

Rhetorical appeals are present in every aspect of daily communication. The appeals have been around for thousands of years, and the first use of these appeals was recorded by the renowned Greek philosopher Aristotle. According to Aristotle rhetoric is composed of a combination of pathos, an appeal to emotion; logos, an appeal to logic; and ethos, an appeal to character; and the provided agent profiles effectively employ these appeals to present a representation of their true self. Agent Nichole de Fee and Agent Michael Swanbom express themselves by using ethos and pathos respectively to build their profiles

Agent Nicole de Fee's profile is an example of the successful use of ethos and its appeal. Pop culture is often referenced throughout her profile and her everyday life. As noted on Agent de Fee's profile, she lives on Lois Lane, which is an allusion towards the popular comic book series *Superman*. This is a clear indication of interest in comic books. Another way she expresses this interest on a day-to-day basis is by wearing belt buckles that depict various comic book heroes such as Wonder Woman and the Avengers. The belt buckles suggest she actually has a vested interest in comic heroes because she has had to physically purchase these buckles. Her love for the WWE also helps her give off a favorable impression to those who are not as interested in comics, but in the soap-operaesque world of wrestling. She radiates positivity and uses her bubbly personality to truly grasp the attention of whatever audience she is speaking to. Agent de Fee's interest in the two aspects of pop culture is an attempt at making an appeal to youth, in order to connect with her young audience and remain attached to her youthful nature.

Agent Michael Swanbom's profile subtly, but significantly, employs the pathos strategy through his current job, education, varied residences, and places of previous employment. Agent Swanbom's current position is listed as a business relations officer, which can be an acronym for BRO. This makes him seem relatable like one of the "bros." His many degrees in business make him seem more relatable as a person, because business, according to "Study.com," is the most commonly attained bachelor's degree so he is able to relate to and have common interests with a large number of people.. His profile reads he was born in California, but left for college in Alabama. This very drastic change in culture would cause many people to crumble socially, but it is apparent that Swanbom thrived, presumably due to his excellent people skills, which were pivotal in his business journey.

Agent Nichole de Fee and Agent Michael Swanbom effectively construct their profiles by using ethos and pathos respectively to express true personalities. The factors explained were presented via rhetorical appeals in the text. Agent de Fee used pop culture and her personality to maintain her youthful persona. Agent Swanbom used relatable terminology and showed his people skills to make himself more approachable and likeable. Subtleties such as rhetorical passages can convey information about who these agents really are, but it is up to the reader to be able to analyze and synthesize the information to make his own educated assumptions about these two agents.