Thesis;

The author cites Steve Jobs' email and summarizes several key points to instruct people on how to write a skillful and emotional email.

The author uses the credibility of a rhetorical device to perform his purpose

Quotes: 1#" Undoubtedly, Apple co-founder and visionarySteve Jobs wrote several thousands of emails throughout his life.  Relatively few of them have been shared with the public, and most of those are short responses to customer complaints". (Bariso, 2018)

Quotes:  2# "Within two days HarperCollins would agree to Apple's terms". (Bariso, 2018)