

As a student majoring in finance, my argument in this project is to persuade my audience in joining any finance-related course or activity. The purpose of doing so is to bring attention to how important those same skills learned in finance can also be applied elsewhere. Of course, this is not any mandatory thing but another option that first-year students or sophomores can choose in college. It is also important to know that your career in finance can guarantee a good paycheck. I am mostly targeting the first-year students who are unsure of their major or related majors like business management, to persuade them in taking finance. I am also targeting the people who want to try a new career or job, to help them understand this career. I used a PowerPoint, a glossary, and a recruitment poster as my genre and a bridge to reach my audience. I believe that the audience can have a better understanding of finance and know which route best suits them.

My first genre is a PowerPoint slideshow that displays several types of finance. The purpose was to let the student understand that there is not just one type of finance. I want to use PowerPoint to point out the number of possibilities and positions that one could have in the finance field. I know that accountant or financial management would be the first that comes to mind when people talk about finance. Therefore, the PowerPoint point out that there are different types of finance. One can work for a business, for the government, or themselves. My first thought on creating this genre was to include a voiceover that can further elaborate those different types of finances but then I think that would hinder the attention of the audience. As a student, I understand that few students would look into something that would take more than half an hour of their time. Therefore, to keep my audience-focused, I give up on doing a long explanation video. In addition, for every slide, I try to keep them simple and

straight to the point. This way, I would not be losing my audience halfway through my slideshow.

For the PowerPoint, other than the variety of finances, I included the pros and cons of being in a finance career. I intentionally put those two slides at the beginning of the slideshow so that the audience would take them into account for what entering a finance career is like. I think that it would be a good idea to put a heads up. I also used a lot of different layouts on each slide so that it would not be too boring, although the effect may be minor. As this is a PowerPoint used specifically to inform about the diversity in finance, I used very few pictures to bring out some formality. As a replacement for pictures, I included examples that would also help the audience understand the ideas better. PowerPoint is a great tool to present a large amount of information in an organized fashion.

The second genre is a glossary, which is based on facts and logic. I refer to several websites like [Robinhood](#) and [dictionary.com](#) and combine and simplify those terms. Not only was it easier to understand but also takes out some misleading terms. I think that using a glossary would help the audience make more sense of what will happen in finance courses. Similarly, with the PowerPoint, I am afraid that my audience would not be focused looking at my genres so I try to give space between each word and definition so that the overall layout is smooth and loose. At the very least, I believe that this layout would earn a good impression point when they first look. I also highlighted the terms so that it is easier to find and separate from the definitions.

The last genre I did was a fictional recruitment poster for an imaginary FMA club that I made up. FMA is my abbreviation for Financial Management Association club. I believe that out of all my genres this would make the best impression on the first look as it has more colorful formats. The purpose of this poster is to also persuade people to join finance and remind students that although this is a fictional club at FSU or other universities there are tons of resources available to students who need internship opportunities, study sessions, and help with financial assistance. The origin of this club is a combination of sessions, activities, and offers that I have received in my FSU inbox. I also look towards some other websites to look for suggestions or qualifications needed to achieve a high position in a finance career in general. The first three requirements on the list are essential for all careers.

The reason that I chose this poster is that that poster can be seen everywhere. I would like for them to be posted around bus stops, vending machines, boards so that everyone can look as they walk by. I use yellow to bring out the importance of the content and to draw the audience's attention. I think since the purpose is recruiting new members, I added a shadow effect on new members and bolded the part under overview to drive the reader's eye in that direction. About the color, since the sticky notes are yellow, I used a light blue tone for the picture and background as complementary to the yellow. It was a good idea of using blue as it can make the reader's eye more at ease than if it is all bright colors. As always, taking into consideration that few would take the time to read a lengthy text block, so my poster is simple. I used bullet points to make it easier to read and draw down the main component of the poster.

Overall, the three genres are distributing my message well enough but there are also a few weaknesses that I need to reconsider. Things like adding more pictures to make the

glossary more fun and enjoyable, or doing a voice-over for the PowerPoint so that the audience can have more understanding. But I think that since finance is a career that is not very fun and exciting like other careers, it deals with a large amount of workload and high stress. So, the way that I format my genres is reflecting the nature of finance. In some places, it is all texts and very few images and not brightly colored. With all being said, my message is conveyed properly to my audience and I was able to talk about all the points that I want to include, like the variety of finance, the skills needed, and basic terminologies.