

1. **Introduction:** Gain the reader's attention and then:
 - a. Discuss the *rhetorical purpose* of your artifact/message/campaign.
 - b. Describe the intended *audience* for your message
2. **Rhetorical Obstacles:** Describe the major rhetorical *obstacles* (only discuss the 2-4 most significant obstacles) that stand in the way of your goal. Obstacles often come from the following issues:
 - a. Audience
 - i. Inattention
 - ii. Misperception
 - iii. Lack of motivation
 - iv. Inertia
 - b. Rhetor (your group or Watershed UGA)
 - i. Prior ethos
 1. Reputation
 2. Appearance
 3. Context and occasion of the act
 - ii. Ethos created within the rhetorical act:
 1. Identification
 2. Social power
 - c. Subject and purpose
 - i. Subject-related obstacles:
 1. Complexity
 2. Cultural history
 - ii. Purpose-related obstacles:
 1. Cost
 2. Control
3. **Strategy:** What rhetorical resources *will you use* in order to overcome the obstacles outlined above? Why are these strategies well-suited to your situation? This section must also connect the obstacles to the rhetorical tools you intend to utilize.
 - a. Invention- Ethos
 - b. Invention- Pathos
 - c. Invention-Logos
 1. Visuals
 2. Analogies
 - a. Literal
 - b. Figurative
 3. Statistics
 4. Expertise
 5. Stories
 - d. Style/language
 - e. Arrangement/strategy
 - f. Delivery/medium
4. **Plan/Create:** How will you use the rhetorical resources to achieve your purpose? Create a *concrete plan* for overcoming the obstacles to achieve the goal. Describe all steps to be taken and all persuasive items that should be created. Create at least one visual piece (could be a print advertisement, billboard, flyer, etc.) for the campaign.

5. **Conclusion/implications:** Examine the implications of your analysis. What can we learn about health rhetorics from your analysis and plan? What are the major take-aways of the project?

- **Major takeaways:** Due to the lack of exposure and complexity of watershed health, we had to create a rhetorical strategy that would tap into richer channels and reach our target audience.
 - Our campaign highlights the persuasive nature of the internet and the power it has in simplifying complex issues.

- By appealing to UGA and Athens' strong sense of community involvement, we can attach the importance of watershed health to things our audience cares about.
- **We show that health rhetorics may be most impactful when consumed in an engaging and entertaining way.**

Plan/Create: Caylyn

- Utilizing social media to raise awareness and create a reason for people to care about Watersheds at UGA
- Explain ideas about photoshopping pictures why we chose the pictures (by using fear tactics we can bring people into the reality of why maintaining clean watersheds at UGA are important)
- Appealing to people's love for Athens and their community
- Creating Ads that revolve around an issue Athens should care about because it directly affects places and things we care about
- #WaterYouWaitingFor
- Static Snapchat filter? Include snapchat stats to show its growth/effectiveness. People love having an excuse to post pictures of themselves.
- Partner with the Greek community to get sororities/fraternities to help clean up the watershed by offering points to live in the house for freshman pledges
- Bus shelters and outside bus ads instead of ads inside the bus
- Beer partnerships Terrapin/Creature Comforts/ Pauley's (can't have beer or liquor without water; very successful breweries here in Atlanta): Save Lilly Branch
- Strong Social Media, Involving the Greek Communities, Partnering with Local Breweries
- Facebook: BuzzFeed Quiz/Buzzfeed Article (Humorous, yet serious)
- Twitter: Use of #WaterYouWaitingFor Raise Awareness for Events
- Instagram: Winning Sorority gets money towards their personal philanthropy by attending the Brewery Events
- Use of Filter during events

Andy: Intro/Conclusion:

Intended Audience: Athens locals and UGA students

Rhetorical Purpose: Raising awareness of the issue because we can't quite initiate change since most people don't even know what a watershed is. Could use Flint, MI as a comparison because no one knew it was a problem.

Rhetorical Obstacles (Andy):

Inattention (there are so many environmental issues to worry about, so what makes people want to pay attention to the issues of watersheds? Environmental issues are already hard for people to connect with, so how can we make it salient to them?)

Complexity: Learning everything that affects watersheds takes a lot of effort to fully understand. Environmental issues have multiple factors that leave an impact, and sometimes it's overwhelming for people to consider it all. In order to overcome this problem, we chose to deliver our message in a familiar way. We created BuzzFeed articles that highlight the most salient points about watersheds that our audience needs to understand to make the issue simple and concise enough for them to understand.

Paper:

Introduction (Andy):

Water is the basis of all life on earth, and yet it is widely taken for granted. Water flows around us and within us, and this continues whether we are aware of it or not. As it turns out, people specifically living in Athens, Georgia are extremely unaware that the sources of water we rely on are in great need of attention. A survey conducted by our Comm 3310 class asked UGA affiliates what they knew about campus watersheds, and the results were staggering.

Approximately 85% of subjects sampled knew nothing about watersheds, let alone the watershed surrounding our community, or the efforts of the UGA campus watershed program. The first step in solving a problem is raising awareness, and that is our rhetorical purpose. While the long-term goal is to ultimately elicit change in behaviors that negatively affect watersheds, there is a primary need to increase awareness of this issue.

In order to fulfill our rhetorical purpose, we must also identify our audience. Our class-conducted survey sampled mostly students, but the health issues of watersheds affect the entire Athens community, so our campaign focuses on engaging non-students as well. Along with UGA students and local Athenians, our intended audience is also every social media consumer in the world. Watersheds are both a local issue and a global issue, which is why an effective social media approach is immensely important. Through the use of rhetorical strategies such as pathos, visual narratives, and targeted message delivery, our campaign aims to overcome rhetorical obstacles, conceptualize watersheds as a health concern and to persuade people to individually spread awareness throughout their social networks. With any health initiative there are several barriers that must be overcome in order to successfully persuade the target audience.

Obstacles (Andy):

Raising awareness is considered to be one of the more easily achievable goals, but doing so comes with its own set of obstacles. We focus on what we believe to be the most preventive obstacles in this case, audience inattention and complexity of the issue.

Inattention plagues our community, and there's no wonder why. Athens is known for many things such as football, a thriving downtown scene, and the prestigious University of Georgia, lest we forget was founded because of the watershed surrounding it. To many, this is what encompasses life in Athens. Social programs, schoolwork, and leisure time are enough to keep any person occupied, which is why inattention is such a difficult obstacle to overcome. Besides the local issues of inattention, we live in a technological age where there is a surplus of commercial rhetoric at our fingertips. People are overwhelmed by this and are unable to pay attention to every attempt at persuasion. Along with inattention, complexity is another rhetorical obstacle we have developed strategies to overcome.

Achieving watershed awareness is a difficult feat, especially when one considers the complexity of the issue. There is not one single problem with the condition of our watershed, which means that there is no single solution. Whenever there is a multi-faceted issue, there is a lack of direction, which prevents adequate persuasion. We aim to counter this obstacle with a clear, direct plan for raising awareness.

Strategies (Steph):

Generally speaking, we know that most people tend to block out messages when they feel uninterested in the topic. In order to combat this, we strategically relied on pathos to appeal to the positive emotions people have toward particular elements of the University of Georgia and Athens. By connecting the importance of watershed health to things our target audience directly cares about, such as their community and sense of togetherness, beer, sports, and Greek life, we are able to overcome the obstacle of inattention. For example, we created a flyer to promote a community partnership with Terrapin Brewery with the slogan: “Water Must Be Clear... To Make Good Beer.” With two wildly popular breweries and others quickly emerging, a culture of craft beer lovers has emerged among Athens townies and UGA students and faculty alike. There is a deep love for beer in Athens, and by highlighting that you can’t have beer without water, we appeal to our audience’s emotional connection to the beer culture.

Next, in order to simplify the complexity of environmental problems, we were particular in our rhetorical choice of message delivery: BuzzFeed articles and quizzes. Rather than creating specific print material that would appear on buses or on bulletin boards, we decided to create content that would draw the audience in on their own. BuzzFeed has become a leader in developing engaging posts that both advertise (for specific companies, or in our case, health initiatives, etc.) *and* entertain. Our BuzzFeed quizzes use familiar images like Sanford Stadium and Georgia Bulldawgs rehydrating from water bottles paired with headings like “How Water Savvy Are You?” and “12 Reasons You Should Care About Watersheds.” This serves a double purpose for our campaign. For one, through taking the quiz, our audience becomes familiarized with the issues facing the campus watershed and might be more inclined to share the quiz on

Facebook or tell a friend about what they learned, which raises awareness. Secondly, our choice in message delivery helps simplify the complexities of the environment because BuzzFeed has a familiar, concise format that allows us to condense the issue to only the most salient information.

Finally, we hope to persuade people to see watershed health as an important issue by incorporating both visual and verbal stories into our campaign. First, we would create a static Snapchat filter that could be used to share the experience and story behind a day spent picking up litter or advocating for the watershed. We live in the era of the selfie and people want any excuse to post a fun picture of themselves, which is why Snapchat filters have been so successful. These photographs would then tell individualized stories that demonstrate why it is important to take action toward preserving watershed health. Additionally, we would employ verbal narratives in the form of speeches at sorority chapter meetings on campus. The combination of ethos gained through the credibility that Watershed UGA has and the experts' personal narratives as to why we should care would work to raise awareness and simplify the message in a personal way. All three of these strategies collectively join to rhetorically shift the strong sense of community and connectedness that are common at UGA and in Athens toward the goal of watershed preservation.

CAYLYN:

For our strategic plan in overcoming the obstacles presented, we decided to go with a three-part campaign. Our campaign highlights the persuasive nature of the Internet and the power it has in simplifying complex issues. To attack lack of awareness at its source, we felt that if Watershed UGA used rhetoric via social media more effectively they would

increase awareness better than bus transit posters. UGA busses transport a lot of people, but with technology being such an omnipresent being, there's a 50/50 chance that a student actually took the time to read your poster. By utilizing Facebook, Twitter, Instagram, and Snapchat, Watershed UGA could broaden their brand awareness trifold. In our specific plan, we developed 2 mock-ups of BuzzFeed articles and quizzes and a tweet to show how to reach our target audience here at UGA. Most students surf the web while they're in class, visiting popular social networking sites such as Facebook, Twitter, and BuzzFeed. By posting humorous articles, tweets, and quizzes, while also educating them on the importance of our watersheds, the overall rhetoric takes a stand at the forefront of our target audience's mind.

Another key part of our plan is to get involved with the Greek community here at UGA. Sororities, in particular, have a vast array of networks that can be reached and has the potential to get Watershed UGA recognized on a national scale. By having a Watershed UGA representative go to sorority chapter meetings and employ the use of "We Language" at those meetings, we would connect Watershed UGA with the strong sense of community involvement seen in sororities. By using social connections and incentives to participate in watershed revivals for points, we can cultivate awareness organically.

The last part of our plan is to get Watershed UGA involved in partnerships with local Athens breweries. We felt that by using such a popular medium, spreading awareness and increasing involvement would be easy at a place where large amounts of people already go. As we learned in class, people love to donate anything, and by doing so it makes them feel good about themselves because they're benefiting a cause. By hosting percentage nights at these

breweries, not only would we be able to raise awareness for Watershed UGA, we would accumulate money to be used within the organization. This money can be used for whatever the organization feels is necessary to help upkeep a clean and stable watershed. We developed an advertisement for one of the events to be held at Terrapin specifically. It is rhetorically effective in the way it uses ethos, word style, and colors to draw the audience to view it. It also gives people a reason to feel good about themselves because they can support a good cause while also benefitting themselves by getting to drink beer. It's a win-win.

Conclusion (Andy):

A lot of thought provoking questions were asked during the process of this campaign. All things were taken into consideration. Who our intended audience was, how could we best reach them, how could we get their attention, and why should they care were all questions we asked before we started this campaign. We believe that by implementing these kinds of social media strategies, reaching out within our own Greek community here at UGA, and partnering with local breweries would really make Watershed UGA stand out more as a problem that needs our attention in the audience's mind. Looking at watersheds within the realm of health forced us to think critically about what we as society define as a health concern. People don't know what you don't tell them, so we need to make watersheds at UGA rise to the surface and be seen!