

## Arguments With Rhetoric

According to, “merriam-webster.com,” Rhetoric is the study of writing or speaking as a means of communication or persuasion. It has been a very important part of society for thousands of years and still is today. The first recorded use of the term rhetoric was used by the ancient Greek Philosopher Aristotle. Along with rhetoric, Aristotle also coined the terms, ethos, which appeals to ethics, pathos which appeals to emotion, and logos, which appeals to logic. The agent bios that we have been given express themselves with these appeals very effectively. Agent Amanda Sanford and agent Drew Mckevitt both effectively use ethos and pathos to express themselves and build a respectable bio.

Agent Amanda Stanford’s bio is a great example on how to use ethos successfully. There are multiple elements of popular culture in her bio. For her ethnicity, she listed herself as a Targaryen, which is an allusion to a royal house in the popular television show, *Game Of Thrones*. This indicates that she has an interest in the series and may relate herself to the people of the Targaryen house, who are tough, strong, and lonely due to their exile. Along with this, her permanent address is, 420 Paper Street Wilmington, DE 19886. This address is another allusion to a house in the novel, *Fight Club*. Agent Amanda’s interests in these elements of popular culture may indicate an attempt to appeal to a younger audience.

In her personal section, Agent Amanda also states that she is a widow, has no children, and several white rabbits. She could possibly be using pathos to appeal to others emotionally and convince some people to feel empathetic for her.

Agent Drew McKevitt uses the ethos argument to portray himself as educated and experienced in his line of work. He has earned his Ph.D. at Temple University and his B.A. at St. Joseph’s University. His previous employment proves that he has experience as an analyst for the Central Intelligence Agency along with experience working as a Russian Area Specialist for the Department of State. Agent Mckevitt is very qualified for his position as analyst and instructor.

Similarly to agent Amanda, Drew McKevitt uses pathos to portray himself as dedicated because he is emotionally dedicated to his wife. Since Drew McKevitt is married he holds an emotional appeal towards others because they may think of him as a family oriented man. In his personal section, he stated that he had, “one stupid dog.” This shows people that he is a light hearted guy who likes to joke around at times. Using this information, Agent McKevitt may seem like a very friendly and approachable person.

Agent Amanda Stanford and agent Drew McKevitt effectively construct their bios by using rhetoric such as pathos and ethos. Agent Amanda uses several references to popular culture to appeal to younger audiences and reveal that she is open about things such as her interests. She also states that she is a widow with no children to possibly get people to feel empathy for her. Agent Drew McKevitt uses his past experience and his education to portray a heavily qualified person for this job. He also uses humour to convince people that he is a very approachable person.