

Russel Thomson
E-Portfolio Genre Analysis
English 413 Dr. Jablonski

The Genre of E-Portfolio

E-portfolios display information on the internet in such a way to fulfill the audience needs, which defines the role of the writer. The audience needs varies slightly but is mostly to help clients know about the professional, and see some sample work. The E-portfolios I looked at varied substantially in content, style, and organization, and as a result affected its effectiveness. Each portfolio had a different style that needed to be consistent with the industry and also adhere to standards of the genre's style. The genre plays a role in determining the outcome of the E-portfolio.

What is the point of the genre

The point of the genre, or purpose of the genre is different depending on the industry and the individual needs. The first portfolio I looked at was John Sealendar's who is a writer. The purpose here was to tell about himself and to show the work that he has done. He also wanted to provide a resume, and many of his accomplishments. The purpose of the e portfolio is so individuals can provide such information and have future work. The point of the genre is to tell the audience what kind of document, or in this case project, is being presented so that way the audience will know what to expect, and know how to read it.

How is it organized

Organization, I found was a big part of what separated the different E-portfolios. They had a variety of things to consider, for example, menu navigation, size of the page-should it be separated in to many web pages or a big scrolling one, presentation of the images and text, etc. Genre specifications of organization can be rather vague, although there are certainly better choices that can be made. For example the second portfolio I saw was Philippe Blanco's. He chose to lose the navigation menu after clicking on one of the options. The third one I viewed was Imtiaz Hami's, his menu stayed there after clicking on it. The latter is a better choice for organizational purposes, and freestanding web purposes. The organization of an E-portfolio can make a big difference how the page is seen and how the audience will react with it as a genre.

What is the right style

There are many different factors to consider when understanding style. For example there is a specific style to each industry, and within the industry, but then there is a different style for web writing. The genre itself adheres to a style according to the audience needs and the purpose of the E-portfolio. The E-portfolio made by Imtiaz Hami was one that catered to typical web style to have small paragraphs and get to the point quick. He offers a lot of information but presents it in concise paragraphs, and organizes it well. Style affects the way the audience reads the material, and how the page is set up, and a good style will help the author achieve his purposes.

Who am I in this context

The role the writer plays in the portfolio is to develop the portfolio to the needs of the audience. They have put it up themselves in most cases and expect to achieve a purpose for their gain. The second portfolio was that Blanco's who is an architect. He has hopes that people will view his E-portfolio and see first hand from there things he has built and projects he has finished. His role therefore is to be the author of the content, decision maker for the site, and offer a service. The author's role and the genre of E-portfolio work together in purpose. The genre is of that of E-portfolio which is to tell the audience that this is an individual's professional web page; his role is to be behind the web page in every aspect.

E-Portfolio #1 John Sealendar: Independent writer.

<http://www.sealander.com/Portrait.html>

E-Portfolio #2 Philipe Blanco: Architect student, has helped with some projects through a school sponsored intern.

<http://users.pandora.be/philippe.brysse/>

E-Portfolio #3 Imtiaz Hami: Economical search engine optimization SEO expert & specialist offering search engine placement services & economical website ranking services & SEO consultant in Mumbai India.

<http://www.imtiaz-hami-search-engine-optimization-submission-india.com/index.htm>