

Blogger Shaan Hurley has a background in mechanical design and works in the field of technology. Between the Lines ([autodesk.blogs.com](http://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
<p><b>PURPOSE</b> 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><b>AUDIENCE</b> 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><b>RHETORICAL APPEALS</b> 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><b>MODES &amp; MEDIA</b> <b>Mode:</b> Hurley uses text and visuals to inform. <b>Media:</b> 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><b>How do I know this is a blog post?</b></p> <p><b>ELEMENTS OF THE GENRE</b> <b>Brevity, visuals, hyperlinks:</b> 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><b>Paragraphs:</b> Hurley's concise, chunked text keeps digital readers interested.</p> <p><b>Photos:</b> Hurley's images provide context, attract readers, and offer his perspective on the event.</p> <p><b>"About" page, comment option:</b> Hurley gives biographical information and a space for readers to offer feedback and share their own views on the park.</p> <p><b>STYLE</b> <b>Directness:</b> 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><b>DESIGN</b> <b>Clarity, navigation:</b> 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><b>SOURCES</b> 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

- 1. 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?
- 2. Audience.** Who do you imagine is the primary reader for Henderson's press release? For Hurley's blog post? Explain.
- 3. 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?
- 4. 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?
- 5. 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?