistent manner.