

**Value for Semester: 25 %**

**Total Marks: / 30**

**Subject Code and Section Number: COM101**

**Student Name: Abcedi Ilacas**

**Student Number: 138180211**

**Student Signature:** 

### **Academic Response (10 marks)**

In Robert Danisch's article "7 ways to spot polarizing language — how to choose responsibly what to amplify online or in-person" Danisch utilizes logical reasoning with brilliant clarity to analyze the complex mechanics of polarizing language. Danisch's logical proficiency is demonstrated by his meticulous examination of rhetorical tactics such as "Division/Identification" and "False equivalence/false analogy". He illustrates how the latter, a strategy that feeds societal differences, "manifests itself in communication when we try to draw a clear line between an "us" and a "them." (Danisch). This logical breakdown challenges readers to evaluate their own methods of communication while also demystifying complicated societal issues.

Furthermore, Danisch's criticism of "False equivalency/false analogy" highlights the risks associated with using these parallels in public discourse. He cites Elon Musk's hyperbolic and illogical contrasting of Justin Trudeau to Adolf Hitler. Danisch demonstrates the manipulative potential of polarizing language by arguing that such speech is "a sure sign that the speaker wants conflict and wants to heighten emotions." (Danisch). This analysis emphasizes the ethical implications of irresponsible rhetoric in addition to providing an example of sound reasoning.

Danisch's article is an excellent example of the persuasive power of logic. He not only informs his audience but also gives them the tools they need to engage in civic discourse more responsibly by meticulously breaking down complex rhetorical strategies. His opinions are supported by his insightful use of examples and straightforward, logical explanations. As a result, Danisch promotes a deeper understanding of the nuances and the potential consequences of polarizing language, highlighting the necessity of careful and responsible communication in a public environment that is becoming more and more divided.

**Transfer Response (20 marks)**

Subject: Recommended Addition for Our Library Collection: Robert Danisch's Insight on Polarizing Language

Dear Jennifer Peters,

I trust this message finds you well. I have come across a remarkable article that, in my opinion, would be an invaluable addition to our library collection as part of my role as a new student consultant at Seneca's Libraries. Robert Dansch's article "7 ways to spot polarizing language — how to choose responsibly what to amplify online or in-person" is the one under consideration. In addition to being in line with our goal of improving student's writing and communication skills, this article provides faculty members looking for relevant course materials with profound insights.

The article by Danisch explores the complex dynamics of communication, focusing on the impact of polarizing language in both online and in-person interactions. He skillfully analyzes various communication strategies, demonstrating how they foster division, such as “Division/Identification” and “False equivalency/false analogy”. Danisch, for instance, explains how division/identification creates a narrative of an ‘us versus them’, which can be particularly divisive in a multicultural and diverse setting such as ours. In today’s more polarized society, this kind of analysis is not only practically relevant but also academically stimulating.

Danisch additionally addresses the widespread use of objectification and hyperbole in language, providing readers with the important tools they require to evaluate and analyze the material they come across daily. This part of the article is particularly essential to students navigating the complicated world of digital media and public discourse, where it’s common to use dehumanizing and exaggerated rhetoric to sway opinions. We are improving our students personal and academic development by providing them with the ability to identify and evaluate this kind of language.

Furthermore, by providing practical insights that are essential in the contemporary digital environment, Danisch’s article transcends academic learning. It has become more crucial than ever for individuals to recognize and engage responsibly in polarizing language instances due to the proliferations of social media and online platforms. To better prepare our students for responsible citizenship and professional conduct, this article provides a framework for comprehending and navigating these problems.

Integrating this article into our collection would benefit faculty members as well as enhance the educational experience of our students. The article’s insights can serve as an inspiration for creating modern course material that addresses communication difficulties that arise in the real

world. This is especially relevant to courses in the social sciences, communication, and media studies.

In conclusion, “7 ways to spot polarizing language — how to choose responsibly what to amplify online or in-person” by Robert Danisch is a valuable and essential resource that effectively complements Seneca Libraries’ dedication to offering thorough and relevant educational materials. Its inclusion in our library would undoubtedly benefit our academic community by enhancing both students and faculty members’ understanding of and engagement with contemporary communication dynamics.

Thank you very much for considering this recommendation. I am excited to discuss this more and am available for any queries and discussions regarding the potential inclusion of this valuable resource into our collection.

Kind Regards,

Abcedi Ilacas

Student Consultant, Seneca Libraries