**CRA Analysis Outline**

**Logos**: Appeals to Reason (Facts / Statistics) ***YELLOW***

Arguments that appeal primarily to an audience’s sense of logic make appeals to logos. (If then statement, cause-effect statements…etc.)

**Pathos**: Appeals to Audience’s Emotion ***GREEN***

Arguments that appeal primarily to an audience’s emotions make appeals to pathos. (Pathetic Appeal)

**Ethos**: Appeals to Credibility ***BLUE***

Arguments that appeal primarily to an audience’s reliance on the authority of the person delivering the argument make appeals to ethos. (Ethical Appeal)

**Kairos**: The Opportune Moment

When the argument is being made.

CRA PLAN

In the academic article “The lived experience of students with an invisible disability at a Canadian university” [1], Laura Mullins and Michèle Preyde shows the experiences of students with disabilities on university campus relying mostly on strong emotional appeal while adding logical grounds to their argument through the successive use of credible academic research papers and studies made on this issue. To invoke a sense of emotional response in their targeted audience, the authors included the anonymous verbal accounts of the participants in the study, giving emotional ground to their argument. In my essay, I will focus mainly on the extensive use of emotional appeal in the academic article, as well as the use of scholarly credibility and logical appeals.

In the non-scholarly article “College students with disabilities are too often excluded” [2], Christa Bialka appealed to her general audience using data taken from several academic journals as well as a few mainstream articles while adding her own personal credibility to back her stance on the lack of social inclusion of the disability. Introducing several logical grounds to her argument on how post-secondary institutions can be more inclusive, the author also tried to invoke an emotional response in her targeted audience by including someone who was directly affected by this issue. While writing my essay, I will focus mainly on the logical appeal used in this article, while also focusing on the appeals to emotional and personal credibility.

[1]        L. Mullins and M. Preyde, “The lived experience of students with an invisible disability at a Canadian university,” *Disability & Society*, vol. 28, no. 2, pp147-160, January 2013. Available: [https://www.tandfonline.com/doi/full/10.1080/096875 99.2012.752127](https://www.tandfonline.com/doi/full/10.1080/096875%2099.2012.752127).

[2]        C. Bialka, “College students with disabilities are too often excluded,” *The Conversation*, November 5, 2018 [Online]. Available: https://theconversation.com/college-students-with-disabilities-are-too-often- excluded-105027. [Accessed Oct. 23, 2021]

Academic Article Notes:

1 Authors gave a bit of background to the issue of disability

2 Use of pathos through including the verbal accounts of the participants

3 Inclusion of several research articles to back their statements (Appeals to Credibility)

Non-Academic Article Notes:

1 Personal Credibility

Each article uses rhetorical strategies tailored to their intended purpose and audience. Scholarly Article seek to obtain their credibility through drawing their data from credible resources. As the non-scholarly article is an editorial in the New York Times, the audience is the general public.

Words to use in Academic Article:

Words to use in Non-Academic Article: “**places greater emphasis”,**