

Project #3 Museum of Everyday Writing

How everyday writing functions in student activism and cultural identity within MASA.

Image #1 - “We Are the American Dream” – MASA Members Advocating for Immigrant Rights (Protest Signs & March)



Metadata

- **Date created/circulated:** March 30, 2017
- **Medium:** Protest signage + Facebook post
- **Found on:** MASA Facebook page: Mexican American Student Association
- **Original caption from MASA:** “We had a great time today marching with the Hispanic Latino Student Union in A Walk for Solidarity for our Immigrant Students! Video coming soon!”

Analysis :

This photo captures MASA members marching in support of DACA and immigrant rights, holding handmade signs that read, “*Fight ignorance, not immigrants*” and “*Immigrants make America great.*” The protest signs fit into everyday writing because they are created with materials like cardboard and markers for a protest and not for academic purposes, but to communicate identity and resistance in a public space. Through visual rhetoric, the Mexican flag becomes a symbol of pride and empowerment, shifting the narrative of immigration from stigma to belonging. The signs also demonstrate multimodality since they combine handwritten text in different fonts, colors, and materials (fabric + cardboard).

These artifacts show how everyday writing becomes activism.

Image #2 - “Who is MASA?” – HSLU Magazine Feature spread



Metadata

- **Date created/circulated:** April 11, 2025
- **Medium:** Magazine spread (print publication distributed at event)
- **Found in:** HLSU Magazine, distributed during the HLSU Banquet
- **Context:** The issue featured MASA alongside other Hispanic/Latino organizations at FSU.

Analysis:

This magazine spread introduces MASA with eye-catching. They use multimodality by adding photos, graphic design and logos, and a cohesive color palette with the Mexican flag colors. The different images represent a glimpse of “Who is MASA?” on campus, Although this magazine spread was created for a formal banquet, it’s belongs in everyday writing because its purpose was for community storytelling and identity-building of the conglomerate that HSLU is rather than academic or professional publication. The artifact represents MASA as more than just a club, it showcases how it is a space where belonging, heritage, and representation circulate through everyday forms of writing and design.

Image # 3 - The First MASA Banner, 2012 – Where It All Began



Metadata

- **Date created/circulated:** October 10, 2012
- **Medium :** Custom event banner for “MASA”
- **Found on:** Old Facebook page “MASAFSU” (archival photo from early MASA records)

Caption / Analysis

This banner came before the any other graphic, flyer, merch shirt or even an Instagram presence. The first banner spelling “Mexican American Student Association at FSU” is one of the most powerful visual rhetoric artifacts for the club. It establishes an identity on campus for the first time. Its design shows multimodality through its mixed fonts, different textures, and color choices.

This artifact marks the moment MASA shifted from an idea into a visible presence on campus.

Image #4 - MASA Honored at the 2024 HLSU Banquet Ceremony



Metadata

- **Date created/circulated:** April 11, 2025
- **Medium:** Award photography (circulated on social media)
- **Found at:** HLSU Banquet (photographed at the awards table)

Analysis:

This photo showcases two awards MASA earned at the HLSU Banquet. “*La Familia Award*” and “*Perfect Attendance*”. The small Mexican flag placed beside the trophies serves as visual rhetoric because even without any text, it symbolizes identity, pride, and the roots that brought MASA to this moment. This image represents years of students showing up, building a community, and making sure MASA is represented on campus. Through placement, symbolism, and composition, the picture incorporates multimodality, it also has text (engraved in the plates), and cultural symbol (the flag) to tell a story.

Winning these awards shows that MASA isn’t just an organization, MASA is family.

Image #5 “Arte con Raíz” Collaboration Flyer — Art with Roots



Metadata

- **Date created/circulated:** October 3, 2025
- **Medium:** Instagram flyer (digital event promotion)
- **Found on:** MASA Instagram (@masa_fsu)
- **Collaborators:** Lambda Theta Alpha Latin Sorority, Inc. and FSU Global Scholars

Analysis:

This Instagram flyer promotes MASA's collaboration event "Arte con Raíz", which means "Art with Roots". The design showcases photos of Oaxacan artwork, and multiple fonts, showing multimodality through color, text and fonts. There is a lot of visual rhetoric going on because without even reading the caption you already know the event centers on Mexican culture, heritage, and storytelling through art. This form of everyday writing has been spread through reposts, screenshots, or shared in group chats or 1:1 messages.

Image #6 MASA Community Letter — Solidarity After April 17, 2025



The Mexican-American Student Association

April 18, 2025

The Mexican-American Student Association stands in deep solidarity with our fellow Noles and those affected by the tragic events that took place on Florida State University's campus on April 17th, 2025. We are absolutely heartbroken by the loss of life and the pain this act of violence has caused in our community.

As an organization rooted in unity and advocacy, we firmly condemn the senseless violence that occurred and extend our love and strength to the victims, their families, and everyone impacted. We especially uplift the students who now carry the emotional weight of this tragedy. Healing is not linear, and it's okay to seek help. Let's continue to show up for each other and find strength in unity. **You are not alone.**

Nos mantenemos unidos con toda la comunidad de FSU durante este momento doloroso. Sabemos que no hay palabras suficientes para aliviar el dolor de una pérdida tan injusta. Les animamos a abrazar a sus seres queridos con más fuerza, expresar su cariño y cuidar de su bienestar. La vida es frágil, y en tiempos de tanto dolor, lo más importante es cuidarnos los unos a los otros. MASA está aquí para ustedes.

Que el amor, la fortaleza y la unidad de nuestra comunidad nos acompañen hoy y siempre.

Con Cariño,
The Mexican-American Student Association

President
Karen Salazar-Angeles

Vice-President
Adrian Vivas-Nambo

Metadata

- **Date created/circulated:** April 17, 2025
- **Medium:** Public letter (posted to Instagram)
- **Found on:** MASA Instagram (@masafsu)
- **Context:** Letter released following distressing events that occurred on campus that day.

Analysis :

This digital letter was written and shared by MASA in response to the events on April 17, 2025, acknowledging the emotional impact on students and directing them toward counseling and mental health resources. Unlike a formal university statement, this letter uses community-centered language, speaking directly to students with empathy and solidarity. The letter itself shows visual rhetoric by displaying a calm tone and clean design to communicate safety and reassurance at a moment when words were needed more than aesthetics. This artifact shows that everyday writing can be care. It proves that sometimes, a simple letter can hold an entire community together.

Reflection:

Everyday writing isn't just what we produce in classrooms, it's what we create to build community, advocate for others, and make ourselves feel represented on campus. These artifacts came from passion, identity, and lived experience. Everyday writing, in this context, becomes evidence of culture and leaving a footprint at FSU.

I chose to focus on MASA because it's more than just a campus organization to me, it has become a space where many students, including myself, found belonging after feeling isolated on campus. Our writing happens on posters, banners, flyers, Instagram captions, and late-night group messages when someone says, "We need to show up." MASA's everyday writing is public and rooted in community. Through collecting these artifacts, I realized that

the way we write our identity into existence matters. It shapes how we represent Mexico on campus.

Why This Topic Matters:

My project centers on how everyday writing works as advocacy and cultural identity. MASA's artifacts are proof of our presence on a campus where representation hasn't always been guaranteed and its in jeopardy of being erased. Each artifact I archived came from a real moment, like a protest/march, a magazine spread, an award night, everyday events, or a letter released when people needed comfort. This writing circulates through Facebook, Instagram stories, printed flyers, and even through word of mouth. These pieces were never meant to be "historic," but they document history anyway.

To someone outside MASA, these artifacts might look small, but for us, they hold memories and moments that shaped the organization and the students within it.

Visual Rhetoric & Multimodality

The two concepts/key terms I chose to analyze in the artifacts: visual rhetoric and multimodality.

- Visual rhetoric refers to how images persuade, communicate, or influence without needing text for explanation.
- Multimodality refers to how meaning is created through different layers of mediums together like text, color, layout, image, material, typography, etc.

The protest signs from 2017 (Artifact #1) demonstrate both concepts perfectly. A cardboard sign that reads "*Fight ignorance, not immigrants*" is more than just writing, it's a bold statement. The Mexican flag in the photo becomes visual rhetoric because the flag itself defends our right to exist proudly.

The magazine spread (Artifact #2) and Instagram flyers (Artifact #5) use multimodality in a more detailed way because it layers images, text, color and symbols to communicate our identity.

Process & Challenges of Curation

The hardest part of this project wasn't finding artifacts, it was redefining what counts as "writing". I had to unlearn the idea that writing only exists when it looks like an essay or article.

At first, I thought my archive should focus only on Instagram flyers. But then I realized our story would be incomplete. MASA is more than its aesthetic presence on Instagram. The association is activism in motion.

Choosing artifacts forced me to ask:

- Why was this created?
- Who was this for?
- How did this writing function in our community?

The community letter released after the April 17th events (Artifact #6) was the most emotional piece to include. It reminded me that everyday writing is sometimes the only tool we have to care for each other. It wasn't glossy or promotional "aesthetic" it's just honest. It says "You're not alone," and sometimes that is enough.

Takeaways: Everyday Writing as Cultural Memory

What surprised me most about this project is how everyday writing becomes archival without even trying. None of these artifacts were created with the intention of being preserved. Yet here they are, documenting MASA's evolution: from its first banner to a professionally printed magazine spread showcasing the organization. Everyday writing reflects who we were, who we are, and who we are becoming.

By applying visual rhetoric and multimodality I emphasize that we don't just write to communicate, we write to be represented, and everyday writing is powerful because it captures the exact moment when identity meets expression.

MASA's writing is messy sometimes, loud sometimes and emotional sometimes, but always real and honest, and that's the biggest takeaway: Writing doesn't need to be perfect to be powerful.

Conclusion

Through this archive, I realized that everyday writing is activism, history, and community storytelling. These artifacts remind me that visibility is something student organizations fight for. Everyday writing is not background noise; it is how culture leaves evidence.

MASA didn't wait for permission to exist on this campus, we wrote ourselves into it.