**Multimodal Analysis**

The creation of my second project for this course allowed me to have more experience with understanding the usage of rhetorical appeals and making design or organizational decisions. I composed a letter directed to the Commissioner of Police in Chaguanas and designed a flyer to accompany my proposal. The letter follows standard APA format and my ideas are logically organized by first presenting the issue, describing alternative solutions, proposing the best solution, offering justifications followed by concerns and ends with a call for action. The flyer makes use of both text and a graphic to illustrate my ideas more visually. There is a catch line at the top, a striking image at the middle to draw viewer's attention and quotations beside the image to drive home the meaning. The color choices are also consistent and symbolic as black represents the grim nature of my issue and as red represents the blood spilled by victims of abuse. Overall, the significance of each aspect can be further explained according to the rhetorical appeal by which they satisfy.

The first rhetorical appeal, pathos, is focused on appealing to a viewer's emotions or beliefs. To appeal to my audience's feelings through the flyer, I positioned one picture at the centre with a ring shadowing a knuckle cuff. The purpose of this image was to connect a wedding ring to an abusive object which symbolizes the violence that can occur within an intimate relationship. Immediately, the image is meant to strike a disturbing feeling among viewers and as they read the catch phrase above, "A wedding ring should not handcuff her to abuse," they will be able to make the connection. Moreover, the words, "till death do us path," which flow out of the image, mocks the statement inferring that the violence will lead to the death of a partner as opposed to death by natural causes. I also attempted to evoke emotional responses within my letter by using descriptive imagery to help the reader form mental images. For example, phrases like, "battered bodies," "crying mothers," and "a hundred voices can be stronger than the minority that aims to silence our plead for help" are all instances where I attempted to evoke an emotional response through words.

The second rhetorical appeal utilized in this project was logos which refers to making logical claims and backing them up with evidence. With regards to the letter, I placed emphasis on the organization of my ideas in order to compose a logically flowing proposal. In addition, I revised many times to ensure that no sentences strayed from the topic or seemed misleading. Moreover, wherever I made a claim, I was sure to defend these arguments with scholarly quotes. Not to mention, the reference to current issues within the community emphasized how reasonable the argument was indeed. For example, I directly quoted the Prime Minister's response to domestic violence made less than a month ago and I included a statement made by a Minister about the effectiveness of a similar solution less than a year ago. Incorporating such recent and relevant statements helped to enhance the reality behind my claims. Furthermore, with regards to the flyer, I supported my claim made by the image by including two eye-opening quotations. While the image presented the issue, the catch phrase served to explain its significance and the sentence below provided a logical summary of a solution to solve the problem. To enhance these claims however, I made use of outside sources.

Thus, the third rhetorical appeal used within this project was ethos which refers to the credibility and authority of any accusation made. Within the letter, I incorporated a vast amount of cited information. Citing professional statements supported every claim I made which contributed to the credibility of my ideas. In the flyer, I also included two important quotes at the side of the centre image. The first one came from a journal and explains how the mentality of the culture is responsible for domestic abuse. The second quote, which originated from a newspaper article, presents an alarming figure of the number of reported abuse. By using ASU's Library database and Google Scholar's website, I retrieved much of my information from trusted sources. For example, I used articles published by the University of the West Indies, the Daily Express, the International Journal of Peace Studies, and the Sage Publications. Using information from respected, wide-known organizations where articles were bound to be peer-reviewed and well-researched, made these claims all the more trustworthy and relevant for my own arguments. In addition, once again, as a female resident of the community being discussed, Chaguanas, I am personally exposed to the threat of violence against women. In addition to this, my first-hand experience in witnessing acts of violence forms a personal connection to the issue which gives me the authority to write about it and make certain claims while outside sources further enhance the integrity of my report.

Having completed two projects which required me to explore all three rhetorical appeals helped me to see advertisements and written works through a different lens. Not only does an effective piece of work require good design choices, and consideration to organization or layout but, it also needs to attract the audience through reason, authority, and sentiment. Composing in different media was quite challenging because I had to reflect on how I could create these impacts both visually and verbally. Having done both, I would say that verbally (through text) is the most difficult when it comes to pathos whereas appealing to all three rhetorical appeals are simpler with visuals. I will definitely be looking at advertisements with a more critical eye from now on. In future classes and other assignments, I hope to use these appeals to enhance the effectiveness of any claim or argument being made.