Nora El Naby

AP English 11

8/13/16

Appeals To Pathos – Dwight D. Eisenhower

Dwight D. Eisenhower almost exclusively appeals to pathos in his 1944 speech to the Allied Expeditionary Force. He does this in a few ways.

The first attempt at pathos is in the second paragraph, where he calls the D-Day invasions the "Great Crusade, towards which we have striven these many months." Using a metaphor and highly emotive language, he manages to glorify the battle, marking it as a grand moment in history and not what his soldiers are about to risk their lives for. His next technique for appealing to pathos is to refer to the audience as members of the same group as him, and continually uses words like 'we', 'us', and 'our'. This creates a sense of belonging, and emphasizes shared values between him and his troops. This prevents a separation in the minds of his intended audience from forming between his soldiers and himself.

When he does separate himself from the audience, it is only to encourage them. An example of this is in the second to last paragraph, where he says, "I have full confidence in your courage, devotion to duty, and skill in battle." This is the only time he uses an I-statement throughout the entirety of the text. Immediately after this, he goes back to referring to the audience and himself as 'we'. By creating this momentary gap in diction, he allows a moment to calm the nerves of his troops, which invokes not only some trust towards him, but would likely invoke some pride in the audience as well.

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8/13/16

SOAPS Analysis of Speech

Subject: Explicitly, the subject is the immediate aftermath of the 9/11 terrorist attacks. The implicit subject, however, is the collective strength of the nation.

Occasion: The occasion is Bush's address to the citizens of the US the day after the 9/11 terrorist attacks. The speech had very little time to be written, and it is fairly reactionary.

Audience: The audience of this speech was the population of the United States, who are likely grieving and in shock. Purpose: The purpose of this speech was to calm and reassure the audience that every precaution would be taken in the following months as well as to acknowledge the evident terror that has been inflicted on the citizenry.

Speaker: The speaker is the leader of the nation that has been attacked. He was in the middle of his first term of presidency, and he was faced with something that would either prove or disprove his ability to lead. In some ways, he might even be seen as already having failed, given that the attacks even happened.

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8/13/16

Appeals To Logos – George Will

The main appeal in George Will's piece *King Coal: Reigning in China* is to logos. Will does this by focusing almost entirely on statistics. There is a total of six statistics, two mentions of expert testimonials, and three logical supports for these facts. His voice remains factual throughout the excerpt.

If not for the complete lack of representation for any opposing sides, this article would show an almost perfect appeal. His argument his all other requirements, and stays away from building ethos through not referring to himself, and pathos by showcasing a great deal of brevity.

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8/13/16

Persuade Skeptical Parents

To establish my ethos in such a situation, I would first examine my tone of voice. If I were to persuade my mother, whining or yelling would be ineffective, as it would show that I am not mature enough to communicate reasonably about my decisions. Sounding morose would get my claims dismissed as weak or hint at them being fairly irresolute. A calm, professional, and self-assured tone would be optimal for this scenario, as it imply confidence in my position, and logical reasoning behind that decision, regardless of whether either of those things are true.

To combine both ethos and pathos, I would start by reminiscing, and talking about notable times where I was reliable, successful, or had otherwise made the right decision. This would eliminate any automatic ethos that would lead to being seen as unreliable, thoughtless, or lazy. This would also begin an appeal to pathos by reminding my mother how she felt at those times. If it invokes some pride, she will be less likely to dismiss my claims. In this stage, however, caution would need to be taken. The wrong memory could derail the conversation, or destroy the those that I have established.

Moving on, I would introduce the subject, by discussing why I would want to take a gap year. I would avoid uncertainty, and be very careful to speak articulately. This is the most dangerous part of my rhetoric, as this is when the subject would be most likely to be dismissed. If she is going to refuse to listen, this would be the part where she tunes out, so it's important that my ethos holds up.

Finally, I would transition to an entirely logos based argument, with statistics and interviews from people who have taken a gap year. While using that as a springboard, I would move on to discussing opportunities that would become available during a gap year, and how each opportunity could benefit me. Lastly, I would end my argument by talking through rumors and biases against taking a gap year. This would work to reassure my mother that I would avoid those situations and that I am well-educated about the decisions I would be making.

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AP English 11

8/14/16

World Wildlife Fund Analysis

The visual aspects of the advertisement focuses on something most audiences would find familiar: the head of a fish. The fish itself is very patterned, and, though difficult to tell in grayscale, is likely to be eye catching. It works as a form of pathos by itself by likely evoking a feeling of awe. This then moves the reader's eye down to the catchphrase 'Protecting the Future of Nature', which works with pathos as well by making a connection between the fish and the text. This is meant to make the audience care.

The logos of the advertisement is almost entirely within the text. Within the text, it states, "Ten million people in sub-Saharan Africa make a living fishing. In the past three decades the number of fish in their waters has declined by 50 percent." The rather shocking statistic of 50 percent is something factual that supports the argument, hence building its logos. There is a logical connection between the fish and the tagline, as the fish is a part of nature. This ties the focal point to the purpose of the advertisement. As such, the welfare of the people mentioned in the text begins to logically connect to the welfare of the people mentioned in the text. This argument is not without it's logical appeals.

The ethos of the argument is present in the familiarity of the World Wildlife Fund logo in the top right corner, as it is something that the audience would either be familiar with, or would otherwise create some trust with it's very bold name. As some automatic ethos is necessary to even get people to read the text, this advertisement would be ineffective if the name were unable to catch the audience's attention in some way. This is also affirmed with their website ending with a '.org' at the bottom of the page. The rest of the ethos would be built up during the text, which is well thought out and clearly well researched. As this is where the bulk of the claim is explained, it is necessary for it to maintain and build ethos throughout it, so as not to be disregarded by the audience as fear mongering or alarmism. This text also manages to contian some logos, which aids the appeal to ethos by showing the audience that while their claim is provocative it is not irrational, which would dismiss any worries the audience might have about the claim being exaggerated.

This advertisement would be fairly effective, assuming the audience are people who are already in a place where animals are nearby, specifically an aquarium. If seen at an Ivars, this would seem ridiculous if not unnerving. Regardless, it would lead people to look up the website, which would accomplish the goal of this advertisement. If not, it would put the thought of nature needing protecting in people's heads to do with it as they will.

Nora El Naby

AP English 11

8/15/16

Pedestrians Image Analysis

The rhetorical situation within this advertisement is that someone ran over a mother pushing her child in a stroller. From the state of the stroller, it is doubtful either of them pair survived. The explanation of the driver, which was likely given to the police, is written at the top of the image. It reads, "I was looking out for other cars. I didn't see the mother and child in the crosswalk."

This ad appeals mostly to pathos by giving the audience the tragic image of a crumpled stroller on a crosswalk. The words 'in the crosswalk' are in bold, which is meant to highlight that the mother was not in the wrong, while also pointing out just how oblivious the driver was, as crosswalks are not placed randomly. Furthermore, near the bottom of the page, the audience is given the warning, "In the time it takes to look for someone in the crosswalk, *and stop for them,* you could save a life... or change yours forever." This is clearly meant to scare the audience with its foreboding, if not mildly threatening, tone.

When it comes to ethos, it appeals through the logo, and the name of the organization. Just seeing the term 'US Department' is often enough to give a speaker a considerable amount of ethos, because they are speaking through our government. As that is the only piece of ethos on the poster, it is likely that they were relying on their own reputation to get their message across.

Logos is scarce in this advertisement as well. Their main idea, to watch out for pedestrians, is clear, but it is an otherwise emotionally charged advertisement.

I do not believe this is effective. This ad comes off as fear mongering, as it only tells you a tragic and hypothetical story about a mother and her child, and while the initial realization was horrifying, it does not stick in a person's head very well. Furthermore, the joke they made was so out of place it was bordering on inappropriate. 'Stop For Pedestrians. Think of the Impact You Could Make' is insensitive to the situation at hand, and while attempting to lighten the mood, it comes across as repulsive, juvenile, and rude. The advertisement might have worked, but that single joke killed it.

Nora El Naby

AP English 11

8/16/16

Culminating Project: The Times

The purpose of *Man Takes First Steps On The Moon* was to inform readers of The Times what had happened. It combined facts with interviews, as is customary for a newspaper to create an objective narrative. This particular one was focused on Neil Armstrong and Edwin 'Buzz' Aldrin landing on the moon, their initial communications with NASA and the response of the international community.

Given the relationship the author has with it audience is merely that of an informant, they did not dally with too many details, and kept the article pertinent, excluding almost everything that was not either expressly said or done. The audience was only looking for the facts, and the speaker managed to keep their own interpretation of those facts well away from what was published.

Speaker-to-subject, the author's relation to the moon landing was simply of another journalist researching a ground-breaking but well known story. They cared only for what had happened, and aimed for a dearth of interpretation. As the moon landing was a success, they were able to write a positive article. Overall, they were fairly detached from the subject.

The audience in the article, the many people reading the paper, also were usually detached from any personal connection to the subject, though it was likely a popular subject of conversation for a while afterwards. The average audience member would not have personally known one of the astronauts, nor would they have taken any part in the planning or execution of the Apollo 11. As such, the text remains impersonal. There are no underlying tones, and the article lacks emotion.

The ethos of the piece is automatic, as it came from a paper that was well known for consistent and trustworthy articles. There is, however, ethos that was established later in the piece by quoting Armstrong on even such details as "the lunar surface". This allows for the article to feel like a retelling of an interview with Armstrong himself. As he was one of the astronauts up there, no one has more automatic ethos on the subject than him. Overall, the ethos is built and fortified strongly. Logos in mainly built in the section titled *Armstrong says: one giant leap for mankind.* In this portion, the speaker used quotes from the expert himself, Niel Armstrong and often paraphrased what he said, such as "he said the L.E.M's engine had left a crater about a foot deep". Using these paraphrased quotes works as an expert testimonial. Furthermore, the article goes step by step with the astronauts' itinerary, telling the audience what time everything happens. This helps keep the order of events precise and the actions of the crew clear. This also helps keep their itinerary factual, as to avoid any confusion. As such, the logos of this piece is made apparent early on.

Pathos, on the other hand, is saved until the last part of the piece. The appeals to pathos are done mostly under the segment titled *Greatest Moment of Time,* and covers the reactions of several world leaders, including the Pope, half a dozen Prime Ministers, and the director of Jordell Bank, who is quoted saying, "The moment of touchdown was one of the moments of greatest drama in the history of man." This emphasizes just how celebrated the event was, and appeals to the audiences own sense of pride or amazement at the event. Pathos was running rampant after the moon landing.

Since the purpose of the text was only to inform readers of the success of the moon landing, the text is fairly effective.The article manages to remain engaging, which would mean that readers would be more inclined to finish the article, they would also be more willing to pay attention to, and remember the information in it. Furthermore, the article succeeds in its secondary purpose, which is to sell more newspapers If you enjoyed reading the article, it would be plausible to assume that you would buy future issues of the paper. This would help the company, which would lead to the continuing to write article and produce papers, hopefully in a style that the readers enjoy.

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AP English 11

8/17/16

Culminating: In The Event Of Moon Disaster

The purpose of William Safire's *In The Event of Moon Disaster* is to lament the loss of the crew of the Apollo 11 in the case of a disaster. Should anything have happened to the astronauts, this would serve to console the public, yet emphasize that they would continue to in their attempt to explore space.

The relationship between the speaker and the subject would have changed drastically. The speaker, which in this case would have been not only the president of the United States, but also the leader who tried and failed miserably, and the man who sent two bright young men to their deaths. Meanwhile, the subject utself would have changed from a success to a disaster that would change the public's opinion of space travel. This changes the ways the speaker would be able to effectively address the subject, and would make the failure personal.

The relationship between the subject and the audience would have changed as well. In this case, the audience is now not only a grieving nation, but also a much larger global population who would take the news as a sobering slap towards space travel. As such, the subject would become loathed, if not swept under the rug entirely.

Finally, the relationship between the audience and the speaker is rather strained. The audience would not see the speaker as someone whose words hold much weight. The audience will not remember the speaker, and if they do, it will be as the man who failed, and managed to kill two famous young men in the attempt.

The pathos of this speech is practically running rampant. Throughout the text, the speaker uses flowery language, such as "a Mother Earth that dared send two of her sons into the unknown." This shows just how much this piece relied on pathos, as this type of rhetoric continues on throughout the text. These phrases are meant to console the audience by giving them an image of a larger purpose, regardless of whether it is true or not.

The ethos of the piece is mainly automatic, given the supposed speaker in an instance this speech would be heard by the intended audience would be the president of the United States. This allows the public to have some trust for him, as they elected him. As such, he is their chosen representative for such a situation.

Logos in this speech in scarce. The only definitive fact presented is that the two astronauts died. Even then, the quote for it, "these brave men, Neil Armstrong and Edwin Aldrin, know that there is no hope for recovery," is very emotionally driven. It is fitting, given the purpose of the piece, to have as little logos as possible. After all, they were attempting to encourage the continued exploration of space, and telling the audience the statistics of just how likely it was that they would die would do very little to convince anyone that trying it again would be a good idea.

The purpose of this text is to console the audience, and it manages to achieve that goal. They do not approach logos at all, but they certainly did not need to. The audience would not care for the facts in this scenario, they would want emotional rhetoric, that would make them feel better about the situation. The speech accomplishes that goal. It, in that image of a greater purpose, makes someone forget the tragedy that is making them listen to this speech. As such, it not only consoles, but gives the audience some hope, which goes above and beyond the intended purpose of the speech. Even through a grim subject, some comfort can be found within this speech.

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AP English 11

8/18/16

Culminating: The July 16th

The purpose of Ayn Rand's *The July 16, 1969: A symbol of Man's Greatness* is to encourage her audience, the reader's of *The Objectivist,* to look at the launch of the Apollo 11 as something more than what is frequently covered by the media. She goes into rather too much detail about the launch of the rocket. She also uses it to speak of how man is a great, unstoppable force.

The relation between the speaker and the audience is fairly idolic. As Rand was the creator of objectivism, she has made herself a teacher in the movement, and her words are analyzed and interpreted by the audience repeatedly.

The relation between the speaker and the subject is that of someone who is almost over analyzing an event, as a means of drawing out a philosophical meaning from the situation. The subject in this case was fairly open ended, but Rand chose to focus more on how the event of the moon launch reflects the greatness of man.

The connection between the audience and the subject is that of a bunch of shell-shocked seemingly intellectuals looking for a deeper meaning in life, and a global event that has been left up to the audience's interpretation. This influences Rand to go off subject however she pleases, and allows the audience to do the same.

This text lacks logos, as she is aiming for a deeper, more philosophical meaning that will change the perspective of her readers. As such, this is told more as a story than as an article. While this is great for both ethos and pathos, it leaves very little room for logos.

The ehos of the piece is almost entirely automatic, as she has already built up a reputation as a great thinker and an even greater writer. On the other hand, through her writing, she has built up an ethos of another kind, that of someone who was there. As she establishes herself as a primary source, the audience begins to trust her and her interpretation more. This is aided by the amount of detail she puts into the text, as she describes every sound and sight at the launch. Regardless of her reputation, she still worked to build ethos.

This article is dripping with pathos. Almost every word in this article is part of a vivid illustration, meant to illicit a response from the reader. First, she goes in depth on the launch, saying things like, "The dark red fire parted into two gigantic wings, as if a hydrant were shooting streams of fire outward and up, toward the zenith." While this is descriptive, it plays into the reader's hopes for the landing to be a success, as well as their wish to have seen it. Rand could not physically bring the launch to her readers, but she could still attempt to grant that wish in part with her description of it. The other major point she goes into, is also overflowing with pathos. For example, she states, "and one knew also that this cataclysm was planned, unleashed, and controlled by man, that this unimaginable power was ruled by his power and, obediently serving his purpose, was making way for a slender, rising craft." This line plays into the audience's sense of pride at the successful Apollo 11 launch and, depending on when they read this, it's successful landing. As such, it encourages a shared sense of pride at the event between the Rand and her audience. It would be hard not to be swept along with all of this pathos.

The purpose of the article was in no way achieved. As it was meant to ponder over the greatness of man, instead the focus seemed to be on the launch, so much so that the transition was awkward, as if it was meant to be an entirely different article. Given the audience, this article was meant to be thought-provoking, and to play into Rand's philosophy. However, she also tells you exactly what to think during this, saying, "the fundamental significance of *Apollo 11's* triumph is not political; it is philosophical; specifically, moral-epistemological", and later says, "how great is man and how safe is nature when he conquered it!" When these were put next to her description of the launch, the article felt like more of a rant than any thought out article. Though this was clearly written with passion behind it, the writing was long winded. Paired with such a hodgepodge of a subject, it began to feel logorrheic. Rand missed the mark entirely with this article.

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AP English 11

8/18/16

Culminating: Political Cartoon

The purpose of this cartoon was to emphasize the public's sense of wonder at the moon landing, and how it has led to the media ignoring other daunting problems going on in the world. The purpose of the cartoon was to highlight this. If you look at other things going on at the time, such as the Cold War, the Vietnam War, the Iron Curtain, and the Berlin Wall, focusing on the moon landing seems close-minded and idealistic.

The speaker-audience relationship is that of a well known political comic and a dedicated population of viewers. He is talking to them as someone who is known for being cynical and fairly clever, but also as someone who could be seen as progressive for his time, being against segregation and McCarthyism. With this, a bit of humor would also come to be expected. As such, the speaker would typically present the message of their text through a lens of satire. Though that lens is still present, this is a far more sincere and observational than the typical audience member would have come to expect from the speaker.

The audience-subject relationship is that of people who have seen and experienced the subject themselves, and as such, could be deemed secondary sources of the event. Therefore, the audience would not need an introduction to the subject to understand it, nor would they require much description. They are not looking to interpret it, but rather laugh at or relate to it.

The speaker-subject relationship is, just like the audience-subject relationship, a secondary source. In the case of speaker-subject, the speaker is analyzing the subject for a perspective that could be deemed either humorous or insightful, as well as how he could represent this abstractly, but also how he could use it for social commentary.

The logos in this piece is the connection between the man on the moon staring at his television, and the events that had recently transpired. As this is clearly commenting on the moon landing, which was televised on several news stations, it's reasonable to assume that the man is on the moon because he is entranced by watching the moon landing, as he is feeling transported there by the footage. Hence the name of the cartoon. Furthermore, large storm clouds labelled 'War', 'Poverty', and 'Prejudice', are beginning to cover the Earth, which the man is oblivious to. These clouds represent other current events, where things like the Vietnam War, the Berlin War, and the Iron Curtain left poverty and prejudice in their wake. However, as the man is currently entrenched in what is happening on the moon, it's unlikely that he could care less. This connects the purpose to the photo, as the man is blissfully ignorant of what is happening in the world. Nothing in this cartoon lacks logos.

The ethos in this piece is present not only in just who the comic is, and their distinct style, but also in the newspaper that it was printed in. Herbert Block, known more commonly as Herblock, was a well known political cartoonist, having started working as a professional cartoonist in 1929. By the time this cartoon was published, he had already won a Pulitzer Prize, and was the chief editorial cartoonist of The Washington Post. At this point, people would recognize and respect his signature, which is visible at the bottom right corner of the comic, given his previous work and experience. Furthermore, the newspaper itself was well known. It had been around since 1877, and was the only local newspaper in the Washington D.C area during the time of this publication. As such, there would be an automatic ethos with them for being the only newspaper in the area, as they would be the only reliable source of news in the area. There is no lack of ethos within the comic.

Pathos in this cartoon is present in the man watching his television. His attention is focused entirely on it, and it's something that the audience would most likely be able to personally relate to. It creates a sense of shared experiences, as plenty of audience members would know the feeling of being transported in those televised moments.

The purpose of this cartoon was achieved. Though it might seem to be lamenting the wonder of the moon landing at first glance, it does clearly show it's purpose. It would be hard to ignore large clouds that are gathering, and as they play a large part in the purpose of the cartoon. If they did not, they would not have been added. Especially given the historical context of the cartoon, it would be hard to mistake it for anything else. There is little room for misunderstanding.

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AP English 11

8/12/16

Rhetorical Movie Review

In the case of a movie reviiew, my subject would be the merit of the movie. This would rely on a critique of the acting, casting, videography, set making, and plot. Though, these things would be a method of measuring the merit, and would be an opinion, they would work as a representative of the subject, just as a review for a restaurant might work as a representative of their merit.

My purpose in the case of a movie review would be to convey my opinion of the movie to my audience, who would be people who are considering going to see the movie. In this case, my relationship to the audience is that of someone who is fairly knowledgeable on the subject to people who may not be, and are looking for an objective review of the movie. As such, I would take on the part of an informant to the audience.