The artifact I used was a news release about graduation at Monmouth College. Rather than spoken, it was written for the purpose of a newspaper. This artifact is effective in various ways. First, the format of the news release is written how news editors would accept it. At the beginning is a logo of Monmouth College to clearly state where the information is coming from. Directly underneath is the date and to the side contact information which needs to be included in any kind of news release. The heading is then centered and bolded so to grab attention. It is straight to the point and though editors may change it, it is written so that need not be. The first line is constructed with the most important information. Therefore, if readers were only to glance at the first line, they would know the most important aspect of that article. It tells the basics of who, what, where, when and why. After that, a specific idea, in this case student is mentioned. That student is from a highly populated area so many may know her name. Including relevant examples may cause some to pay attention to the article and participate in whatever it is discussing, who otherwise may not pay close attention. A quote is also included from one of the most important people involved in the event so to get the opinion of a higher up. Statistics are stated to end the first main paragraph. The following paragraphs are less important but include relevant information that some may find interest in, for example alumni may want to know about fellow alum. The third paragraph informs the audience of other information which could not fit in that first sentence and the news release is concluded with one closing line telling about the place the release is coming from.