**Multimodal Analysis**

            Part of the requirement of this course is learning to understand the uses of rhetorical appeals and making wise choices regarding design and organization. For my first project, I wrote a report outlining the most important cause and effect relationships which can be used to explain the presence of violence against women within my community of Chaguanas. To accompany the long report, I designed a small flyer. Since my target audience consisted of local officials, victims of abuse, and their abusers, I felt that I needed multiple forms of media to effectively reach all groups. Hence, I dedicated my written report towards the resident officials and community police. For this reason, the report was more professionally written and careful attention was paid to the organization of my ideas. Specifically, I introduced the issue, described the underlying cause of violence against women, and proceeded to discuss the relationships. I also tried to incorporate a few conflicting ideas to reduce the bias in my claims. On the other hand, I made use of emotional images and quoted a fast fact in my flyer to quickly appeal to local residents less interested in a long report. Overall, the various aspects of both my report and the flyer can be described using the rhetorical appeals.

            Firstly, pathos is the rhetorical appeal focused on appealing to an audience's emotions or beliefs. To display pathos within my report, I used imagery to create scenarios for my readers. For example, the lines, "the smiles upon their faces are the result of a daily struggle to wipe horrific memories away from their mind" and "...stories of a woman being stabbed to death, a young girl being sexually assaulted by a relative..." are instances where I attempted to create a picture with words. The goal of these lines were to get my readers to imagine the situations described and spark a disturbing emotional reaction within them. Though it may be uncomfortable to imagine, I hoped that the strength of the images would be enough to bring the issue to light. In addition, I described a story of a local woman and her abuse in an attempt to emphasize the reality of the problem in the vicinity. Within the report, I also included one image of the head of a woman filled with reasons as to why she stayed in an abusive relationship. The purpose of this image was to get readers to imagine a woman with her head tilted. On the outside, all looks normal but within her mind, there is this chaos of thoughts as she struggles to find the true reason she tolerates an unloving partner- something that many victims suffer though under depression. In addition, on my flyer, I included various images which all depict forms of abuse. The purpose of these images were to strike an emotional reaction among the viewers which would lure them into reading the text and thinking about the issue being addressed.

            Secondly, the rhetorical appeal of logos refers to making logical claims and backing them up with evidence. Within my report, I was careful to focus on one cause and base my arguments solely on the effects of domestic violence. This consistency emphasized intelligence within my paper because I was able to present an argument and use multiple quotes to defend my claims without losing focus. In addition, the inclusion of statistics whether they were figures or graphs, made my paper more practical. It showed that I was not only making a assertion but I also had coherent information to back up my thoughts. For example, I included a map of my community, a table depicting the presence of mental health issues among women, and a bar graph showing the amount of violence to which young girls are exposed. Moreover, every figure I used had a specific purpose. They aimed to summarize the information presented in the text directly above it. I hoped that this would help the readers to easily visualize the information as soon as it was presented. This careful placement also contributed to logos as a lot of thought went into the organization. Furthermore, the reference to real-life issues such as abuse or children being exposed to violence are all reasonable claims as majority of Chaguanas residents can relate to these problems. The effect of mentioning present issues as well as using statistic enhanced the practicality of the entire report. Combined with graphs and charts simplifying my claims, there was undoubtedly a lot of aspects contributing to logos.

            Finally, besides the usage of striking images and reasonable statements, I also included a vast amount of cited information throughout the report. By citing other's words, I proved that I was not only declaring that violence was a problem, but I was also supporting the belief with more authorized claims from professionals. What enhanced the credibility also, was that I made sure to use an array of scholarly articles. For example, I consulted sources published by organizations like the United Nations, the WHO, the West Indian Medical Journal, and the University of the West Indies. By using information found in such journals or websites, I was sure that they were peer-reviewed and written by experts in the field of violence against women. The authority behind these works made my report's claims much easier to trust. Moreover, as a young girl living within the community of Chaguanas, I am personally exposed to the fear of rising violence against women as I, too, hold a high possibility of being a victim. In addition, having had first-hand experience in witnessing acts of violence within my home, I also hold the right to make claims concerning the well-being of children living among abuse. This personal connection gives me a lot of authority to write about the topic of domestic violence while outside sources further enhance the integrity of my report.

            Overall, working with these rhetorical appeals has taught me how much effort it takes to not only present information but, to also communicate my ideas effectively. It takes the perfect blend of reason, authority, and sentiment to effectively persuade with words. Based on my new knowledge about rhetorical appeals, I now understand how to analyze any piece of writing or graphic representation in more detail to understand its effectiveness. It is my hope that with Project Two, I would grasp an even better understanding of the appeal of logos and perhaps implement it more effectively. In my personal life, I hope to apply these skills when I read articles or view images online or in real life. Interestingly, I have already begun mentally analyzing advertisements for their effectiveness and questioning the credibility of articles with luring titles that I come across on social media.

References (Images in flyer)

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