Advocacy Video Feedback Draft

Dorothy Bird

1. What is the action or behavior the speaker is asking us to take or change?

Dorothy is advocating about a change to food insecurities.

2. How well does the speaker appeal to our emotions? Does she or he use any specific strategies of emotional appeal? If so, what emotions do they evoke? How might she or he be even more successful in making this emotional appeal?

Dorothy definitely uses lots of logos and ethos during her video. She provides lots of statistics that also appeal to an emotional level. It makes the viewer think “how could this be happening around the world?” so that they are persuaded into making a change. She could be even more impactful by putting a little more force into her words and looking more directly into the camera.

3. Describe the speaker’s presence and persona on camera. Does she or he look into the camera? How effective are her or his posture and gesture? Does her or his voice come across clearly and reflect good vocal variety? Is there a way she or he could be even more compelling or persuasive on camera?

Dorothy’s persona on camera is effective. I would say that she needs to look into the camera a little bit more (what she did at 1:39 was really good for example). However, I’d say that this didn’t hinder the result too much. Her gestures could also use a bit more flair too. Her voice comes across clearly and she manages to get a lot of information across.

Ryan Walczak

1. What is the action or behavior the speaker is asking us to take or change?

Ryan is advocating abut a change to standardized testing.

2. How well does the speaker appeal to our emotions? Does she or he use any specific strategies of emotional appeal? If so, what emotions do they evoke? How might she or he be even more successful in making this emotional appeal?

Ryan uses lots of logos in his video. The use of logos provokes the question of “why are these still put in motion today?”, which definitely makes the persuasion easier. He could be more effective by evoking more ethos through his voice.

3. Describe the speaker’s presence and persona on camera. Does she or he look into the camera? How effective are her or his posture and gesture? Does her or his voice come across clearly and reflect good vocal variety? Is there a way she or he could be even more compelling or persuasive on camera?

Ryan looks into the camera quite a bit. However, his posture gives of a sense of nervousness. His voice, while not conveying too much emotion, comes across clearly. Although, his voice range does not change that much.