

## **Project 2: Rhetorical Analysis of Field Artifacts**

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### Revision Cover Page

For my first global change, I've decided to focus on improving my description about the constraints I found in my text-based and non text-based artifacts. For my text-based artifact, which was the article "*Every Day Gets Better*": *The Rise of Women in Sports Media* by Anne Katherine Clemmons, I revised the constraints in which I had previously stated in order to make my rhetorical analysis of the article stronger. In this revision which occurs on page four, the constraint I mention the article to hold is that it only targets one specific audience rather than multiple. For my non-text based article, which was the video that interviews players of the Florida State's Softball team, I also readjusted my previously stated constraint for the video. On page six, I now state that one constraint the video holds is the lack of diversity within highlighting other women's sports at Florida State. I believe that revising both of these constraints have helped me better analyze rhetorical constraints in different pieces of literature as well as better understand the main purpose of constraints and how they can hold restrictions in trying to persuade an audience of a certain message.

My second global revision was dividing some of my paragraphs in Project 2 into shorter, more organized sections for better clarity and understanding behind my artifacts and the rhetorical strategies I analyzed from them. In the feedback I received, it was recommended to me that I shorten the length of my sentences in order to deliver a clearer message to my readers. The first revision I made was on page three where I started a new paragraph after stating the exigence that my text-based artifact holds. I started a new paragraph by talking about the pathos and emotional appeal that the article portrays because I found it was a good transition place to add a paragraph break and continue stating the rest of the rhetorical strategies I had left to talk about. For my non text-based artifact, I divided my paragraph on page five after I mentioned quoted

evidence from the video. I started my new paragraph by stating the context that the video held and found this to be the best place to keep the flow going and continue explaining the rest of the rhetorical strategies. I also improved upon my transitions from paragraph to paragraph in order to make my writing stronger throughout.

My final global revision was improving the descriptions of the genre conventions I analyzed in my artifacts. After rereading my previous stated genre conventions in my artifacts, it stood out to me that I held a misunderstanding of genre conventions, which is why I've decided to revise them. For my text-based artifact, on page three I restate the genre conventions that the article holds, which is the element of stating the advancements women have made in the sports industry over the last decade and Clemmons using the common theme of mentioning the personal anecdotes of women who currently work in the sports world and their experiences in the industry thus far. For my non text-based artifact, on page five I also restated the genre conventions that the video holds, which is the element of inspiring young girls to become women in sports one day and using the theme of it being National Girls and Women in Sports Day as the exigence of putting together this interview of Florida State Softball players.

### **Women in Sports: The Growing Discourse Community**

Women in sports. A term that has been overlooked in the past, but now holds more power than ever before. Whether it's from female athletes to female commentators, they're all "women in sports" that make part of this growing discourse community of skillful and talented women. This phenomenon of "women in sports" is on the rise and one I hope to become a part of one day. After conducting research for my Investigative Field Essay, I now hold much more knowledge behind my future discourse community in the sports media industry and the different perspectives that exist behind women athletes and commentators in the sports world. For the most part, women athletes and commentators have made major progress within the industry throughout the last few years. Over the years, there's been progress in closing the gap that once existed between gender inequalities in women's sports as well as with the amount of coverage women receive in sports through the media. While there's always room for more progress, women are now much more represented on television and able to share their voices with the sports world because of the improvements that have been made for female commentators and athletes. For this reason, the two artifacts that I've chosen to use for Project 2 are Clemmons article "*Every Day Gets Better*": *The Rise of Women in Sports Media* as my text-based artifact and Florida State University's athletic department video titled *Softball National Girls and Women in Sports Day Interviews* as my non-text based artifact. By analyzing these two artifacts, I hope to show how both artifacts highlight the progress women have made within the sports world and the true meaning behind what it takes to be a woman in sports.

To begin with, I chose Clemmons "*Every Day Gets Better*": *The Rise of Women in Sports Media* article as my text-based artifact because this article summarizes the advances, but also the disadvantages that women have faced in this "white male dominated" industry (Clemmons,

2022, para.7). As I read the article, I was able to analyze several rhetorical strategies that Clemmons used in order to portray the message she wanted to leave for her readers about the progress, but also challenges that come with working as a woman in sports. To begin with, Clemmons as the author holds much credibility and experience within the sports media field. She's a 17-year veteran writer, reporter and producer for ESPN as well as an Assistant Professor of Practice in the Department of Media Studies at the University of Virginia (Anne Katherine Clemmons, 2023). The audience Clemmons is focusing her writing on are women in sports media and possibly women interested in pursuing a career in the industry. She organizes her writing by introducing the main topic of her article at the beginning and structures the rest of it by sharing the personal stories of multiple women that have worked in sports media. Clemmons main purpose is to inform about the progress women have made in sports media the last two decades, while also continuing to focus on the harassment, mistreatment and inequalities women have faced working in the industry. The exigence of the article is when Clemmons shares her personal story of when she was sent to the Jacksonville Jaguars NFL training camps to interview one of the players and how they thought she was a massage therapist instead of a reporter.

In addition, Clemmons displays the rhetorical appeal of pathos when she mentions this personal experience of hers and how it made her realize that women are viewed differently compared to men in the sports world. The genre conventions that portray the message Clemmons wants to leave with her audience is when she mentions the element of highlighting the advancements women have made in the sports industry over the last decade and the repeated theme of mentioning the personal anecdotes of current women who work as women in sports and their experiences in the industry thus far. The context of Clemmons writing comes from progress that has been made for women in sports throughout the last two decades, but also the realization

that there's still room for more improvement and representation compared to males in the industry. The kairos and timeliness of Clemmons writing goes hand in hand with the different pieces of evidence mentioned in the article that show how women have made progress in the sports industry with more gender equality and racial diversity over the last two decades. The rhetorical appeal of logos is also represented through the different statistics Clemmons mentions about how the media is landscaped today. She mentions how the Associated Press Sports Editors received their sixth consecutive "F" for their gender hiring practices and how in sports radio, there were zero women present out of the top one-hundred personalities in 2021 (Clemmons, 2022, para. 8, 9). The medium of Clemmons writing is digital media and a constraint present in her article is having targeted her message to only one specific audience rather than multiple. Clemmons writing was delivered in an informative and formal tone that allowed her audience to gain more knowledge about the progress, but also improvements that are still needed for women holding jobs in the sports commentating world.

For my non-text based artifact, I chose a video that interviews players of the Florida State's Softball team. Throughout the video, the softball players highlight what it means for them to be female athletes. They discuss what female athletes they personally looked up to when they started playing softball and compare this to the many generations of younger girls who now look up to them (Florida State Seminoles, 2023). The author or director behind the filmmaking of this video was the Florida State Athletics Department, which holds much credibility when it comes to success in college sports. The audience that this video was directed towards was women of all age groups who are athletes themselves or women that work in the sports industry. The main purpose of the video was to highlight what it means for the Florida State Softball team to be women in sports and influence younger girls to follow their dreams in whatever sport they play.

Like quoted in the video by Serena Williams, “Every woman's success should be an impression to another. We are strongest when we cheer each other on”, which is exactly the message the video wanted to leave behind about women becoming stronger when they work together (Florida State Seminoles, 2023).

To add more, the context I analyzed behind the video was asking the softball players what inspires them to be women in sports as well as what female athletes they looked up to growing up. The exigence that prompted the making behind this video was the fact that February 1st was approaching, which is National Girls and Women in Sports Day. Some visual analyses that caught my attention while watching this video were the different pictures shown of the softball players with their loved ones that have supported them throughout their careers as well as the different shots of younger girls going up to the softball players after their games. These visual analyses helped represent the rhetorical appeal pathos and produce emotion behind the bonds that softball players have made with their loved ones and supporters. The kairos of the video is the fact that it was released on February 1st, which is National Girls and Women in Sports Day, making the timeliness perfect to catch viewers attention and inform them about what it means for the Florida State Softball team to be women that play sports. The genre conventions that sum up the storyline behind this video was the rhetorical element of inspiring young girls to follow their dream and become women in sports one day by using the theme of it being National Girls and Women in Sports Day as the exigence for having put this interview of the Florida State Softball players together. These genre conventions assisted in building up the persuasive genre that the Florida State Athletic Department wanted to share with its audience when filming this video. The appeal of logos is represented through the logical questions the interviewer asks the softball players throughout the video, like what female athlete they looked up to and how it feels having

so many younger girls look up to them. The medium that the message of this video was conveyed through was digital media. A constraint present in the video that interviewed some Florida State Softball players and what it means for them to be women in sports was the fact that the video lacked diversity in representing the other women's sports at Florida State. The organization and structure behind the video was very organized and set in stone. The video first introduced the softball players and had them share what inspired them when they were younger to become women in sports and ended with the softball players leaving a message for younger girls to never stop believing and working hard towards their goals. The tone and formality of the video was very persuasive, motivational and emotionally driven towards all women in sports to continue striving for greatness and chasing after their dreams as female athletes.

After analyzing the rhetorical strategies of both my text-based and non-text based artifacts, I've been able to compromise the similarities and differences that are shared between the artifacts. To begin with, both of the artifacts I chose share a relationship through the topic that they address. Both Clemmons "*Every Day Gets Better*": *The Rise of Women in Sports Media* article and the video interviewing players of Florida State's Softball team highlight what it truly means to be a woman in the sports world. They both discuss in their own ways the sacrifices, obstacles and challenges women commentators and athletes have faced and overcome in this industry. Clemmons article mainly focuses on the progress women commentators in sports media have made throughout the years while Florida State's Softball team video mainly focuses on the softball players and what it means for them to be women athletes at the collegiate level. Both artifacts as well also share a similarity through the audience that they're trying to reach. Both artifacts are focused towards attracting women involved in the sports world in order to show them what a powerful and motivated industry the sports world for women has become.



What differs these two artifacts from each other though is how they bring about their main purpose. Clemmons describes the advances that women have made in the sports media industry, but also mentions the improvements that can still be made for women commentators working in this field. Through her own words and credibility as a 17-year writer, reporter and a former Assistant Professor, Clemmons is able to portray the main purpose of her writing by using her past experiences in the sports commentating field. The Florida State Athletics Department on the other hand, mentions who the softball players biggest inspirations are and the emotional connection that they share with their supporters. This emotional connection is visually represented through the different visual elements portrayed in the video of the softball players going up to their fans and supporters after the games. All in all, each artifact is effectively able to deliver a message and purpose in their own unique way, while co-handedly using the same topic of women in sports to do so.

With the progress that's been made for women in sports, there's even more opportunity and growth on the horizon than ever before. As shown in both my text-based and non-text based artifacts, Clemmons "*Every Day Gets Better*": *The Rise of Women in Sports Media* article and the video interviewing players of Florida State's Softball team, we can analyze the advances that have been made through the different rhetorical strategies used in the artifacts to highlight the significance of women taking bigger roles in the sports world both as commentators and athletes. In my future discourse community, women have specifically used to their advantage the rhetorical strategies of pathos, kairos, and audience to help them convey the message they want future generations of women in sports to hear. For example, women in my discourse community have started to appeal emotionally towards a younger generation of girls that play sports in order to inspire them to keep reaching for their goals and become women in sports one day. The same

goes with kairos and the timeliness women have released advancements about their growing discourse community. There's been more emphasis on National Girls and Women in Sports Day to highlight the progress women have made in the field of sports. Finally, women in sports have found a way to inform their audience about the importance of never giving up and working towards even more improvements in the sports world for women. There's been tremendous growth in the last few years for women in the industry, but there's still room for more improvements. This growing community hasn't reached its peak yet, but is headed in the right direction. In using rhetorical strategies, women have been able to share their voices in different ways and convey their message towards a whole new generation of girls that one day hope to be women in sports.

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