Multimodal Analysis

In writing is it very important to understand how to use rhetorical appeals, because it helps the reader understand the message that the author is trying to convey. For my first project, I wrote about the causes for suicide among the armed forces of the United States. Incorporated within the essay that I wrote, I included some graphs that go along with the causes of suicide among military members. These visual effects are very useful for the essay and they show support for the causes of suicide. This will help the supervisors and leadership of all of the military branches, see and understand the statistics and the real numbers behind the causes of suicides. The rhetorical appeals, better known as ethos, pathos, and logos are represented throughout my paper.

Ethos is a rhetorical appeal that shows the credibility of the author. In my paper, I incorporated this rhetorical appeal in a couple of different ways. The first way I used ethos was I used proper vocabulary, and I wrote in the proper genre. I made sure that I was formal and straight to the point, and I made sure that I was not biased towards one branch over another. Another way that I incorporated this rhetorical appeal is by using graphs in my essay. Showing visuals throughout my paper helps the audience understand the written text better, and the information I was trying to get across. I used three graphs for my paper, and two of them are specific for the causes of suicide, and the other one shows how many active duty military members commit suicide each quarter of the year. Both of these uses of ethos ensures the audience that I am credible and have correct information.

Pathos is a rhetorical appeal that represents persuading the audience by getting to their emotions. I used this appeal in my paper by using examples that are about real people and real situations that happened. One example I used was a story about a Marine Corp Private First Class, and the other example I used was a story about an Air Force Staff Sergeant to show emotion and reality in my paper. These stories show emotion by telling the audience that suicide in the military is real, and it shows how fast someone can commit to taking their own life. Another way I incorporated pathos is by using graphs. The audience that looks at the graphs may feel certain types of emotions by looking at the numbers or percentages, and how many military members really commit suicide. Pathos are important in any writing because then it really makes the audience feel connected to what they are reading.

Logos is a rhetorical appeal that is used to convince the audience using logic to believe what they are reading is correct. I used this in my paper by using actual facts, and using hard numbers like percentages and statistics. One way I used logos was I used in-text citations. This helps my credibility as an author because it shows that I am not making up information, and it shows the audience that I have credible information. This helps the audience trust me and what I am saying, and in turn, they become more interested in what I have to tell them. By using logos it really helps support my argument and it shows the audience a different perspective. The graphs or charts that I incorporated really help out my paper because it shows the audience why my side of the argument is valid. As long as logos are used in my paper, then it can be harder for other people to argue my point, due to real facts, numbers, and examples for causes of suicide.

The rhetorical appeals ethos, pathos, and logos are crucial in getting the right message across for the audience to understand. Ensuring that my writing has the ability to show the audience my credibility, persuade the audience through their emotions, and convincing the audience through my logic is all crucial. The appeals all play a role in arguments because they are the support for whatever side of the argument someone takes. The rhetorical appeals that are represented in my paper help my essay become stronger, and it ensures my audience connects with the reading.