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The FSU News

Florida State University's undergraduate population of over 40,000 enrolled students makes the campus, in itself, a city (fsu.edu). And like any functioning city, it needs a news organization. There has to be some form of coherent communication to inform the growing student body of the many events and concerns that affect the lives of student's and faculty so that they can be active members of their community. It is easy to recognize that the target audience of the FSView newspaper attempts to reach is the university's student and that it has two means of communication: the printed newspaper and the FSUnews.com website. Since printed media is slowly dying, the organization's website serves as the chief artifact of communication between the FSView and its audience. However, communication within another community is also vitally important and may go unrecognized; interaction between those working for the newspaper. There must be effective contact between all of the writers, photographers, and editors in order to create a product worthy of print and online presentation. This task is accomplished through an online shared spreadsheet outlining the location and time of nearly all campus events and who is covering them. While both artifacts, the FSUnews.com website and the spreadsheet, effectively relay the desired information to its audience, FSUnews.com accomplishes the use of rhetorical appeals to a higher degree than that of the online spreadsheet.

The FSView is an organization ran by the students themselves; yet, it is owned by the parent company responsible for the Tallahassee Democrat, a news organization with over 100

years of service to it's State Capital. Without such an institution, imperative changes and information that affects how students of Florida State make decisions to engage in their community can go by unnoticed. This crucial role is fulfilled by the FSView and Florida Flambeau newspaper. The "*FSView & Florida Flambeau*'s mission is to look at each issue from varying points of view and to report on as many sides of the story as possible. The *FSView & Florida Flambeau* keeps the community informed of not only the issues, but the events that shape and enhance our lives" (fsunews.com). This is an enormously vital role for any population of people, access to information that affects their day to day life. If no organization fulfills this role, it is nearly impossible for the populace to make informed decisions. While still in print, the organization's main avenue for communication with Florida State students is through their webpage FSUnews.com, which is where my involvement in the community began. As a freshman looking for a job, I wasn't satisfied with any typical student job; I wanted to follow my passion: photography. It took a series of chasing down photographers at sports events, cold emails to whomever I could find associated with the newspaper, unanswered phone calls, and waiting outside of offices to simply manage an interview for the position. Gaining the position was a small reminder for me that doing what you love for a living is an actual possibility; I'll always be grateful for being able to exercise my passion on a daily basis.

The success of any news organization is dependent on its ability to communicate with its community; the institutions website is how this goal is accomplished. The Bedford Book of genres states that "Every time you write – or compose, in any genre, you do so for a reason" (8). The objective of this artifact, its exigence, is to "educate and cover the University in a fair and objective manner" (FSUnews.com). From this statement, it can be comprehended that the rhetor, or creator of the content, is the FSView and Florida Flambeau company. Moreover, "every time

you compose, you do so for an audience;” the audience the FSView attempt to interact with are the people comprising Florida State University (BBG 9). Because the website is the main mode of communication on behalf of the organization to fulfill this exigence of educating the university, its genre conventions are intended to advance this policy (which can be observed through figure 1 below). The elements of genre that clearly exhibit the artifact as a website are the URL and safari search engine toolbar at the top of the image. The design is meant to be easily navigable – similar to a grid of photographs with headlines on the main page meant to draw attention. While the heading bar is outlined in black to emphasize links used to navigate to different sections as well as a search bar. It is all meant to communicate efficiently and be intuitive. The main constraint is the size of the homepage; only so many articles can become a headline of the websites main page. Additionally, the style of artifact is dramatic and eye-catching. While the purpose of news is to inform, if the means of communication are not entertaining, the rhetor loses the audience. Thus, the website is accented in garnet, appealing to FSU’s proud colors and the articles are displayed as thought provoking photographs with dramatic headlines instead of simply text to gain attention.

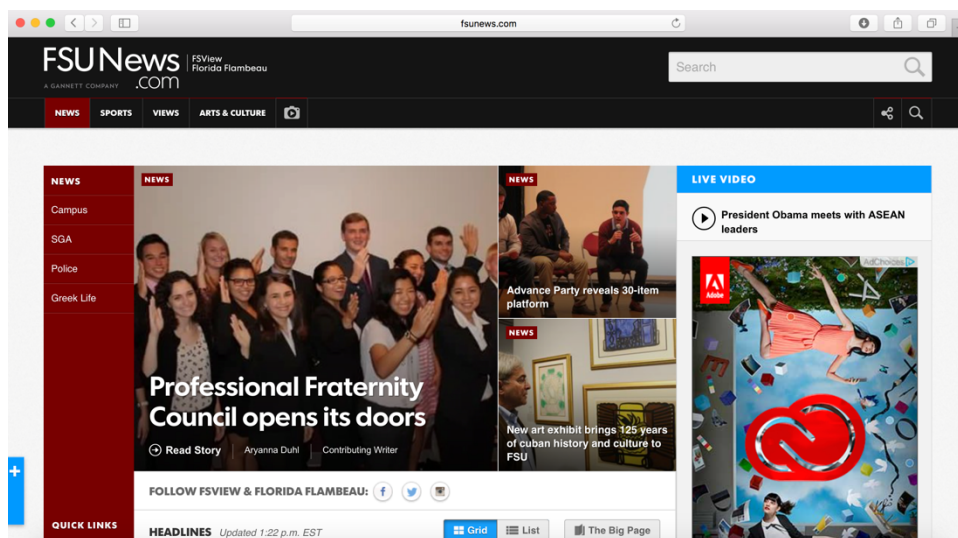


Figure 1: FSUNews’s website homepage.

However, the readers are not the only community reach out to; in order to operate at its highest standard of quality, there must be effective communication within the community of those working for the paper. Its team of writers, photographers, and editors that I am very proud to be a part of chiefly communicate through a chaotic online spreadsheet used to organize who is covering what event and when – the backbone of the FSView Newspaper.

The artifact is shared by all the photographers and editors to fulfill the purpose of insuring effective communication between all those working on what so that no stories are missed and no assignments overlap. The rhetor of this spreadsheet is the photography editor, Mathew Paskert; while the audience is the ten FSU students themselves who comprise the photography team. The elements of genre that clearly demonstrate the artifact as being an online spreadsheet are the dozens of rows and columns that intersect forming cells throughout the page. Whereas the safari toolbar and URL at the top exhibit that it has an online source. The design is comprised of dozens of lines available assignments and it is up to the photographer to constantly check the spreadsheet and pick up the desired event before anyone else, which creates a very competitive environment. The column headings are all in caps and accented in red to make the spreadsheet easy to navigate; these headings organize: date/time, due date to turn in edited and processed photos, credentials needed to cover the event, the minimum amount of photos needed to be taken, type of photos preferred, and an empty cell for the photographer's name that decides to cover the assignment. Each row is an individual assignment with all the information needed. All these design features lead to a style that is very logistical and straight forward. There are no unnecessary pictures or features that don't relay information; the whole sheet is simply comprised of information. This results in a tone that is very cold as it is simply used to communicate in the barest form. All of these features can be visualized in Figure 2 below.

Timestamp	Event	DATE & TIME	LOCATION	DUE DATE	CREDENTIAL PROGRESS	PHOTO MINIMUM	PREFERRED PHOTO: WHAT TYPES OF PHOTOS
1/6/2016 11:08:35	Basketball vs- Virginia	Sun., Jan. 17 @ 6:30pm	Tucker Center	Mon., Jan. 18 @ 12:00pm		20	Brandon Buck Focus on #5, #22, #4
1/7/2016 13:00:41	Silversun Pickups	Sun., Jan. 10 @ 8PM	Pointe Vedra Concert	Tue., Jan. 12 @ 5:00PM	Needed(Received)	20	Tom Karmel Concert
1/7/2016 13:01:38	WBBALL vs- BC	Thu., Jan. 7 @ 7:00PM	Civic Center	Fri., Jan. 8 @ 12:00PM	Not Needed	15	Tom Karmel normal shots
1/8/2016 12:46:34	SDS event honoring Tr	Tues., Jan. 12 @ 3pm	Free speech zone	Wed., Jan. 13 @ 9 am	not needed	10	Brandon Buck shots of active people
1/8/2016 16:37:18	International Rescue C	Tuesday, Dec. 12 @ 11:0	124 Marriott Dr, Tall	Wed., Jan. 13 @ 9 a.m.	Not needed	15	Alonzo Ortiz Photos inside the build
1/11/2016 13:28:27	Freestyle Fridays	Fri. Jan. 15 @ 9:30pm	Outside Strozier	Saturday @ 5:00pm	Not Needed	2	Caleb Caldwell Pictures of performers
1/13/2016 14:17:09	MadSo Social Drinker	Wed., Jan. 13 at 7 p.m.	Madison Social		Not needed; should email m	15	Beer shots; people hav
1/14/2016 16:47:24	FSU Basketball vs. No	Sunday Jan. 17 @ 6:30 P	Donald L. Tucker Cen	Same night	Needed	20-30	James Papastavros Fan Shots, Game acti
1/16/2016 20:52:23	Jelani Cobb lecture	Tues., Jan. 19 @ 6 pm	Ruby Diamond Cono	Wed., Jan. 20 @ 9 am	In progress -- need to contac	15	James Papastavros Active shots of lecture
1/17/2016 15:26:21	2016 Art & Design Syn	Mon., Jan. 18th @ 8am-2	William Johnston Bui	Mon., Jan. 18th @ 5pm	Received	15	Brandon Buck Exhibits; presenters; a
1/18/2016 20:17:40	Anne Frank: A History	Sun., Jan. 17 @ 1-4 pm	Museum of Fine Arts	Tues. Jan. 19 @ 2pm	Not Needed	5	Lily Henkel promotional photos of
1/19/2016 17:22:46	WBBALL vs- UVA	Thu., Jan. 21 @ 7PM	Tucker Center	Fri., Jan. 22 @ 12PM	Not Needed	15	Tom Karmel Game Photos
1/20/2016 12:12:59	Bernie Sanders virtual	Sat., Jan. 23 @ 5-7 pm	Moore Auditorium	Mon., Jan. 25 @ 9 am	Not needed	15	Brandon Buck Screen, any speakers;
1/20/2016 12:16:05	My Blue Dreamcoat au	Sat., Jan 23 @ 7, 7:30, 8	Oglesby Union room	Mon., Jan 25 @ 9 am	Must register for event to att	15	Student participants; e
1/20/2016 12:57:51	Melbin the Accidental	Wed., Jan. 20 from 6-10	Fine Arts Annex on e	Saturday, Jan. 23 @ noon	not needed	15	actors; stage crew; dir
1/20/2016 13:10:02	Arab Film Festival	Mon., Jan. 25 @ 7:00pm	Student Life Center	Tues., Jan. 26 @ 12:00pm	Not Needed	6	Lily Henkel Pictures of inside of bu
1/25/2016 10:41:12	The Great Outdoors Ar	Fri., Jan. 29 @ 6-7:30pm	City Hall Art Gallery	Sat., Jan. 30 @ 2:00pm	Not Needed	15	Brandon Buck Photos of art pieces; a
1/25/2016 10:44:05	Jazz Night: Big Band	Thurs., Jan. 28 @ 8:00pm	Union Ballrooms	Fri., Jan. 29 @ 2:00pm	Not Needed	15	Alonzo Ortiz pictures of different en
1/25/2016 13:18:43	10th Annual Black Hist	Saturday, February 27th,	Lawrence Gregory C	Mon Feb 1 at 9 am	Not needed	15	activity shots - work wi
1/25/2016 13:20:48	Student local fee comr	Friday, Jan 29 1:30-2:30p	Senate chambers, 3r	Sat, Jan 30 at noon	not needed	15	Brandon Buck action shots - work with
1/25/2016 13:23:28	HLSU cultural fair	Tuesday the 26 @ 7pm	union ballrooms	Wed the 27 at noon	not needed	15	Brandon Buck action shots - work with
1/26/2016 18:42:34	Indonesian Student Ur	Thurs., Jan. 28 @ 5:30	CGE room 2500	Sat., Jan 30 at noon	not needed	15	Lily Henkel action shots
1/26/2016 18:44:00	Multicultural Leadershi	Sat, Jan 30 @ 9 am	SLC theatre		not needed	15	Alonzo Ortiz action shots - speaker
1/26/2016 18:46:40	TedX GBM	Thurs, Jan 28 @ 6pm	Dunlap success cent	Sat., Jan 30 @ 6pm	not needed	15	Alonzo Ortiz action shots of meeting
1/27/2016 13:18:23	Interview at Retrofit Re	Fri., Jan. 29 @ 12:30pm	Retrofit Records (435	Sat., Jan. 30 @ 1:00pm	Not Needed	10	Alonzo Ortiz profile shots, pictures c

Figure 2: Online spreadsheet used to organize who is covering what event and when.

While these two genres of communication are both produced by the same community, FSView news team, they are targeted to different communities, and thus, implement the use of rhetorical appeals of logos, pathos, and ethos very differently. It is easy to recognize that the FSUnews.com artifact is significantly more successful at using rhetorical appeals to communicate as it uses both pathos and ethos while the spreadsheet only implements logos. The website uses the rhetorical appeal of pathos through its genre of conventions. The design includes the color garnet on the left-hand side bar and top search bar while the logo on the top left includes the letters FSU for Florida State University. Both of these design features are meant to sway readers to stay and come back by evoking a strong emotion of pride FSU students feel for their University. Pathos is also implemented through the photographs and heading of each article; they include dramatic headings such as “art exhibit brings 125 years of Cuban history and culture” which is meant to persuade the audience to click on articles and photo galleries by

arousing emotions of amazement or wonder (fsunews.com). Ethos, however, is used in the artifact as the website attempts to suggest its own credibility. Towards the bottom of the website, there is a link that brings the reader to the policy and mission of the paper; the FSView emphasizes that they cover stories “[...] in a fair and objective manner” and “[looks] at each issue from varying points of view and to report on as many sides of the story as possible” (fsunews.com). The *Bedford Book of Genres* states that “ethos is the credibility, authority, and trustworthiness the writer/composer conveys to the audience” (11). Because the credibility and trustworthiness of a news organization depend on objectivity and the lack of bias, the policy of the FSView ensures that the audience can assume a degree of credibility. Therefore, the use of the rhetorical appeals pathos and ethos help fulfill the artifact’s exigence of communication to a higher degree.

On the other hand, the online spreadsheet is less effective at implementing rhetorical appeals. The reason for the hindered use of rhetorical appeals is a result of the artifact only implementing logos and not the rhetorical appeal to pathos or ethos. The document only contains any and all information needed to communicate in the simplest form, meaning simply logistics. The nature of its spreadsheet in itself only allows for the use of information as it is comprised of intersecting rows and columns only containing the information concerning an event such as time, the number of pictures required, and more. Unlike the website, there is no appeal to ethos as the credibility of who is entering the information can only be assumed, and since the document is shared, anyone in the community can edit the information. Beyond this, there is no appeal to pathos either. While the FSUnews.com website is designed with the Universities colors and contains dramatic photographs and headlines, the spreadsheet is simply information and makes no attempt to draw attention or keep the audience interested. While certain design features such

as bolding, and color choices for headings are used, these genre conventions do not make much use of pathos or ethos in order to communicate, they only aid in relaying the information quicker. Thus, the artifact uses logos as it communicates information to its audience using logic and reason in the form of pure information. Even though the artifact is clear-cut, coherent, and straight forward, it still lacks in its use of rhetorical appeals as it avoids using pathos or ethos.

Therefore, out of the two artifacts, the FSUnews.com website is more successful at using rhetorical appeals to fulfill its exigence. While the website implements both pathos in the form of design and ethos through establishing its objectivity, the online spreadsheet only uses logos to communicate to its audience. Because of this, the website artifact is substantially more effective than the spreadsheet in utilizing rhetorical appeals. The spreadsheet is merely an organization of data concerning how all the stories that need to be covered will get covered; yet, the website can persuade the audience to stay by appealing to their emotions and providing credibility.

Works Cited

FSView & Florida Flambeau. Gannett Company, n.d. Web. 16 Feb. 2016.

"Student Body" *About Florida State University*. Florida State University, n.d. Web. 16 Feb. 2016.