
Writer's Statement about "Persuasive Marketing: An Investigation of the Persuasive Effectiveness of Differing Media to Attract Individuals to Advertised Events at the University of Central Florida"

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I was aware my ENC 1102 class was going to be focused around having students create a research paper, yet I had absolutely no idea how intensive the actual construction of this project was going to be. Luckily, I was able to find a topic I found interesting. Whenever I see a flyer around campus promoting an upcoming event and it catches my eye, I will stop and examine the flyer. As I was viewing ads one day after my composition class, I began to question what made one ad more persuasive than another. This is how I began to delve into the persuasive effectiveness of differing media in event advertisements.

There were multiple challenges I faced while writing this paper, including revision, linking sources, and understanding the meaning of rhetoric, but once I overcame these difficulties my research paper almost began to write itself. I'm extremely particular about following directions for assignments, so it was difficult for me to essentially create the paper from nothing. My initial understanding of a research paper proved to be of almost no help when introduced to this college-level writing assignment. I knew how to use a scholarly database, but did not fully comprehend how to use these sources when answering a question.

Understanding the true meaning of rhetoric was definitely the most difficult concept for me to grasp. I had heard the term used in high school, but never truly understood its meaning. It finally made sense when I was working on my research proposal. I began to realize I'm supposed to be answering a question, one which no one else has ever looked into and for which I can discover the answer by looking for missing information or untouched areas in other authors' work. Once I understood the true purpose of this research paper, it became much easier to write. Though a much larger amount of work came from this process of answering a question, I finally moved past this huge struggle and was able to develop my question in need of answering.

Linking the information I discovered from scholarly sources with the information I analyzed from my survey and event advertisements proved to be very difficult. But once I was able to single out important contributing factors of persuasiveness from others' previous studies and apply them to event advertisements, it became much easier constructing my interview and survey questions. Mixing the results from my survey and interview was a great eye-opener into what both the designers of the advertisements and the consumers of the advertisements believe to be most persuasive.

I have a tendency to write a great deal compared to most other students. It's hard to put on paper all of the thoughts in my head, and when writing I make an effort to use a professional/conversational tone in order to connect with my audience. When it was time for revisions, I was told I needed to shorten the paper. It was challenging deciding what information could be removed without taking away important knowledge from the readers. Removing entire paragraphs gave me such anxiety because I spent so many hours organizing each section to make sure the paper flowed properly, yet in the end revision was necessary and it helped to make the paper more informative and simpler for my audience to understand.

I knew my main audience was Professor Martin, but I wanted to make the paper truly relatable to others in the field of event advertisement. I wanted it to help ad designers in the creation of their future ads. To do so, I made sure to elaborate on other researchers' variables of persuasiveness and I explained how I analyzed them when viewing event advertisements from around our campus. I made sure to include the qualities people found as the most persuasive and possible reasons why some attempts at persuasion were less successful compared to others.

Though I experienced many struggles while writing this paper I can definitely say I am able to walk away with a newfound knowledge about the process of writing and an appreciation for the work authors put into their scholarly research. Taking this writing process one step at a time was crucial in constructing this paper. Now I can look back and clearly see how each piece fits together and why the order of these steps was so important. Hopefully, others will be able to take this new information and use it to their advantage for promotion of their future events.