

When looking back on all of the projects and assignments we did this semester, I can pinpoint exactly what I learned in each one. Project 1 was mainly about learning about our industry and the issue we wanted to discuss in our industry to help us learn more about the inner-workings of the career we're planning on moving forward in. I learned so much in this project because it made me more educated about what's happening in Hollywood regarding AI, union rights, and how the system works when it comes to SAG, WGA, and AMPTP. Going into the second project, it was much more about identifying rhetorical devices used among artifacts we had to deeply analyze about the same issue within our industry. I chose a Youtube video (that also seconds as a podcast, since they post the episode on both platforms) and also an article talking about the strikes, why they're happening, and what people have to say about it. While both artifacts went over the same ideas and points, they both had very different ways of going about it. Articles have to grab the attention of the reader without anything flashy since all they have is text. Youtube videos can be flashy but they can't be boring or monotone, as that would easily allow a viewer to click out of the site and never turn back. Both use the main three rhetorical devices; ethos, pathos, and logos, very well but put them to use in very different ways. While this project helped me pinpoint the rhetorical strategy, it really helped me look at different genres and how they can each be used to separate advantages. Genres have very differing applications and it was great to dive deep into the difference between a video and an article, as they can both get the same point across but have very opposite effects on a viewer. In Project 3, we got to create our own genres and use rhetorical strategies to further our own arguments, regarding the same issue that we talked about and learned about in project 1. I chose to use these following genres to argue my point against AI; an email drafted to AMPTP, an Instagram post to be shared among social media, and a collection of memes, also to be shared among social media and also be easily understandable to those who may not know a lot about the issue at hand in the film and TV industry at the moment. I am a pretty great writer when it comes to writing professionally so drafting the fake email was fun but challenging, as I don't professionally email companies often. The Instagram post was the hardest and longest to do because it took lots of time to find the correct formatting for each slide to fit all the text I wanted. The post is what I am most proud of because I do believe it would be reposted and shared on Instagram if it was posted by me. The third artifact I created was a collection of memes. As funny as that sounds, it would be an effective way to spread the word about the strikes and why they're happening, in an easy, short, and eye-catching way. Looking back, I have learned so much about rhetorical devices in this class. Through the many years of knowing what they are, I finally can remember and understand the difference between ethos, pathos, and logos! I also understand how different genres can be more or less effective, depending on the issue at hand and who your audience is.