

My Multi-Genre Project I asked the question do savants deserve more attention and respect than they are given now. Savants are usually overlooked and most people only know savants to the point they might say, "Oh, you mean Rainman?" While the answer to this is yes, it is still sad that people don't say, "Oh, you mean Daniel Tammet" or Kim Peek, the person Rainman was modeled off of. In my eyes, it might sound extreme but, I think that names like Daniel Tammet and Allen Snyder should become house hold names. I want my genres to reach out to the people who do not know what Savant Syndrome is and people who are educated in the field. I chose this groups of people because the uneducated need to know, and the educated need to hear my opinion. I believe that savants deserve more attention because they possess keys into the mind that we don't have, "Sometimes MRI scans are quite different results than our own, and often they are normal" (ingeniousminds) yet their talents are so much better than ours. There are many savants whose skill is incomprehensible to us like a calendar counter who can tell you what day of the week any date in time was, and another where the savant could remember his entire past with perfect recollection. I believe savant's skill is to amazing to look pass, and for their skill alone they deserve more credit. It is even more amazing when you go back and remember that their brains are no different than ours physically, what makes them so special. The answer to this is usually autism, making the left half of the brain weaker forcing the right half to compensate for the loss of the left half; when this happens you will get a savant. Now maybe some sick perverse part of you is thinking, is there any way I could have a weaker left brain and the answer is yes. Professor Allen Snyder from the University of Sydney is doing that to people "Snyder says he can unlock anyone's hidden potential by deactivating a part of their brain" (innersavant). Now you are

probably thinking, why does everyone not know about this, and that is the reason I chose this topic.

For my two genres I chose a textbook article and a tri-fold brochure that you can mail. For the textbook article I was hoping to reach out to the younger audience who might be reading from a psychology textbook for a class and realize how big of an impact savants COULD have on this world. I chose the tri-fold brochure because it is a medium of speech that can speak to a large audience of people. In real world implementation of these genres I would love to see them in a textbook for a class I was in or to find in my mailbox one day. Both of the genres are quite linguistic but I did try and pick to opposites where the textbook article is wordy and lengthy while the brochure has good function and design. I wrote the textbook article keeping in mind of the genre I was writing and only using the appropriate appeals for a textbook, for example not using pathos. For my brochure I was much more liberal with the appeals that I used, I used logos, ethos, and pathos. For logos I explained what SupportingSavants is working on and why you should donate. I used ethos when I let the reader that we were working with Allen Snyder in hopes to create a thinking cap that could turn anyone into a savant for a short period of time. For pathos I used several pictures of savants doing what they love doing and a description of how SupportingSavants has helped them. I feel I nailed kairos on the head, this is a field that has infinite potential and almost none of the recognition it needs. This topic could not be timelier, we are not waiting for any new technologies to be released to progress the only thing holding this research back is support. I feel that both of my genres full met the expectations put on them by other pieces in the genres. My works are similar to real ones and they correctly address the target audience.