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Assignment: The Rhetorical Appeals



This type of add is on some level important to everyone, hence it is posted outside stores and public spaces. On a deeper level, it is most relevant to homeowners and land lords as they stand to lose the most in the case of a wildfire. It is also more focused on the rural community that often have large yards, even adjoining farmland or wild forest. One would say as landlords and homeowners are often middleclass the add has middleclass appeal, but remains relevant even to low income renters who would like to prevent loss of their personal belongings. Such fire preparation is very important to persons living within forest boundaries. As a resident within he Sierra National Forrest I have found myself on pre-evacuation due to wildfires twice in 3 years with only the preparation I have made left as a final defense.

The add appeals most to Lagos, the logical tick list of things to do be prepared. Much of the technical explanations as to how fires spread. The large bold line “Are you ready?” poses both the logical yes/no response but also evokes the emotion of the terror of fire and the personal loss it causes. The add further appeals to emotion of not only your personal loss of property but also the lives of firefighters. This brings home the idea that it is really a life and death situation, invoking a strong emotion. Lastly the distribution of this flyer/poster by Cal-fire firefights gives it credibility. The text uses explanations to the recommended preparations using established physics of fire to further strengthen the ethos.

What I take from this for my own writing is; to remember to base my augments in fact and well-structured logic. To apply appropriate levels of emotion, as would be appropriate for the topic I chose. Is it life or death or simply inconvenient. Lastly to remember to reference sound science and authoritive sources to strengthen my credibility/ethos.