

Cecil Gracy

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Multigenre Persuasive Campaign and Rationale

Rhetorical Rationale

After spending my entire life playing golf, I have faced my fair share of challenges, both physically and mentally. After overcoming many hurdles in my golf career, such as slumps, bad rounds, and moments when I wanted to quit, I have taught myself that golf is here to stay. Furthermore, going through these challenges, I have realized the sport places great strain on the mind. Many junior golfers--and golfers at any age, for that matter--have a feeling of doubt, tiredness, and wanting to hang up the spikes altogether. My goal is to offer a hand to golfers going through tough periods and to remind them that most athletes, no matter the sport, share similar feelings to some extent. To enact change, I wanted to reach out to a variety of audiences: businessmen who could benefit from the sport's non-competitive side, recreational golfers and golf-in-the-know social media users, and junior golfers facing the same challenges all golfers face.

For artifact #1, I chose to compose a professional email intended for people in the finance/business field who are considering picking up golf after quitting or starting from scratch. The main goal is to show how golf can help close deals, meet potential clients, and establish new partnerships. I thought the best way to convey this idea was through a simulated professional

email from Mark Cuban, thanking me for playing golf with him and reiterating that we will move forward as business partners. Using email as the genre allowed me to imitate the form of communication that professionals receive and send every day. Throughout the email, I included sentences and phrases that explain how many businessmen use golf to seek potential financial partnerships and other relationships unrelated to the sport. A perfect example is this line, “I take potential partners on the course to observe their demeanor, because a lot of the time it will translate into how they act off the course as well.” Rather than using the sport solely for competition or entertainment, the chosen format I used is designed in a way to clarify that golf can be used as an assistant in making decisions at work and ultimately to broaden and diversify networks. I primarily used ethos by presenting the message through Mark Cuban, a recognizable, successful businessman known to the general public whose words the audience would value. Logos was used by connecting qualities demonstrated on the course—such as preparation, etiquette, and level-headedness—to qualities most aspire to exhibit when meeting potential business partners.

After completing the professional email, I felt that although I got my point across clearly, some parts didn’t have as much impact on the audience as I may have intended. That said, I felt I picked a good way to capture the audience’s attention from the start. With the first line in the artifact reading “From: Mark Cuban,” the readers immediately gain interest and suddenly want to learn how and why Mark Cuban would be sending you an email about golf. In the email, I made sure to include commonalities many people search for on the golf course that align with the standards people expect you to project during a formal interview. These details made the message seem more real, as if I did actually play golf with Mark Cuban. However, the artifact relies heavily on ethos in regard to Mark Cuban’s name. After completing the first two drafts, I

thought I should incorporate information from a source in the email, so I found one discussing the beneficial link between golf and professional networking. This was appropriate because it related to the audience and the central idea I was trying to convey to the reader.

For artifact #2, I created an Instagram account resembling a golf psychologist, encouraging you not to quit the game of golf, which inspired the username “dontquitgolf.” The intended audience for this artifact is recreational golfers and golf-related social media users who may feel discouraged after playing poorly in a tournament or with friends and frequently compare themselves negatively to others. With the genre choice of an Instagram account, its fast-paced design aligns with the habits of everyday golfers who do not care to read an article but are willing to focus on an idea that takes only a few seconds. For the first post, I made a carousel with the theme “Why you shouldn’t quit the game of golf,” featuring text that tries to persuade the audience *not to quit*. I felt the best way to convey this was to use a format with related images behind the text to create more professional and intriguing visuals, considering users typically decide within a second whether a post is worth engaging with. Limiting each slide to one main message makes the information more memorable and easier to process. One post I thought did a good job of keeping it short but impactful was the carousel titled “5 Mental Golf Tips”. I believe this was effective because it told readers what the next 5 slides would cover; this let the viewers know what they were about to see while clarifying that it wouldn't take up much of their time. It also reminded them that if they did not swipe left, they could miss something that could help them next round.

In the third post, I showed that it is not only recreational golfers who face adversity on the course, but even the very best experience that too. On each slide, I included some of the best-known golfers today, along with each player's name and most notable achievements. Behind the

name and achievement, I placed a picture of them frustrated, angry, and disappointed. The professional golfers added ethos by making the content more credible and noteworthy by listing their achievements. The images depicting frustration created pathos by reminding viewers that even the best in the world hit bad shots, go through slumps, want to quit, miss short putts, and make other costly mistakes. I aimed for the main takeaway of the post to be that golf isn't always about playing perfectly—it's about how mentally tough you can be—which provided logos by offering the audience practical ways to approach their next round. I believe the account as a whole was effective because the posts were short, captivating, and relatable. With more time, I decided to add a reel of a press conference featuring Scottie Scheffler and a highlight titled "Quotes," which consists of a plethora of motivational posts by other creators. I believe both additions did more than just add more life to the profile; as for the highlight, it provided a different approach to captivate the audience compared to the gallery section, and the reel enhances the ability to reach non-followers via the reels tab.

For artifact #3, I created the premiere episode of the *Don't Quit Golf* podcast. The intended audience was junior golfers considering quitting the sport and preferring a more detailed personal story to a short post. A podcast is appropriate for this audience because I know many junior golfers like me — when I was one — enjoy listening to podcasts or golf tips on YouTube. I felt a podcast, or the vibe I tried to reflect, was a personable, easy-going podcast that the audience could listen to in the car, on the way to the course, or when practicing on the range. My tone was purposefully informal and conversational so the listeners could gradually connect with my experiences, making the episode feel more genuine. Unlike on the Instagram account, where I had to communicate my ideas briefly, I was able to provide the full story from beginning to end of my relationship with golf. I opened with the start of my career, what my childhood was

like growing up on a golf course, beginning tournament golf at a young age, becoming burned out, taking a two-year break, and eventually returning to the game I treasure so much today. The episode was constructed chronologically so listeners could relate to the challenges alongside my eventual return and the change in my overall view of the sport. I also explained how golf introduced me to wonderful people with whom I am very close today. These fellow golfers have influenced major decisions outside the sport, including my decision to transfer high schools. These experiences supported my argument that quitting golf could cause someone to miss opportunities they wouldn't even think were possible.

The podcast relied heavily on ethos because the majority of it was me sharing my upbringing and career as a junior golfer rather than just simply telling the audience what they should do. I used pathos by describing the decline of the course where I grew up, my stepping away for two years, and the uncertainty I felt as I decided whether to continue playing that sport at all. The strongest part of this artifact was its honesty. Rather than pretending golf is always sunshine and rainbows, I thought it was important to be up front with the audience to make what they heard more moving and relatable. I did this by acknowledging we all make bad shots, have doubt, and ultimately go into slumps. However, I did feel the episode sometimes became repetitive and strayed from the central point I was trying to get across to potential listeners. I corrected this by shortening some sections about my childhood and the country club so the advice appears sooner. I also made an organized script for major points I would talk about during the episode, continuing to redo the video to seem as entertaining and relatable as I thought was appropriate. The final revision I did was to hook the viewers' interest. I achieved this by importing the video into CapCut and adding a fade-in transition situated at the opening of the podcast.

Overall, I believe the Instagram artifact was the most effective at conveying the message I was trying to get across to the intended audience. Even though the email and podcast each serve their own purpose well, Instagram seemed to best match the communication habits of the intended audience. Golfers who are already discouraged are unlikely to listen to a long podcast or read what some would consider busywork (a professional email). Instagram is mostly used in people's free time, and given that, they may stop for a short carousel featuring their favorite professional golfers, attention-grabbing media, and practical advice. This project demonstrated that the ultimate impact a message has on its audience is the result of useful literary devices/considerations beyond the author's written text. Genre, audience, context, length, tone, and rhetorical appeals all determine how effectively the central idea reaches the audience.

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Artifact #1: Email

From: Mark Cuban

To: Cecil Gracy

Subject: Golf Round Yesterday—Moving Forward As Partners

Cecil,

Thank you again for taking me up on the invite to play Pebble Beach that I presented to you on such short notice. I enjoyed the round, but I especially enjoyed getting to know you. I am sure you may wonder why many businessmen like me take potential clients or partners to the course. Well, it is because networking plays a critical role in career success, and golf, from my experience, does just that. You see, Cecil, most businessmen meet for a round of golf to be able to have a distraction while talking business in a stress-free way, while also sharing a mutual interest, which in this case is golf. But for me, I take potential partners to the course to observe their demeanor; a lot of the time, it translates into how they act off the course as well.

After our conversation, I am confident in our decision to become partners. Your preparation, etiquette, and level-headedness throughout the round perfectly aligned with the standard I try to uphold not only for potential partners but also for myself. Of course, allowing me to pick up just about every putt inside 6 feet definitely did not hurt your chances. Between you and me, finishing ballpark 10 strokes lower than it should have been is an offer I could never pass up.

Jokes aside, golf reveals a great deal about how one handles pressure- which, in my business, is the name of the game. Not only did you meet my expectations, you completely exceeded them, reiterating that you are someone that I would trust as a partner.

My team will be in contact with you throughout the remainder of this week to make our partnership official and arrange our next meeting, preferably sooner rather than later. Maybe once we get settled, we could have another day when we can rematch--I may need more strokes than last time—since yesterday you blew me out of the water.

Best,

Mark Cuban

Entrepreneur and Investor



<https://www.bill.com/case-study/mark-cuban-companies>

Mark Cuban Companies

5424 Deloache Ave

Dallas, TX 75220

USA

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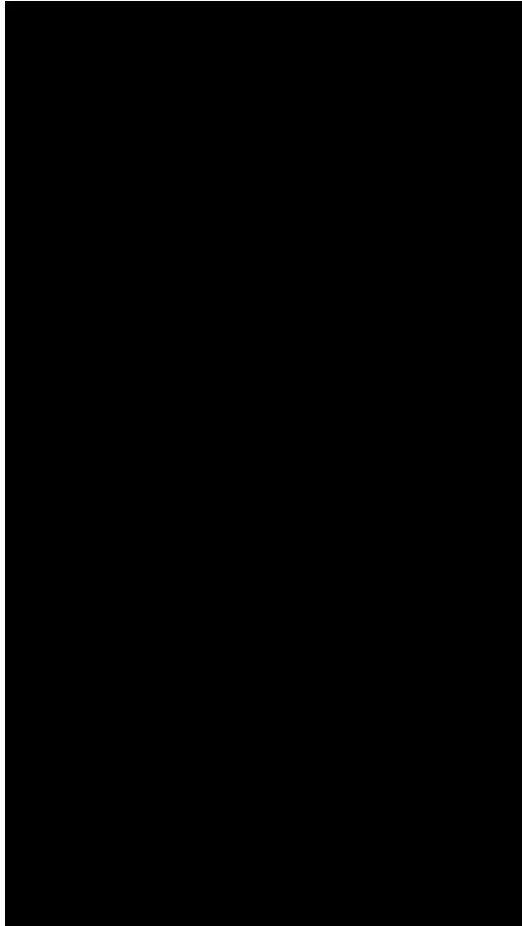
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Artifact #2 Instagram Account:

@dontquitgolf

**Featured pictures are cited under the Rhetorical Rationale*

Artifact #3: Podcast



Transcription:

00:00

Good afternoon, and welcome back to the Don't Quit Golf podcast.

00:04

Today, we have a lot of interesting topics to cover.

00:07

The first one I'd like to get into is a little backstory of me, as this is my first podcast.

00:13

A little bit about myself.

00:14

So I grew up on a golf course, a private country club called the Gainesville Country Club.

00:19

And on this course, it was the same course my dad grew up on, his dad grew up on, lived in two houses out there.

00:26

His dad built a house out there, everything.

00:29

And growing up on that course, I was introduced to the game of golf at quite a young age.

00:34

And being introduced to the game so early, it helped me appreciate not only the skill it takes to become a good golfer, but also the effort it takes to reach other goals, like achieving a scratch handicap and so on.

00:47

But it also taught me etiquette and how, although talent is a major factor in determining your golf skill, it is mainly determined by your level-headedness on the course.

00:58

If you are a golfer and do not have a level head, or you get distracted or get really tough on yourself whenever you hit a bad shot, it gets hard to approach the next one with positive energy.

01:09

And playing golf at such a young age, I began participating in junior golf tournaments around the age of seven or eight.

01:17

And it was a little local weekly tournament called the Gator Junior Golf Tour that ran throughout the summer, where each weekend we played a different course in the area.

01:26

I got really good at that point.

01:28

In my town, I ranked, I think, second in my age group.

01:32

And at that point in my golf career, you know, I wouldn't say it was serious by any means, but I was still interested in becoming a golfer and aspired to be like my dad on and off the course.

01:47

But that goal-- But with that goal in my mind, it presented a plethora of challenges I had to face throughout my career.

01:54

Summer slumps, but most were just mental hurdles I had to overcome.

02:01

When you're at a young age and you play golf so often, it is really easy to get burned out, and there's no o-other way to put it.

02:09

That is pretty much exactly what happened to me.

02:13

So I played golf for a while and got really good at that age, and I decided I did not wanna quit.

02:19

But at that point, my mind was telling me different.

02:22

So instead of quitting, I talked to my dad.

02:25

We reached a mutual agreement that I should take a break, given that I was that young.

02:31

And I told my dad, and I was like, "If I miss it, I'll come back to it.

02:35

If I don't, we'll see what the future holds." I ended up taking about a two-year break while I was still living on the course.

02:46

And the golf course we lived on suddenly began facing financial difficulties.

02:52

You see, a new guy purchased the course, and what went from a beautiful course, undisputedly the best layout in Gainesville, it made a turn for the worse, worse right before our eyes.

03:05

We decided it might be time to move out and into a neighborhood that wasn't on a golf course because quite honestly, our house's value was just going down as the country club did.

03:17

You could just tell the course was getting worse and worse.

03:20

Less maintenance.

03:22

Wouldn't wake up and see big guys in big red maintenance trucks driving out there early morning.

03:30

None of that anymore.

03:31

Weed whackers, you get the idea.

03:34

You wouldn't really see that anymore.

03:35

So we decided to leave the course and move over to a different side of town.

03:41

And I've lived there ever since.

03:42

I believe I was in maybe fifth or sixth grade when we moved.

03:46

And my first year there was great.

03:48

You know, I didn't really play golf that often, but as soon as it kind of hit me, like I don't live on a golf course anymore, I realized it was kind of time to, you know, figure something else to do.

04:01

And yeah, being a kid who played all the sports, football, basketball, baseball, soccer, swimming, all that stuff.

04:11

But being away from the golf course I grew up on really made me miss the sport more than really I could have ever imagined.

04:21

So I decided to pick up a golf club again, set sail back onto the course where it has gone south so fast.

04:28

You see, I remember being the o-- one of the only golfers out there.

04:33

Junior or not, I was one of the few golfers who still showed up to the course, which don't get me wrong, it was pleasant in some ways, but it was sad mostly.

04:47

It was peaceful, you know, not having to wait to s-- make tee times, worrying about other people watching you.

04:52

But also, there's something about a course having a country club feel, having people around you who are kind of respectful to one another, you don't really get at most courses, really anywhere else for that matter in Gainesville.

05:07

Same reason as when you go to the gym.

05:09

It's having people.

05:10

It's, it's a good thing to have people around you because you're motiv-motivated to work harder, see other people enduring pain.

05:18

It kinda helps in the same way it would with golf, if that makes sense.

05:24

Being on that golf course solo, I learned a lot of things about myself and met people I will remem-remember for the rest of my life.

05:34

One of those people is this golf coach, who was one of the most positive people I've ever met, not only in supporting me in the sport, but as a person as a whole.

05:43

His name is Bob Gambazi.

05:45

He was my golf coach for a while, and, um, he would come out there and coach me up.

05:52

Him introducing me to the game of golf in the way he did changed my whole perspective on how to approach the game.

06:00

Which has for sure helped me today.

06:03

I remember being out there alone, hitting golf balls, recording swings for myself just to see where my swing's at, comparing it to current PGA pros and trying to work on it that way.

06:17

But what people don't understand is that everyone has their own base swing.

06:21

You know, someone's swing on tour isn't gonna work the same as it would for even you if you somehow perfectly matched it, which we all know is not obtainable.

06:32

One thing about golf is that people always compare themselves, whether it's to their friends or even to professionals.

06:39

If you see your friend who's drastically improving, who maybe even started around the same time you did, but they're improving at a faster rate than you, don't get me wrong, it is very disheartening to see that.

06:51

Because not only, like, yeah, you're happy for 'em, but you feel like you were kind of left in the dust.

06:59

Like, why is this guy improving so much faster than me?

07:02

You know, so on and so forth, which is the reason why a lot of people quit.

07:08

But my quitting has been one of the best decisions I've ever made.

07:15

And when I say that, I mean my not quitting.

07:18

You see, I actually played golf, um, in high school.

07:21

After I practiced at the Gainesville Country Club every day that summer, I got good.

07:27

Really good, for that matter.

07:29

My one goal at that time was to make the golf team for my school.

07:32

I tried out for a small little private school I was at the time, and I made the team as a freshman.

07:40

And while playing there, I met many other golfers from different schools and befriended many of them.

07:46

And I stayed at Oak Hall for one more year, still kept in touch with a bunch of the other kids at bigger school in the area that we played twice a season called Buchholz High School.

07:59

I had a buddy who also went to Oak Hall in the years past with me, but he transferred to Buchholz.

08:04

So he played golf there as well, introduced me to a bunch of his friends, and I got close with them and started playing golf with them every day over the summer, and it was a blast.

08:15

I decided to make a big change, a rather risky change actually, which was to transfer high schools.

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Going from the smallest high school to the biggest high school was definitely not for the weak.

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But something in me told me to do it.

08:29

And doing that has been one of the best decisions I have ever made.

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Meeting friends along the way who are gonna be there my entire life, preparing me for college, where I am now.

08:40

I can't imagine what it would be like going straight from a high school of 60 kids per grade to a college, a state school for that matter, night and day.

08:51

Being at Buchholz compared to Oak Hall is incomparable, and that was all introduced to me through the game of golf.

09:00

So one thing I just wanna let our listeners know, to just finish up this first episode, is to make sure that whatever you're doing at the time is worth your while and will help you in the years to come, in your future.

09:17

And you will face hard times with golf.

09:19

You will have bad shots.

09:21

You will have bad rounds.

09:23

That happens all the time.

09:24

That's unavoidable.

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You'll even go through slumps.

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I've been through multiple slumps that I didn't know I'd get out of.

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One tip I do think is very important and that a lot of people take for granted is to maybe take a little hiatus from the sport.

09:39

Take a little break and come back to it.

09:41

See if that break maybe helped you and your mind clear out, you know?

09:48

Maybe it helped your swing ease out in a way to get back to where it used to be.

09:53

That sure helped me a lot, and it's one thing you shouldn't do, no matter what, is quit.

10:00

Golf will be there for your entire life.

10:02

Not only can you play it throughout your life, but you should u- use-- You should also treasure it, you know?

10:09

If you're a young and healthy golfer or regular kid for that matter, it will be in your life for the years to come, especially in business.

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It will help you in your future, whether that is closing deals, meeting new people, or having new partnerships.

10:25

Just stick with golf.

10:27

It may turn out better than you could have ever imagined.

10:30

Thank you again for tuning in to Don't Quit Golf.

10:34

I will see you guys all next week.