

Sample Answer for Rhetorical Appeals Question

Text:

The world's adventure capital's massive gamble

by **Craig Tansley**

(pg# 27-28, ENG102 Booklet, Spring 2025)

Question:

Which two appeals did the writer use most effectively in the article above? Provide examples from the above text and explain how each of the features persuades the readers about the author's message.

Sample Answer 1:

In his insightful article, Tansley (2024) explores the ambitious goals of Queenstown, New Zealand, as it aims to become the leading ecotourism hub in the world. He discusses not only the challenges that come with this noble pursuit but also highlights various innovative initiatives being implemented to achieve this vision. Throughout the piece, Tansley (2024) skillfully uses rhetorical appeals, primarily relying on ethos to establish credibility and engage the audience, followed by logos to present a compelling and logical argument emphasising the importance of sustainable tourism practices.

In order to persuade the readers, Tansley (2024) uses 'Ethos' most effectively in the text, illustrating many renowned sources and trustworthy individuals. The thoughts of these renowned persons exemplify feature 1 of Ethos. He refers to several professionals who are experts in this area. He begins with the CEO of Queenstown Mat Woods's vision of achieving the goal by 2030. He makes their goal obvious, which excites the audience as well as the community to "be a part of this," which means he successfully transports the vision among his readers. He quotes Woods further and shares three examples of local tourism organisations: Destination Queenstown, Queenstown Lakes District Council, and Lake Wanaka Tourism to explain their supportive attitude towards the vision. He also quotes Headwater Eco Lodge's co-owner Debbi Brainerd and the general manager of Sherwood Queenstown's positive attitude towards the vision, adding further to the ethos of the author's statement. The author also makes several successful uses of ethos feature 2, which is a sincere and fair-minded presentation. To name a few significant uses, in paragraph no.5, he strongly suggests to local accommodation providers to "run on alternative energy," and in paragraph no.8, he discusses the probability of using electric-powered jet boats to reduce carbon footprints, which shows that he is not being hypothetical about the vision only. Instead, he is considering different perspectives towards achieving the goal. Through the use of ethos, Tansley (2024) makes the readers believe that

Queenstown really wants to move on and achieve its goal of becoming the ecotourism capital by 2030.

Furthermore, Tansley (2024) skillfully employs logos to engage and persuade readers by incorporating its compelling features into his argument. He uses facts and statistics in several arguments to elaborate his ideas and appeal to the readers' logical conscience. For instance, referring to the number of visitors in 2023 having 400,000 international visitors, when the permanent population was around 50,000, the author addresses the challenge of achieving their goal. He provides a comparative calculation of the Shotover Jets that is capable of commuting travellers at 85 km/h even through the narrow canyons. Then, he states that "world's first electric hydro-foiling ferry" can save "more than 240 tonnes of carbon emissions each year which is equivalent to taking 52 cars off the road." Nonetheless, he also refers to the "130 km of bike trails" estimated to contribute nearly 50% of their target of becoming a "carbon-unfriendly ski visitor economy." As a result, he makes a successful attempt to persuade the readers to believe in the usefulness of eco-friendly innovation of New Zealand.

In the text, the author rarely employs pathos's real-life stories and emotional phrases to persuade the readers. Rather, the author skillfully employs both ethos and logos throughout the article, enhancing the credibility of the ideas presented and engaging the reader's logical reasoning. This strategic integration of ethical appeals and logical arguments not only reinforces the integrity of the content but also prompts readers to reflect critically on the topic at hand.

Reference

Tansley, C. (2024, November 1). *The world's adventure capital's massive gamble*. BBC News. <https://www.bbc.com/travel/article/20241017-the-worlds-adventure-capitals-massive-gamble>

Sample Answer 2:

In the article "The world's adventure capital's massive gamble", the author Craig Tansley effectively has used the rhetorical appeals Logos and Pathos to convince the audience by showing facts to prove the legitimacy of his claims and has used Pathos to attract the readers on a personal level. Through the article the author has tried to present a famous tourist destination Queenstown in New Zealand and its plan to set an ecofriendly capital in the world ecotourism and what challenges they face with the help of these two appeals by creating rationality, trust, belief and emotional connection.

The author has extensively used numerous facts and statistics throughout the text which is logos feature 1. Adding information such as Headwaters Eco Lodge being recognized by Living Building challenge and Sherwood queenstown, a motor inn, running entirely on its 248 solar panels as well as how efficient the electric hydro-foiling ferry would be as it be equal to the replacement of 52 petrol cars off the road and save more than 240 tonnes of carbon emissions,

allows the reader to visualize and understand how the situation is unfolding in real time and makes the author's claims much more logical and appealing. The author also used comparisons (Logos feature 2) to further convince the reader, such as how Queenstown attracts annually more than tourists in a town where only 50,000 reside shows how difficult the situation really is and further emphasizes how the situation is. Moreover, in the article the writer uses a comparison where he shows that in the year 2023 40,000 international visitors came in Queenstown, whereas in 2019 it was about 20% less than in 2023. This comparative statistics shows the reader how the difference is between the years and it helps the reader to make a decision being aware of the possibility of carbon emissions free places and also gives a clear idea about the situation. Thus, it can be said that the author has used logos in an effective way to convince the readers as readers can get a clear understanding of the actual scenario of Queenstown's goal through these facts to become the highly preferred eco friendly tourist destination.

Additionally, the author has also used pathos effectively in his article. For pathos feature 1, he has used various stories or personal experiences from the different owners of the accommodations such as Headwaters Eco Lodge co-owner debbi Brainerd's statement on why she and her husband decided to pursue this approach, and Sherwood queenstown's general manager's quote on his establishment humanizes what the article is trying to make the readers convince as the readers are touched on a more personal level. The author has also skillfully used various emotional words and phrases (pathos feature 2) throughout the text such as 'death-defying activities', 'huge environmental challenge', 'audacious goal', 'wreak destruction', 'former fuel-guzzlers', 'environmental victories', 'inspiring to see', 'there's still hope for us' etc. further touch the reader at personal level. These emotional expressions help the reader connect with the writer's ideas presented in the article.

In conclusion, the writer has most effectively used both features of the rhetorical appeals, pathos and logos to persuade the audience. Logos and pathos are most significant appeals which are used convincingly in the article to convey the reader about the author's point of views. The article helps readers to think rationally and also be invested emotionally.

Sample Answer 3:

In the article “The world's adventure capital's massive gamble”, author Tansley (2024) used the rhetorical appeals of Ethos and Logos most effectively. The writer used Ethos to make readers trust his sources and used Logos to make readers understand the importance and severity of this ecofriendly capital Queenstown logically. Ethos is used to build trust on readers and make the article seem more credible. Ethos has two features, feature 1: renowned sources and feature 2: fair-minded presentation. While logos are used to make readers aware of the facts and statistics to make one's claim more logical and valid. Logos has two features, feature 1: facts and statistics, and feature 2: comparison. The author used Ethos and Logos to help us learn the journey of this town Queensland as an ecofriendly capital by 2030, their process, struggles and aims.

To begin with, the author has used both features of Ethos effectively in his article. The author starts with feature 1: renowned sources, by mentioning CEO of Destination Queenstown and her statement regarding the ecotourism capital. He further uses this feature in the fifth paragraph by pointing out the Living Building Challenge programme. He also uses this feature by using statements of different owners of Headwaters Eco Lodge and Expedia. We also witness the use of Ethos, feature 2 in the paragraph 8 where the author talks about Shotover Jet who is trailing the first electric-powered jet boat and mentions that the prototype is capable of spins and turns as their fuel-powered counterparts. Here, he presented a fair-minded opinion instead of being biased to the final product. But he also states that the electric-powered one will be even more efficient. Through these the author has been able to build trust and create understanding and reliability in the reader's mind. Readers can believe these sources unhesitantly and can also do self-research through these reliable sources if they intend so. Thus, the use of these authentic sources could make the reader's ideas and information trustworthy to the readers.

Moreover, throughout the article we can witness a great use of logos. We first witness logos feature 1: facts and statistics in the third paragraph where the author brings up the increase of international visitors every year. For instance, in 2023 there were around 400,000 visitors. We can also witness logos feature 1 in the last paragraph where the author estimates that bikers will take over 50% of ski visitor economy. The author also portrays good examples for logos feature 2: comparison. The writer mentions the comparison between visitors' last year to 2019 and the permanent population of Queenstown. Last year visitors were 400,000 which is 20% more than 2019 while the population is only 50, 000. Again , the author compares 240 tonnes of carbon emissions with 52 petrol cars off the road emphasizing on the importance of reduction of carbon emission through specific statistics and comparison. Through these, the author has been able to make his article more logical and helped understand the necessity.

In conclusion, the author Tansley through his article is able to make us understand the aim of Queenstown and its importance through efficient use of logos and ethos. The writer is able to make his article trustable, unbiased through ethos and logical through logos. He keeps his reading piece engaging and authentic as much as possible and it persuades the reader more efficiently in conveying the writer's message which is to inform about the “zero carbon tourists spots more and to achieve it by that measures. He is able to successfully use these features as I myself as a reader could learn and understand the message properly.

