

Brooke Harrison – Rhetorical Rationale

I'd written a research paper about the relationship between music and education, and discussed how music can be used as a tool to enhance academic learning. It was difficult to take all the research from my original paper and condense/transform it into a magazine article. I decided to relate my research to the Broadway musical *Hamilton*, because I think the play is completely relevant to my research and I didn't discuss it in my paper because I hadn't even heard of it at the time. *Hamilton* gave me the thread I needed to pull it all together and write a focused, cohesive article. Using *Hamilton* as a sort of case study, I was able to explain how music is related to both memory and mood. These were the two key points of my paper. I didn't believe any of the other sections of my paper were necessary to include. Also, all the additional information in my paper is more appropriate for an academic essay and less so for a magazine, and that's the reason I decided to leave it out.

The magazine article allowed me to be more conversational and informal. The length of the piece was also shorter, which meant I needed to get my point across in fewer words, and those words needed to pack a punch. The magazine layout I chose was inspired by two articles from *Vogue* and *Allure* magazines. I liked the clean, neat look of both articles. I thought the images really stood out, but did not detract from the text. The article from *Vogue*, a feature on Emma Stone titled "On with the Show," inspired my front-page image which stretched across the fold. The *Allure* article, titled "Country Fair" and featuring Amanda Seyfried, inspired my three-column layout and pull-out quotes. I think the most important thing I learned about conveying my ideas in a new genre is to keep *purpose* in mind. I continually reminded myself to pinpoint the central argument of my article, which was directly related to my authorial intent/goal.