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Rhetorical Analysis

Introduction

Nowadays, people have already stepped into the era of "Data" where the growth of business analytics has increased with an exponential rate. A group of experts, author Ron Kohavi, Neal J. Rothleder, and Evangelos Simoudus wrote an article "EMERGING TRENDS IN BUSINESS ANALYTICS", published in 2002 in the ACM (Association for Computing Machinery); according to the article *"Here, we discuss the technology and enterprise-adoption trends associated with business analytics,"* (Ron Kohavi et al., 2002), they describe the importance of the business analytics and the obstacles it is facing. Kohavi et al. begin setting up their credibility by describing the details and facts, giving out exemplifications and examples then successfully building up both Logos and Ethos appeals to the audiences. The authors try to explain and describe the trend of business analytics to both general people and business users who might be expert in a certain business field (Sales, Marketing, Supply Chain). This analysis is going to analyze Kohavi et al. rhetorical strategies that consist of exemplification, description, cause and effect, and definition, along with the rhetorical appeals and conclusion.

In the introduction paragraph, authors first use the exemplification strategy claiming about business analytics is improving significantly within these few years by bringing up the example of the e-commerce data analysis. Then extend to the statement of the key consumer of data analytics is the business users in the second paragraph. Kohavi et al. continue by using exemplification strategy to list out some technical processes and problems between analysts and business users, they consider there is a big gap between relevant analytics and business users' needs or requirements. Lastly, Kohavi et al. wrap up all the viewpoints they have discussed in the previous paragraphs and emphasize the trends and innovations which bring by or bring to the business analytics.

Analysis of Rhetorical Strategies

Exemplification

Exemplification strategy is listing out examples to support the authors' idea and claim.

Throughout Kohavi's et al. piece, they first construct a big picture of business analytics by giving an exemplification of e-commerce: *"An example is e-commerce data analysis, which has recently come to be viewed as a killer app for the field of data mining"*; using an easy understanding example as a hook to bring up general audiences' attention as well as their thesis statement, *"discuss the technology and enterprise-adoption trends associated with business analytics"* (Ron Kohavi et al., 2002). Additionally, in the second section of the conclusion, Kohavi et al. use examples with the added idea of business analytics solutions: *"Broadening the effects of analytics in the business process, solutions go beyond customer-centric applications to support sales, marketing, supply chain visibility, price optimization, and workforce analysis."* (Ron Kohavi et al., 2002). The authors provide this example in order to inform the audience that business analytics can expand its territory into different fields, not just limited in the customer-oriented.

Description

Description strategy is providing explicit details to explain the authors' concepts. After elaborating the thesis about driving force of business analytics in the third paragraph, Kohavi et al. use description method as the major rhetorical pattern of development in here, presenting with strong writing by providing significant details to support their viewpoints. They construct the paragraph with a precise noun such as: *"With increased understanding of and experience in analytics, business users become more demanding and discerning, particularly when it comes to action based on insight and return on investment (ROI)."* (Ron Kohavi et al., 2002). These details effectively help the authors convey more realistic ideas about the driving force of business analytics instead of abstract concepts.

Cause and Effect

In the conclusion paragraph, Kohavi et al. successfully wrap up all arguments with the cause and effect strategy, the authors basically want to remind audience the main cause of the trends and innovations in business analytics is business value and add with the effect afterward. They first

restate that all kinds of trends and innovations in business analytics are driven by business value: *“Recent innovations and trends in business analytics— spanning organizations... are all driven by business value.”* (Ron Kohavi et al., 2002) then use one simple sentence to rephrase the cause of innovation once again: *“Business value is measured in terms of progress toward bridging the gap between the needs of the business user and the accessibility and usability of analytic tools.”* (Ron Kohavi et al., 2002). Authors want to show the reason of causing to the audience in a more educational way.

Definition

Definition strategy is clarifying the authors’ professional terms. In the third paragraph, the authors mainly use the definition strategy, focus on the driving force of business analytics, including the purpose to deal with the various kinds of business challenges. They then list out nine main points with clear definition strategy to justify their view about the driving force of business analytics, for example, Verticalization: *“In order to reduce discovery cycle time, facilitate the definition and achievement of business goals, and deploy analysis results to a wider audience, developers of analytical solutions started verticalizing their software, or customizing applications within specific industries.”* The definition strategy help authors to define a clear idea to the audience with explicit concepts.

Rhetorical Appeals

Logos & Ethos

Logos means using the rationality or logical reason to persuade the audience and Ethos means how author persuade the audience with their personal thoughts and characteristics. Here they appeal both Logos and Ethos such as listing facts, details that come from objective sources and using the proper tone with professional words to claim their standpoint, for example: *“The datasets created by integrating clickstream records generated by Web site activity with demographic and other behavioral data dwarf, ... as well as about the characteristics of the sites’ visitors and customers.”* (Ron Kohavi et al., 2002), These facts help Kohavi et al. build up a clear image of business analytics which they want the audiences to have; they also set up the

credibility themselves as experts in analytics that come from the reputable institutions, which shows they are able to deliver reliable insights and messages to the audiences.

Along with Logos and Ethos appeals in the introduction sections, Kohavi et al. continue making appeals to both Logos and Ethos in the second paragraph, “Business Users”. They first elaborate the facts that experts in certain areas are still not expertise in data analysis and statistic: *“Even with these advances, business users, while expert in their particular areas in still unlikely to be expert in data analysis and statistics. To make decisions based on the data ... with task-specific knowledge.”* (Ron Kohavi et al., 2002). They then start to focus on that topic and introduce more facts about the potential problems between analysts and business users by listing out the six points with strong Logos appeal, which are *“cycle time, analytic time and expertise, business goals and metrics, goals for data collection and transformation, distributing analysis result and integrating data from multiple sources.”* (Ron Kohavi et al., 2002); in each point, the authors talk about specific facts from different dimensions of challenges. The facts build a Logos appeal to inform the readers that this an issue worth noticing.

Moving to the third section, Kohavi et al. effectively focus on details here with more Logos appeal by emphasizing the driving force of the business analytics. They first point out business remains the main driving force for the innovation and trend of business analytics by using the tone: *“Indeed, it is a very healthy sign for the field that regardless of the solution-process, technology, system integration, or user interface, business problems remain the driving force.”* (Ron Kohavi et al., 2002), showing that the authors hold a positive attitude toward this phenomenon and use this statement as a topic sentence to extend more in-depth with details in the following paragraph.

They use the same level of effectiveness in Logos and Ethos appeal here in the final paragraph to build up strong strength of credibility to their argument by listing rational cause and effect relationship between trends and business value, and their perceptions about business analytics which can be seen as credible source due to their professional status in analytics area.

Pathos

Pathos means appealing audience with authors’ emotions or personal ideas. At the end of the article, the authors put their own subjective thought as the vision of business analytics: *“Finally,*

in order to achieve the greatest possible business value, analytic solutions have to produce results that are actionable, along with ways to measure the effects of key changes.” (Ron Kohavi et al., 2002) they use the word “have to”, which shows the sentence involves personal idea and speculation to analytic. Although the content has personal perceptions, the tone, word choice, and credibility are still solid and professional because of the authors’ background.

Conclusion

The authors, Kohavi et al. successfully deliver effective messages discussing the emerging trends of business analytics to the audience. They use exemplification, definition, cause & effect, and description strategies throughout the paragraphs; and mainly use Logos, Ethos, and slightly of Pathos appeals in the contents. Readers can understand the background of the analytics and be brought to a deeper understanding of what drives the trend and innovation of business analytics, also the challenges along with its growth path as well. I think it is a good idea for authors listing out personal experiences since they are expert in that field which can build up more Pathos appeal to trigger the audience’s attention to digging more on this article.

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Discipline Investigation Essay

INTRODUCTION

The purpose of discipline Investigation is to give specific details to those who are interesting in a certain industry or field. Students can get more insights from the process of interviewing the expertise in a specific field while supporting their idea with additional outside research.

Interviewers should consider why this job is attracting to them and analyze the purpose, requirement, and responsibility of the job. It is the best way to figure out whether the job is suitable for the interviewer or if the job meets interviewer's expectation.

I am interested in aerospace. I think it is a significant accomplishment that human, species that should not be able to fly theoretically, put their effort and intelligence in engineering and science to create a man-made craft to get up to the sky or even out of the atmosphere. Whenever I travel by the airplane, it excites me from the sound of the engine or the feeling of getting sucked into the seat while the plane takeoff; or watch documentaries of Apollo program and Project Mercury. This is why I determine myself to be a pilot, no matter in civil airline or air force. In order to figure out how can I be qualified for this position; I decide to interview a professional who himself is a well-experienced pilot.

I had the honor to interview a skilled, experienced, passionate pilot who serves over twenty years in the civil aviation industry. His experience and knowledge about aerospace could provide me a clear picture and specific details to this job. I gave him my word that I would keep his name anonymous in this Discipline Investigation Essay; therefore, I will use the name Mr. Chen to call my interviewee through the assignment. This report will focus on his background and his career path plus some information on communication skills section as well

INTERVIEW REPORT

Background & Career Path

Mr. Chen has been a pilot in EVA Airline for 21 years from 1998. Start with his educational background, Mr. Chen first got his Bachelor of Civil Engineer Degree in NTU (National Taiwan University) and then acquired his Master Degree in Transportation & Logistic Management. He got his Professional Civil Engineer license and then served in the Taiwan Railways Administration as railway engineer for five years. At the age of 28, he saw the poster showing EVA Airline was recruiting Trainee Pilot. Mr. Chen decided to resign from the railway department and applied for the pilot.

Mr. Chen explained the application process to me. First, anyone who wants this job needs a minimal degree in Bachelor. Second, every applicant need to pass the physical examination holds by the CAA (Civil Aeronautics Administration). In the third stage, people who passed the health check would be notified to attend the written test, which includes mental arithmetic, math, physics, and mechanism. The final stage consists of serval interviews; the company basically want to see the applicant's English level and their mindset. After all this process, the qualified applicant would be sent to the aviation school in Arizona, US and began their two years of training. He told me that the fail rate varies, sometimes 15 percent, while sometimes the whole class completed the training. After the applicant passed all these processes, the company would sign with him, with normally ten to fifteen years' contract. And Mr. Chen is an example of serving in EVA Air since he has graduated from the flying school. What Mr. Chen had told me basically matched the information I found on the EVA website besides some minor changes due to the information Mr. Chen had is twenty years ago. According to EVA Flight Crew Training: *"Our flight crew members are required to pass two recurrent trainings and checks every year..."* (EVA AIR., n.d)

I was curious about the reason why Mr. Chen chooses pilot as his career. He listed out some interesting points that I didn't even know whether he was serious or just joking around. The first reason was when his wife got pregnant, he considered the pilot's salary could give his first child a better living environment and condition. Second, He had high self-efficacy to the challenge,

which makes sense because pilot itself is a job with high-skilled basis. Because of the reasons above, Mr. Chen steps into the sky and becomes a pilot after all.

Roles & Responsibilities

Mr. Chen is a civil airline pilot whose responsibility is to fly passengers and cargos safely from one place to the destination. Most of his flight is international or intercontinental which means they are all long hours flying and requires high concentration. Furthermore, the pilot needs to follow the Air Traffic Control's (which is known as ATC) instruction strictly as well as many other regulations in order to secure the flight safety. According to the article *"GUILD TO AIRCRAFT AIRWORTHINESS: The FAA is very clear in its intent that only airworthy aircraft should be operated. The regulation places responsibility on the pilot in command by stating, 'The pilot in command of a civil aircraft is responsible for determining whether that aircraft is in condition for safe flight. The pilot in command shall discontinue the flight when unairworthy mechanical, electrical, or structural conditions occur.'*" (AOPA., n.d) This additional source should be effective to support what Mr. Chen had referred to his responsibility as a pilot.

Mr. Chen's official title is Captain, there are six levels in this job, from low to high is Trainee, Second Officer, First Officer, Senior First Officer, Captain, Instructor Pilot, Check Air Man, and finally Chief Pilot, respectively. The promotion needs to base on flight check and their performance which is very stressful and challenging.

Talking about the requirement and qualification after being a pilot, Mr. Chen told me pilots need to do many flight checks either in simulator or on a real plane, each test result will directly influence their promotion and performance grade; especially in EVA AIR, a company who values performance, efficiency and discipline a lot. Besides, they need to do a completed health check every six months, any tiny problem that might affect flying capability would lead to grounded.

The biggest challenges Mr. Chen had encountered is the irregular lifestyle. Flight often departs at midnight and once they got there, they then need to face the serious jet lag. As time goes by, these long-term fatigues bring pilot health problems. That is why Mr. Chen kept emphasizing the

importance of exercising, he stated that sport can help release the fatigue and let him be energetic for the next flight.

Communication Skills

When I asked Mr. Chen the communication skills they are required, he told me that most of his job focuses on oral communication; and that is the conversation inside the cockpit. First, of course, he needs to exchange information such as take-off weight and fuel status with the first officer in order to formulate a proper flight plan. Second, he needs to receive the instruction from ATC and reply with a correct response. All these communication styles need to follow the standard strictly, for example, he told me they use alpha and bravo to represent the letter a and b, niner for the number nine. This procedure makes sure that there is no misunderstanding within the radio communication.

However, Mr. Chen said they don't have much written communication in his job, because everything is so fast pace which written communication isn't suitable in this working environment. However, he said he still needs to write the written report, but only under the circumstance of an unexpected situation happens. He listed out some scenarios, for instance, someone passes out or passed away during his duty flight; or hard landing that causes aircraft's structural damage. The pilot would need to write a formal report to explain the whole course of the incident to the company including who, what, why, when, and how in the content. He said, there isn't any particular writing feature requiring in the report, just describes the incident as detailed as you can.

Read communication is also part of pilots' skills. When airplane manufacturers upgrade some electronic equipment on the airplane, Mr. Chen is required to read the manual for knowing the details and understanding how to operate it.

CONCLUSION

After finishing my Discipline Investigation Essay, I really think the pilot is a job requires lots of logical understanding and oral communication skill. Although this job is considered as well-paid. However, in exchange for that, the job requires long-hours working and high-pressure environment. This interview somehow changed my view of the pilot. In the past, I see pilot as an

easy position whose job is simply following the auto-pilot and wearing a nice-looking uniform; now I realize it is not actually as simple as I think. I make myself a commitment that I need to enhance my logic ability and the situation's acumen in order to compete with others while applying for this job. For achieving these requirements, I will first review my middle and high school math and physics. I believe this can help me pass the math skill test. Secondly, read reports or articles from NTSB, talking about aircraft incidents and accidents. This step will provide me some scenarios for thinking if I were the pilot, what would I do under those circumstances.

Mr. Chen gave me a more completed understanding by explaining process, responsibility, talking about experience, and anecdote. He perfectly guided me into the aviation world and intrigued me even more with his professionalism. I want to thank him personally for his dedication to his job, he works so hard in order to provide his family a better living environment and education opportunity. Mr. Chen has really set a good example to me for his passion, responsibility, love and caring for both his job and his family.

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