

Caitlin Rizzardo

Dr. DelliCarpini, Professor Burkholder

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#### Alternative Genre Memo

The purpose of my alternative genre is to inform parents of the changes that No Child Left Behind is causing schools to make. It also makes the parents aware of how the changes are hurting the development and education of their children. The audience is specifically parents; however, this article would be of interest to anyone who is following NCLB. I chose to create a magazine article that would be published in a magazine like *Time* because almost every adult I know reads a magazine. Magazines are one of the most efficient ways to get across information to the audience. I modeled the layout off of a typical magazine and included pictures and fact boxes that grab attention and quickly get information to the reader. I took the information and research from my paper and put it into easily readable sentences. Also, I did not use technical terms (such as null and explicit curriculum) and left out the less important technicalities. If there was more time, I would work more on the details so it would look even more like a magazine.