It is hard to believe that even after over two thousand years, Cicero’s strategies in rhetoric are still extremely prominent in today's literature. The strategies of ethos, pathos, and logos can be used in many different ways, such as analyzing text to determine the author’s appeal. Each of the biographies written for our own NSA agents shows some example of ethos, pathos, or logos.

The first type of rhetoric is ethos, an appeal to ethics, meaning an attempt at establishing the credibility or character of the persuader. The first biography that shows examples of ethos is Mrs. Sanford’s. She establishes her character by including the fact that she has a Phd. in International Security and a M.A. in International Relations. Both facts show she possesses dedication and a strong desire to protect her fellow man. Eric Borquist’s biography also shows ethos, as he works for Port of Entry Security as a Section Consultant chief. In order to work in Port of Entry Security, one has to have background checks. This tells the reader that Eric Borquist can be trusted, and trust is a very powerful emotion.  
 The second type of rhetoric is pathos, defined as an appeal to emotion, creating powerful arguments by appealing to the audience’s beliefs and ideas. The first biography that shows examples of pathos is Scott Levin’s. Scott Levin is a mysterious character with his previous employment being unknown from 2006 through 2010. The combination of Levin’s unknown employment and blank expression in his picture make him out to be a shady character. Amanda Sanford also shows pathos well in her biography. Sanford shows pathos with the beautiful smile she gives us in her bio picture. It makes the audience feel as if she is great to be around, she is a fun person, and she wouldn’t mind helping others at all when in need.

The final type of rhetoric is logos, an appeal to logic, which gains the trust of the audience by way of facts and reason. Paul Hummel does a great job of showing logos. Logos can be found through Hummel’s place of birth, Rhein-Main Air Base, Germany, because the reader can use inductive reasoning to conclude that his parents were a part of the military. Eric Borquist uses logos in his own way. He does in fact work as a Section Consultant Chief for a Port of Entry, but he also has a history working for: DHS, Office of Operations Coordination (2011-2013), Manager of the N.E.P.T.U.N.E. Program, Original Engineer of S.E.E.T.H.E Prototypes, Inventor of POWER/VIRES Operational Systems DSS IS-Rep (2007-2011), 3rd Ranger Battalion 75th Ranger Regiment, SOCOM/JSOC (2001-2007), and Drummer for CROWBAR on Equilibrium (1999-2000). These facts alone persuade the reader that Eric is a very skilled and intelligent man.

These biographies prove two things about writing. Firstly, everything written does indeed persuade to some degree. Secondly, these biographies do not use cultural fallacy, yet the reader feels that they have a good sense for each agent after reading. This proves that cultural fallacy is not necessary in persuasive writing. Lastly, we had the fun of discovering that at AICS we have the best agents the NSA can provide.