

Buddy Butler
Rhetoric Speech Rough Draft

- Named after the legendary sports enthusiast and Iowa Hawkeye fan, Roy Carver, the Carver-Hawkeye arena sits at 1 Elliot Drive in Iowa City, and is where us Hawkeyes can support the Men's and Women's basketball teams.
- Although I never run into the arena while on my way to class, going to the games when I was younger will always remain as a memorable and cherishable experience for me. The atmosphere was powerful and even being in grammar school or high school, I felt like I was a Hawkeye. The fans have such a fierce source of energy that captivated me and even my old grandpa. I have been to three men's basketball games and can strongly state that every one of these games greatly boosted my mood and energy. I connected more with my family and friends during the games and learned more about the lively environment that the Hawkeyes radiate. Along with playing basketball, spectating basketball games can benefit your physical and mental well-being.
- A great method to cope with stress is to let loose and attend a game associated with your university. The FHEHealth Organization states that attending any kind of sporting event can increase your levels of dopamine and can work as a protection against anxiety and depression. So if you had a stressful week and want to relive some of your uneasiness, the best option for you would be to go to the Carver-Hawkeye stadium and watch your favorite team play some basketball. FHEHealth also explains that attending these types of games can psychologically benefit one's sense of community due to the fans coming together and cheering on to one single goal: winning. Enough about what I think about basketball and let's go over what John Berger would have to say about the atmosphere of the Carver-Hawkeye arena.

- John Berger was critical towards his philosophies about commercialization and advertising. He would definitely examine and question the authenticity of the arena due to the many brands and sponsorships scattered across the Carver stadium. The disproportionate amount of branding in America is also covered in the PBS Persuaders video we watched. Anyways, he might explore how this type of branding would affect the experience of someone who attended the game and if the exposure of the many logos and brands caused any fans to consume any items. Due to the lively environment of the arena, he might view the fans attending as “animals” and people who tend to be self-destructive. However, the emotional atmosphere of the Carver arena would definitely get the attention of Berger, and he would explore the sense of togetherness and community within the fans.
- As you can tell, I am very passionate towards basketball, and the Carver-Hawkeye Arena emphasizes my affection towards basketball. The liveliness and energy of the fans was one of the deciding factors towards my choice of attending the University of Iowa. This piece of visual rhetoric demonstrates the true atmosphere of Iowa and our excitement and eagerness towards the opportunities us students face.