Multimodal Analysis Project 2

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The approach to completing project 2 was considerably different than the previous project, and I was more comfortable incorporating rhetorical appeals into this assignment. I was able to strategically integrate the rhetorical appeals such as ethos and logos into specific sections of the paper to support my argument. The genre I initially chose for this assignment was a letter to the principal of the elementary school. However, after reviewing the structure and the organization of my paper, I changed the genre to a blog format. I felt that the blog format provided more freedom to go further in-depth with my explanation and give details on the current crisis. The change in the genre also allowed me to present convincing reasoning to my recommendation in the new lunch program and insert statistics with images to support my argument for the change.

To appeal to the reader's emotion and to personalize the discussion, I introduced the name of the school, Eisenhower Elementary School, in the early part of my bloc. The intention was to allow the reader to immediately identify the elementary school and form a personal connection to the matter. Additionally, I carefully crafted my words to describe the children in hopes of gaining the reader's empathy. When presenting hard evidence, statistics, visuals, and quotes from other resources, I delivered the message in a stern tone. The purpose of the change is to illustrate that the issue is urgent and needs the reader's immediate attention.

Second rhetorical appeals I used for this assignment was logos. To get full support from the parents of Eisenhower Elementary School, I needed to provide statistics that will back my argument and to build credibility. To accomplish this, I included statistics and quotes from several reputable sources. I also chose to incorporate a visual representation of sugar content inside of flavored milk. Lastly, I opted to use the same image from project one which shows a child's progression into obesity.

After completing two projects, I feel that I have more understanding of rhetorical appeals and the ways to incorporate them into my writing. I have also learned to include images and other visuals to support my argument. The biggest take away from English 102 is that I have a lot of resources and tools to complete any genre of paper.