

MCCRACKEN: I think my favorite genre still remains the-- what I call that the "handout genre." So because I do a lot of conference presentations, that is a very kind of particular genre depending even on the conference you're going to.

I spend a lot of time writing professional development materials for our faculty. So we have interns who work in our first-year writing program as part of our freshman studies. And so just this week, I was making handouts for them and materials, quick references so that they can know where to go find particular kinds of information.

I also spend a lot of time kind of creating things for parents. So when they bring their children to us-- their most precious cargo-- in the summer, they want to know what that experience is going to be for them. So trying to translate the disciplinary pedagogical work that happens in my field for an audience who may not be familiar.