Multimodal Analysis

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As part of the first project, one of the requirement is to provide multimodal analysis which includes how rhetorical appeals was utilized to reach out to the readers and the design choices for my intended audience. In my first project, I wrote about childhood obesity and the effect that's having on our kids at our local elementary school. I had initially started out writing this paper in a conversational format but later changed it to a blog. The main reason I chose this arrangement is to provide a sense of connection to my readers. The intended audiences are fellow parents and school administrators, so building sense of trust was necessary. As part of building this relationship, I included a recognizable picture of a school that readers can immediately identify. Along with this, I also added pictures of obese kids. I felt that this was important to help visualize the issues and perhaps allow the parents to compare their kids to the image.

Pathos is what I primarily focused on for rhetorical appeals. I felt that attempting to connect to the reader's emotion was critical in this paper. As a parent, our kid's well being is significant and by allowing the readers to visualize the impact of childhood obesity was critical. I attempted to craft my words carefully so that the readers can sense my passion all while delivering the facts and the visuals. To show the urgency of the epidemic, I used the following quote from one of the articles "11 years were more than twice likely to die before the age of 55.” One of the main reason I used these shocking statistics is to show that this issue is critical and stoke urgency.

Another rhetorical appeal that I used was the ethos. To gain credibility from the readers, I attempted to establish two main points. Why I care and why they should listen. To address the first part, I chose to use the name of the elementary school in the title as well as including the picture of the school in the introductory paragraph. To further add, I immediately shared with the readers that I'm a parent and my kids attend this school. The second part of my goal was to show statistics of childhood obesity and to show why they should listen.

At the beginning of this assignment, I wasn't sure how I could utilize these learnings and apply them to an academic task. But after completing project one, I feel little more comfortable and think that I grew a little as a writer.