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Final Draft of Project 2 Essay

Introduction

Being in the Marvel movie enthusiasts discourse community is a rewarding and fun experience for everyone involved. Joining this group will enhance knowledge, communication skills, and overall enjoyment of life. This research paper will discuss the marvel discourse community in depth and how much it impacts community-goers. Moreover, learning about genre, rhetoric, and discourse conventions is essential to understanding the discourse community and enjoying it as such.

What is a Discourse Community?

In the article, "Identifying and characterizing your Discourse Communities," The author of the discourse article is John M Swales. A *discourse community* is a social group that communicates in written text and shares common goals, values, and writing standards. The article talks about the concept of a discourse community. His report focuses on studying communities in a small, single university building. There are three types of discourse community: local, focal, and folocal. Folocal has characteristics local and focal. Active academics are members of "Focal" communities because they attempt to balance the demands of

their local situation. This includes teaching and the need for an active scholarship like presenting and publishing. (Swales)

The Six essential characteristics Swales claims to be the core of a discourse community are goals, intercommunication, participation, genres, lexis, and expertise. Swales explains that a discourse community has concurred on common public goals that all participants attempt to attain. A discourse community has intercommunication for all its members. They also utilize participatory methods specifically for feedback and information. Discourse communities use genres and develop their objectives. Discourse communities also use clear-cut lexis that helps them flourish as a group. Lastly, expertise is found within the community.

What are Rhetoric and Genre?

An article discussed in class was called "Defining Discourse Conventions" by Chandler, D. The word "Genre" comes from the French word for kind or class. This term is often used in rhetoric, media, and literacy theories. Defining genres may not seem problematic initially, but it has been characterized. Robert Stam identified four critical issues with generic labels. This includes extension, normativism, monolithic, and biologism. An *extension* is defined as the narrowness of labels. *Normativism* is defined as having preconceived ideas of criteria for the genre. Monolithic is characterized as if an item only belonged to one genre. Lastly, *biologism* is defined as an ever-evolving genre.

Furthermore, traditional definitions of the genre seem to harp on the idea of settings or themes. Nonetheless, genres are much more than that, as this article brings out. The article mentions, "How we define a genre depends on our purposes." In correlation with that statement, we study the way genres frame the reader's interpretation. This article does mention John Swales

and the discourse community for genres. He stated that it is an essential source of insight. I appreciated reading about the genres and the different perspectives of the genre.

Marvel Movie Enthusiast

The discourse community that is chosen is Marvel Movie Enthusiasts. The goal of marvel movie enthusiasts is to know, explore and experience the MCU via comic books, movies, shows, conventions, and more. Marvel enthusiasts are very passionate about the MCU as a whole. They communicate thoroughly to ensure everyone has a great time and has fun. Communication happens through social media, texts, phone calls & personal conventions. MCU enthusiasts participate in reviews of various and unique projects.

The main thing that holds all MCU enthusiasts together is comic books. Marvel enthusiasts are all experts in the knowledge of the marvel world. Comic books came before the movies and shows, and many, if not all, community members have read or know much about them. The best part is that there is diversity. Marvel movie enthusiasts come in all shapes, sizes, colors, and backgrounds, making the MCU even better. The summary of this excerpt is in aid of the Swales Criteria. The following paragraphs will express examples of communication and an in-depth observation within the discourse community.

In-depth Observation of Your Discourse Community

I performed an in-depth observation of Marvel Movie enthusiasts. The members of this discourse community communicate via Reddit posts, articles, and comment sections regarding writing interaction. The examples are shown in different communication outlets. There are numerous group chats for the discourse community as well. This is seen on Reddit websites, apps, and other forms. I noticed a few questions from their conversations "What will the next

phases of the MCU entail?" This is a big question following the end of Tony Stark's reign in the MCU. Everyone is wondering who the new avengers will be. In the MCU, everyone knows everyone will have a particular perception and opinion. The evidence lies in any form of communication between marvel movie enthusiasts. Certain YouTubers have an idea, and in the discussion board, everyone is pretty respectful of everyone's views. There do not seem to be any outliers. The MCU has a pretty tight and loyal discourse community.

Topics circulate throughout the community via social media, texting, articles, and televised communications, including youtube. There are a lot of Marvel movie enthusiasts doing reviews on youtube and other social media platforms like tik tok. I have observed various topics being talked about on regular tv like the news before. It is infrequent, however.

Furthermore, I observed one topic: How the phases will happen within the next movies in the MCU. It circulates by word of mouth and different peoples' opinions. Some people think the MCU is destined for greatness still, while others believe it has been going downhill within the last few years. It is constantly circulating that it is not going to survive vs. it will. It tells me people are incredibly passionate about this discourse community. Some people love it so much that they will side with its future offerings. On the other hand, some people loved its magic before and did not want it to be ruined by new things. I understand both sides and opinions.

Reddit Discourse Community Flowchart

Moreover, Reddit is an essential form of communication within the marvel community. People can connect and chat about marvel movies. Throughout the lesson plans, we worked on a flowchart of a discourse community which is Marvel Movie Enthusiasts. **Different opinions** of the MCU can vary on topics like theories, comic book interpretations, and what movie is the

best/worse > **Independence of opinions** are valid because everyone respects that someone may think a film from the MCU is best/worse > however, the difference in opinions goes into the **decentralization**. Everyone is knowledgeable and experienced in certain areas. Most marvel movie enthusiasts are experienced in all areas. This creates "Marvel Squads." Whom will go see and experience marvel movies together > The "Marvel Squads" go hand and hand with **aggregation**. There is always a collective decision to see the marvel movies and discuss them in great detail.

To conclude, the outcome of the flowchart reinforces why the discourse community is truly unique. The Marvel Movie enthusiasts are a prevalent discourse community, and many people appreciate being a part of it. Marvel movie enthusiasts have fun, learn and experience amazingness together.

<div align="center">**Conclusion**</div>

In conclusion, being in the Marvel movie enthusiasts discourse community is a rewarding and fun experience for everyone involved. The community strictly follows the Swales criteria making it a solid discourse community. Understanding the rhetoric, genre, and discourse attributes within the marvel movie enthusiasts discourse community is essential. Joining this group will enhance knowledge, communication skills, and overall enjoyment of life.

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