

I choose to dissect the Dr. Catherine O'Neal Video Press Conference. I first thought it would be very logos focused and would only talk about infection rate within the United States. But when I watched it, she was able to connect with me by using ethos, pathos and logos to frame her main ask for people to get the vaccine while also wearing masks to alleviate mounting pressures within Our Lady of the Lake hospital.

In the beginning of the video, Dr. Catherine O'Neal expertly used ethos. When she first appeared on screen, she walked in front a podium emblazoned with an official looking emblem and wearing a white lab coat. She then told the audience her credentials as being the chief medical officer of Our Lady of the Lake hospital and an associate professor. Even though this is very brief, all of this combined into her telling us directly and subtly why we should care about what she is going to say in the speech.

She then used logos to explain how dire the situation is for the state of Louisiana. This was done by explaining that the number of Covid-19 patients with Our lady of the Lake hospital, one of the biggest hospitals inside of Louisiana, rose exponentially from 36 to 155. Even though this is a small number, she framed the alarming increase by mentioning that they cant use 66 of the 800 beds with 23 patients waiting for intensive care due to staff shortages, even with extra help.

This leads right into her using pathos to frame what is happening on a personal level. She started telling a story about driving down a road after work. Seeing everyday activities like a farmer harvesting his crops, a motorcyclist driving past, childrens playing in the grass. But she then flipped this peaceful environment she created by listing some of the accidents that could happen to these people, to her people. This allows a lot of people to relate to asking what if one of the 23 patients waiting for an intensive care unit is one of your family members. Leading to the ask for people to get the vaccine and wearing masks so that less people can get Covid-19 and increasing the number of beds for those people waiting for intensive care.

For me, I personally really did connect with her message within this press conference. This is because her way of using pathos, ethos and logos was very systematic and measured. The way she managed to convey the fact that she is knowledgeable about what is going on was effective but not boastful since that was the only time she mentioned her many positions and accolades. She converted a simplistic statistic of 23 people waiting inside of ERs all around the state from a numbers game into people who may not be able to see their families again. And

because she explained how stressful and overworked many of the hospital employees are, she is imploring everyone to do their part to help the hospital take care of the sick and dying.