

Memorandum

To: Julia Romberger

From: Samantha Page

Date: 17 Feb 2020

Subject: Discourse Community Proposal

This memo will identify a discourse community for my discourse community analysis and explain the rationale for why I selected this discourse community.

Discourse Community

The discourse community I will be studying is the blog and social media communications of a Christian mission organization, Empowering Youth 2 Serve. The links for the organization's blog and Instagram page is listed below.

- <https://www.ey2s.org/blog>
- <https://www.instagram.com/empoweringyouth2serve/?hl=en>

Empowering Youth 2 Serve hosts church youth groups on week-long summer mission trips in Norfolk. Focused on service and spiritual growth in youth, Empowering Youth 2 Serve uses its blog and social media to share their work with the world.

Rationale

I identified Empowering Youth 2 Serve's blog and their Instagram page as a part of a discourse community, despite its few members, because it provides a way for the wider public to hear about and engage in the events surrounding this mission organization. Even though response engagement is low, there are still opportunities for audience engagement, which means it fulfills part of the requirements of a discourse community.

It uses its own jargon of Christian terms, mixed with terms unique to the field and the organization itself. The blog and Instagram pages have a community of members made up of differing levels of engagement. It utilizes the genres of both a blog post and Instagram posts, and different purposes within those genres, in order to accomplish their goals of communicating, encouraging spiritual development, and marketing different Empowering Youth 2 Serve functions.

I also selected this discourse community in particular because I have developed both of these communications as a part of my job as Director of Communications for Empowering Youth 2 Serve. To analyze my work and how it engages the discourse community can help me improve as I continue my role.

If you have any questions concerning the content of this memo, please contact me at spage@odu.edu.