

## Reading Response 2: Genre Identification and Analysis

I think a very interesting genre is music release announcements, whether its a social media post or press releases used to promote upcoming albums or music releases. The main purpose of this genre is to inform audiences as well as make them excited about new music coming out, encouraging fans to listen or buy the newly released music. As the reading highlights, genres “help people know what to do in particular situations” (Jacobson et al., 223), and music release announcements help inform fans on how to engage with new content, such as pre-saving or streaming it on the date it's released. Music release announcements typically focus on the names of the music being released, any featured singers included in the release, the release date, or the inspiration for the music. It addresses questions like what the listeners can expect from the new release, or why the release is important. The audience can consist of current fans excited for any new music, potential new listeners, or maybe even industry insiders. “Stream now”, or “share with your friends” which hints that the audience it is meant for is potential listeners or current fans. Music release announcements try to use eye-catching images or videos to entice the audience, and usually use promotional language, or hashtags to widen the amount of people viewing the announcement. Music release announcements usually use diction such as “new single out now!” followed by other details like where to stream the new release, which also demonstrates how genres use different language to meet audience expectations, as described by Jacobson et al. (225). Typically they also use jargon such as, “exclusive,” “drop,” and “premiere” as well as use slang tailored to the target audience to create a more personal or engaging tone. I am interested in studying this genre further, particularly how artists tailor their announcements differently for different platforms they are posting on. I find concert posters and live musical performances interesting for analysis, as they also communicate about music but also serve different rhetorical purposes.