

Name of Brave Student

Formal Pitch

Summary - I am planning to center my project around Greek Life here at Virginia Tech. Each project will be persuading or informing the audience to join a Greek Organization. Because I am in a sorority, I will focus on the 12 sororities we have on campus rather than the fraternities. To approach my project, I would like to talk to girls from many different sororities, not just the one identify with. I want to emphasize that my main goal is to encourage and promote Greek Life as a whole, not just one specific sorority.

My audience for this project would be college-aged women who attend Virginia Tech are interested in joining a sorority. My secondary audience would be women who are not sure if they want to be a part of Greek Life, but just want to understand more about it. My purpose for this assignment is to convince collegiate women to consider getting involved in Greek Life. For the context, I hope that freshman entering Virginia Tech would see my posts about Greek Life through my video on their phones or other portable device. I hope they read my information and it makes them consider rushing a sorority. My genre would be closely related to a College's website and the less formal Greek Website. It will also be promoting and persuading the audience to do something, so that could go along with other persuasive websites. As a whole, the rhetorical situation of my project will hopefully help freshman at Virginia Tech better understand Greek Life.

Project Plan - For my first short 60-second video recording, I plan to talk about my personal experience in Greek Life and what lead me to go Greek. I plan to use iMovie to help me accomplish this. For my 3-minute audio recording, I plan to give facts about Greek life and explain briefly the rush process. I will gain my knowledge of this both through my own experience and the experiences of girls in other sororities. I will record this audio on my iPhone. For my long Video Recording, I plan to have short interviews from girls in at least three different sororities. I will ask them to briefly explain their experience in Greek Life. I will ask Sister1 of Tri Delta to explain her experience, Sister2 of Kappa Delta to discuss her chapter, and Sister3 of Chi Omega to explain her experience. I will create this video with IMovie. For the HTML/CSS page, I will have a FAQ page about Greek Life and a link so the women are able to sign up for recruitment right from my page. I also plan to showcase all of the sororities through text.

Justification - I believe that my design is appropriate because I will have real women from multiple sororities sharing their stories, as well as facts, and my own personal story. I believe that my project will help and encourage women to get involved in something that I truly believe can change their lives. I have my own knowledge and resources, as well as many of my friends who can help with other sororities.

Timeline - I hope to have my short video recording finished by the 5th of October. For my audio recording, I am pressing for the 12th. I hope to conduct my interviews for the long video recording by the end of October, and put the video

together by the 2nd of November. I hope to have my website page completed by thanksgiving break, and the entirety of the project finished when break is completed.