Ely Ferrara

Isaiah Hoffer

Text on Genre: what specific sub-category of persuasive logic would you label this article?  
▪ Ethical Appeal (Ethos)

Medium: the medium for this article is a newspaper editorial. What would be some  
advantages for publishing this in this medium?

* It went to everyone, not just those protesting
* Diversity bring in new opinions and viewpoints
* Credibility, newspaper editorial was shown as credible

Author (Rhetor): what evidence (internal and external) is there of the signers’ context?  
 What is his background and personal situation that creates the assumptions they  
 use to see the world?

* MLK created his values and beliefs from religion
* Grew Up Middle Class and went to segregated school
* Faced Injustice his Whole Life
* He used nonviolent protest to change the social norm
* MLK was a great speaker and writer

What is their geographic origin, ethnicity, culture, religion, education,  
socioeconomic, and political beliefs?  
▪MLK is part of the African American Community and grew up as a Baptist faith

* Born In the South, home of Black Segregation

What is their background story—personal experience?  
▪ Their background is that they are all bishops in Birmingham.

* They are targeting the negro community trying to get them to stop protesting.

How would the audience’s values and situation compare with ministers?  
▪ It depends on if they support Dr. King or not and if they are colored or not.

* Who would be his secondary, broader audience and how do their values and  
  situation compare?  
  ▪ It would be the people that live in Birmingham and their values would be challenged depending on the color of their skin and their beliefs.  
  Who are the ministers’ unintentional audiences?  
  ▪ The Negro community of Birmingham.  
  • Purpose: rhetorical exigence  
   What is their rhetorical exigence—what do they hope their rhetoric will change?  
  ▪ The mistreatment of black people in Alabama, they hope that they will get equal rights as white people and are hoping for equality.  
  Kairos: the moment of the occasion  
   What is the significance of the occasion for this article?  
   ▪ All the people in Birmingham who are not colored now have a bigger problem with black people's actions because Dr King is in town.

What is the significance of the setting where the article was published?  
▪ Birmingham, it is significant because at the time Birmingham was one of the key locations in the civil rights movement.   
o How are they appropriately showing decorum (respectful or courteous for the  
occasion)?   
▪ They are showing decorum by saying that they do agree into honest negotiation about racial acts in Birmingham.   
o How is are they appropriately showing pertinence (using especially relevant  
examples or illustrations)?  
▪ They are pertinent when they address both the negro protester and the white people who have a problem with the protest. By saying the white public should disengage themselves from these if they continue to happen.  
o Is their evidence of exigency—any urgency in the moment?  
▪ Yes, they are urgent to stop protesting when they say that they urge negro to withdraw themselves from demonstrations.