

Guided Reading | Blog Post

Blogger Shaan Hurley has a background in mechanical design and works in the field of technology. Between the Lines (autodesk.blogs.com) is Hurley's personal blog; he also posts on Twitter. He posted the following entry in August 2008.

Shaan Hurley, *The Wall Arch Collapses in Arches National Park*

RHETORICAL SITUATION & CHOICES		GENRE CONVENTIONS
PURPOSE <p>Hurley has a few reasons for writing: to inform readers about the collapse, to share his own experiences and photos of the park, and to persuade readers to enjoy nature now, rather than later, when the opportunity may not exist. He writes: "Now I will not have the opportunity to photograph Wall Arch except the remnants on the ground. It is another example of how things you take for granted may disappear."</p> <p>AUDIENCE His readers are fans of the park, other hikers and photographers, and even potential park visitors. His readers are looking for a personal take (rather than an official statement) on the arch collapse.</p> <p>RHETORICAL APPEALS Because Hurley's main goal is to urge readers to seize an opportunity, he relies largely on pathos to appeal to emotion. Notice how he describes the beauty and "magic" of the park.</p> <p>He also establishes ethos, or his authority to write on this topic, by sharing his firsthand experiences and photos of the park.</p> <p>MODES & MEDIA Mode: Hurley uses text and visuals to inform. Media: His blog is digital and embedded with hyperlinks that bring readers to additional information. Readers can also share the link so others can read Hurley's post.</p>	<p>◀ What is the composer, Shaan Hurley, doing?</p>  <p>Between the Lines Autodesk, Technology, Design & more with Shaan Hurley</p> <p>The Wall Arch Collapses in Arches National Park Almost one year ago to the week I was in the beautiful and world famous Arches National Park, which is little more than 4 hours drive from my home in Utah. Just this week perhaps Tuesday one of the famous stone arches fell, Wall Arch a now. While Wall Arch was not the most spectacular or stunning, it was a real beauty. I have been to the park many times in which I stayed at the arches before they succumbed to the natural forces, perhaps another arch was born that we have not seen in the past year as well. Last year while I was photographing many of the arches and absolutely enjoying the natural beauty and silence in between the tower beds.</p> <p>Wall Arch Arches National Park Before & After</p> <p>I had to go back to the landscape with which I had suffered a partial collapse in 2007. Since it was so hot that day and I figured I would get back there again soon I did not take the dangerous path down to the base of the arch, but the Devil's Garden. Now I will not have the opportunity to photograph Wall Arch except the remnants on the ground. It is another example of how things you take for granted may disappear.</p> <p>Credit: Courtesy of Shaan Hurley at Autodesk.</p> <p>How do I know this is a blog post?</p> <p>If you ever have the chance to visit the Moab, Utah region in Southern Utah should do so as it is beyond words and one of the reasons I have call this state home. This is photography heaven for color and as many varied landscapes and rock formations as you can imagine. Arches National Park is one of the most popular. Millions of people from thousands of years ago living their on the rock walls and then last but least Green River Utah having the geologichistory.org when it comes to the rock formations. If you are ever in Utah or the area you should always happy to get an invite to meet the Moab and see showing the hidden gems beyond the tourist trails.</p> <p>Here are a couple of my photos from the Moab back in August 2007 in Arches National Park. I still have thousands of photos yet to publish. It may sound odd for someone to say that I have thousands of photos, but I have a passion for photographing structures born of erosion but if you have ever been there in the silence and the vibrant glow of red at night you would understand the magic of the area. This is natural art and landscape at its finest.</p> <p>Here take a gander who or what you can see today, you may not have the opportunity tomorrow.</p> <p>Have a great weekend, Shaan</p>	<p>ELEMENTS OF THE GENRE</p> <p>Brevity, visuals, hyperlinks: Like most effective blog posts, Hurley's is just a few paragraphs long, visually interesting, and embedded with links that offer more information without adding length.</p> <p>Paragraphs: Hurley's concise, chunked text keeps digital readers interested.</p> <p>Photos: Hurley's images provide context, attract readers, and offer his perspective on the event.</p> <p>"About" page, comment option: Hurley gives biographical information and a space for readers to offer feedback and share their own views on the park.</p> <p>STYLE Directness: Hurley, like many bloggers, offers his own reflections and is present in his writing. He writes in the first person, addressing readers directly.</p> <p>DESIGN Clarity, navigation: Like other blogs, Hurley's is designed so users can easily find additional content; they can also access his page on flickr.com.</p> <p>SOURCES Draws on official and firsthand information. Hurley credits the National Park Service for some of the photos; he also draws on his own experience (his trip of 2007) and external sources such as Wikipedia.</p>

QUESTIONS | Analyzing the Guided Readings

RHETORICAL SITUATION & CHOICES

- Purpose.** Reread Henderson's press release and Hurley's blog post. What are the writers' purposes? How can you tell? How do these purposes differ? How might they overlap?
- Audience.** Who do you imagine is the primary reader for Henderson's press release? For Hurley's blog post? Explain.
- Rhetorical appeals.** How effective are Henderson and Hurley in using ethos, pathos, or logos to reach their audiences? Which appeals do they rely on most effectively, and why?
- Rhetorical appeals.** Consider how hyperlinks, photos, and other information can contribute to a composer's ethos. Why do you think Hurley used the National Park Service as a source for information and images? How did this choice affect his ethos?
- Modes & media.** Both Henderson and Hurley use a combination of text and visuals. If you were to add audio or video to either piece, what would you add? What meaning or information would the audio or video add?