Staff Profile Analysis

Rhetorical appeals are present in every facet of communications. According to the philosopher Aristotle, rhetoric is composed of a combination of ethos, an appeal to character; pathos, an appeal to emotion; and logos, an appeal to logic. Staff profiles use ethos, pathos, and logos to present a representation of their true self. Agent Nichole de Fee and Agent Amanda Sanford express themselves by using ethos and pathos respectively to build their profiles

Agent Nicole de Fee’s profile has a strong influence of ethos. Pop culture is often referenced throughout her profile. As established on Agent de Fee's profile, she lives on Lois Ln, which is an allusion towards the popular comic book series Superman. This is a clear sign of an interest in comic books. Acronyms are prominently featured throughout pop culture as limitations on text have created virtually a new language. The International Kyoto Research, World Trade Federation in NYC appears to be a legitimate company. When we look at this company as an acronym, it can be shortened down to IKR WTF, which is commonly referred to as “I know right, what the f\*ck.” According to her other previous employment, she worked as a Government Transfer Liaison for the Overseas Management Group, making up the common text acronyms OMG, “oh my god,” and GTL, “gym, tan, laundry.” Vernacular such as this is typical of the modern youth. Both comic books and text slang have seen a surge in popularity, specifically in the younger demographic. Agent de Fee’s interest in these is an appeal to youth, in order to connect and remain attached to her youthful nature.

Agent Amanda Sanford's profile significantly utilizes the pathos strategy through literary references. Agent Sanford’s ethnicity is listed as Targaryen, which is a reference to a historic lineage, who refuse to fall subservient to others, in the series *A Song of Ice and Fire*. Her address, 420 Paper Street Wilmington, DE is also called into question. It is the address of the house where the narrator and Tyler Durden lived in the book *Fight Club,* an anti-consumerist manifesto. Further evidence is her personal status is listed as Widow, no children; several rabbits, which is yet another literary reference. This time, it is to the book *The Widow and the Rabbit,* which, along with *Fight Club*, is a tale about anti-establishmentarianism, and non-conforming to society. These details in her profile are all aspects of books that represent people unwilling to conform and obey. This is linked as an emotional appeal to portray Agent Sanford as one who makes her own rules.

Agent Nichole de Fee and Agent Amanda Sanford express themselves by using ethos and pathos respectively to build their profiles. These factors explained were presented via rhetorical appeals in the text. Agent de Fee used pop culture to remain young. Agent Sanford used book references to display a disconnect with authority. Subtleties such as rhetorical passages can convey information about who these Agents really are, but it is up to the reader be able disseminate the information.