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Artist Statement

I decided to focus my three genres on the mental and social health of minorities at a PWI, such as Florida State. Being a minority at a Predominantly white institute, is an eye opener for some who attend it. Some enter Florida State, lost without any friends with the hope of fitting in with the crowd. Some tend to lose who they are trying to fit the norms of their new environment, while others just don’t immerse in the activities and events. In all three genres, I focus on the mental and social health of those are undergoing stress and those who are minorities attending a PWI. Every platform I used was tied together for the same purpose of getting the community of minorities together and educated on their possibilities and opportunities that they can earn and achieve.

For my first genre composition, I created an Instagram page. Social media is a huge factor in this generation of kids who are growing up. I haven’t created a genre of this form for a project, and I do believe that it will have a faster impact than the others. I know the information will get to the eyes of the people who are looking for the information that I am giving out. I started with this genre without switching from another prior. It follows the guidelines to where I would inform the minorities with information on organizations within the school that have important dates for those attend Florida State and events that are tailored to the experiences of a minority at a PWI. I also have it to where it is not the only place for the updates on organizations and programs geared towards minorities but a page where you can go for words of encouragements, and praising of those in your community. I encompassed each one of those aspects on my page. I am able to produce better productivity on Instagram then twitter and Facebook. It reaches the minority community within Florida State campus. I wanted to be able to have one page that a minorities at FSU will be able to get information that is tailored to them that includes a hash tag of fsu\_mins\_, which stands for Fsu\_mins\_ stands for Florida State University Minorities. It will be easier for some to look up the hashtag, instead of directly going to the page. I chose this name because It will be easier and catchy to say to friends. There are so many programs, sessions, and classes that are held at FSU, that most students are never aware of because it was advertised as much as others. Being a minority at a large institution sometimes take a toll on some but a page of this sort would be beneficial in all aspects.

Another genre that I am using is the advertising of words of encouragement at Florida State through the use of chalk. There are countless genres I could have used for this form of template but I wanted to catch the eyes of those who are going through stressful times and those who are minorities at Florida State. The process lead to finding out perfect locations where I know majority of the students walk near and where minorities enter through. The locations that I considered to conduct my genre on was Thagard C.A.R.E. building, Dunlap Success Building, and HCB. The students who enter the C.A.R.E. lab which is called Thagard are first generation minorities that attend Florida State. I wanted to place a weekly quote to encourage the first generation for mostly minorities at Florida State, which is also the audience in my research essay. I wrote,” You can do this” on the stair case near the entrance of the door. I put it there so that It will inspire those who feel like giving up, which it is sometimes the case of those who are minorities and first-generation. The next location, is near HCB a building that holds the largest classrooms that’s within the Union. I decided to write, “don’t let your past define your future.” Which focuses on those who are stressed form academics and past experiences. Past within my quote not only refers to possibly failing a test, or just a past experiences in general, but to deeper stuff as well. Growing up as a minority can be hard for many. In the past, they were expected to fail, and even if they weren’t, they weren’t expected to be better than that of the non-minorities. Therefore, I wanted to remind them that they shouldn’t let their past, define their future. The other location where I knew most kids would pass was the student success building which is where students go to get the resume criticized, have mock interviews, and career opportunities such as internships. Here, I wrote near the front of the entrance to give word of encouragement to those would possibly be stressed or nervous prior to an interview or just need a quote for success. The quote stated, “If you can believe you can achieve, then you will SUCCEED.” I understand that it can be hard to believe in yourself during stressed times, but a reminder sometimes helps you keep pushing forward.

The last genre, I used for this project was an advertisement in form of a flyer. I wanted to convey information based on my purpose of this specific genre. I was able to give information for minorities that will help with embracing their culture at a PWI and enhance their performance through the workshops that will be hosted twice a month at the Dunlap Success center. I used my social media platform as an inspiration to create a flyer. It targets the same audience within my paper, which is the minorities at FSU. I created this flyer that will be focused on," How to accept the community you are in.” I’ve heard of countless stories from those in my African American community who are scared to achieve the goals that they have set for themselves because of they are afraid to stand strong and tall in an environment where minorities aren’t the dominant aspect.