Invention Portfolio: Rhetorical Situation Response

[Improper e-scooter usage prompts increase in tickets, fines for students - Daily BruinLinks to an external site.](https://dailybruin.com/2023/06/08/improper-e-scooter-usage-prompts-increase-in-tickets-fines-for-students)

[2021-2022 Daily Bruin Diversity ReportLinks to an external site.](https://features.dailybruin.com/2022/diversity-report/) (Daily Bruin Demographics and organizers)

For my ENGE 1216 Foundations of Engineering course, we were tasked as teams to write an Annotated Bibliography using outside sources to justify a problem on campus. For our team’s project, we chose to tackle campus transportation. The article above describes the problem with E-Scooters specifically as a campus transportation problem. Many other articles were used in this annotated bibliography posted below.

The article from the Daily Bruin on June 8, 2023, describes the student mishandling of electric E-Scooters on college campuses. The author is a sociology undergraduate student at UCLA with a minor in global studies. They are a News Reporter and Writing Intern for the Daily Bruin. Due to being a college student they have heard other “students expressing concerns about the fluctuating spikes in the number of tickets handed out for improper electric scoter usage on campus.” (Jamall paragraph 1.) In the second paragraph, Jamall describes how UCLA (The college they are attending) has signed a contract in 2019 with Bird Rides Inc. a company that allows students to rent electric scooters. Due to this problem being very close to the writer they can be a primary source and have a reason to write this report. This is the **Exigence** of the article in that they are directly witnessing the problem happening on their own campus and relaying the student’s expressed concern to a bigger outlet (Daily Bruin). After researching the Daily Bruin reader base/demographics it seems like the Daily Bruin is a journalism outlet for UCLA University students meaning it would be targeted at them in addition to any other administrative/other people witnessing the site. This is the **Audience**of the article and would be the people directly involved with the problem since the article is localized to a community. The **Constraints**for this article are a bit harder to spot because it is a News source localized to a UCLA community. Due to it not being an international News agency, it is harder to check if there are un-bias checks or fact-checking. Generally, the constraint for a News source is going to be less Pathos and more Ethos and Logos. Since news is a source of information it is generally practiced to remain formal to retain a high amount of Ethos and Logos. With this article, many interviews with people on the campus were conducted which can fall under the Pathos category of rhetoric. Although the quotes are included there is no self opinion on these quotes and they are left for reader interpretation. This does satisfy the constraint of Pathos and shows the article is restraining a part of Rhetoric to strengthen credibility.

Overall the three Rhetorical strategies of Exigence, Audience, and Constraints were identified with Exigence and Audience being easier to pinpoint and Constraints as a bit harder to spot. The reason Exigence and Audience were easy to spot is because the author is part of a community that harbors the problem and the medium that supplies the news is hosted by that community. This makes it easy to pinpoint the reason and target for the article. Unfortunately, due to the non-wide-spread knowledge of the Daily Bruin, it is harder to identify constraints for the Daily Bruin writers. Using general news outlets' rhetorical constraints, it was easier to find and pinpoint how a subcategory of news would operate.

Here are some other articles used in the annotated bibliography if anyone is interested in the problem of campus transportation:

[Transportation and Sustainable Campus Communities: Issues, Examples, Solutions - Will Toor, Spenser Woodworth Havlick - Google BooksLinks to an external site.](https://books.google.com/books?id=YTFPnuCuLjwC&newbks=0&printsec=frontcover&pg=PR12&dq=Transportation_and_Sustainable_Campus&hl=en&source=newbks_fb)

[A novel agent-based transportation model of a university campus with application to quantifying the environmental cost of parking search - ScienceDirectLinks to an external site.](https://www.sciencedirect.com/science/article/abs/pii/S0965856413000682)

[181-tseng\_duane\_hadipriono-performance\_of\_campus\_parking.pdf (asu.edu)Links to an external site.](https://popcenter.asu.edu/sites/default/files/181-tseng_duane_hadipriono-performance_of_campus_parking.pdf)

[Electric scooters roll onto Virginia Tech campus for pilot study | Virginia Tech News | Virginia Tech (vt.edu)](https://news.vt.edu/articles/2019/08/VTTI-ScooterResearch.html)