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The United Nations’ Effective Expression of Gender Equality: A Rhetorical Analysis

Gender Equality is an issue that has been around for just over a century and is still a prevalent issue today. The United Nations, as a whole, has 17 Sustainable Development Goals with the plan in mind to better certain global issues to make the world to be a more thriving planet; that means both mankind and nature. The United Nations describes the issues of gender equality by using data and statistics. Not only does the United Nations focus on gender equality on a national standpoint, but even on an international scale. They give a fine analysis of the problems of gender equality by using different rhetorical techniques with intensely good statistical fact to support their thesis.

**What is a Rhetorical Analysis?**

 A rhetorical analysis is an analysis of the rhetoric of whatever the piece being recognized is. The definition used was obviously not an out-of-the-dictionary one, and probably seemed a little contradictory. The first thing that should be explained is the meaning of rhetoric in this case. Rhetoric is basically the technique of the writing. So, it can be inferred that the rhetorical analysis is when a piece of writing or other media is analyzed heavily on the effectivity by using certain methods. In this case, for this online article, the Aristotelian appeals are heavily used to analyze as well as a few of the many different logical fallacies.

**The Aristotelian Appeals: Logos, Ethos, and Pathos**

 Aristotle created the Aristotelian appeals to use to analyze pieces of work; more importantly for a rhetorical analysis. These appeals include Logos, Pathos, and Ethos. Logos is used to persuade an audience with facts and proven reasoning. In other words, Logos equals logic. Pathos can be described as persuading the audience with an appeal of emotion. For example, trying to get the audience to feel sympathy or even a sense of empowerment on a certain argument. Lastly, Ethos is used to establish a sense of credibility or authority with the audience. It is often stated as the appeal to ethics. The United Nations utilizes these appeals in their own way.

**The Appeals in ‘Gender Equality: Why it Matters’**

The Sustainable development goals that the United Nations have are mostly identifiable with their use of the appeal Logos while subtly introducing Pathos. So, it seems obvious that for gender equality this is very common. This is concluded by analyzing their use of data and facts/statistics on each goal. There is, however, an interesting note about how they methodically transition between different appeals; for example, they effectively use the statement: “On average, less than 1 in 3 senior and middle management positions are held by women,” (Gender Equality: Why It Matters, 1). This not only purveys usage of the appeal of Logos, but it uses Logos to influence Pathos. In other words, they use factual statistics to draw an emotion (anger, sadness, etc.) out of the audience. There are many other examples that are used to show that they use logical information to influence an emotion out of the audience. Other examples include, “Investing in education programs for girls and increasing the age at which they marry can return $5 for every dollar spent. Investing in programs improving income-generating activities for women can return $7 dollars for every dollar spent,” (Gender Equality: Why It Matters, 2). The only appeal that they stray away from using is Ethos. This is actually a very effective technique in this case because they want to represent the lack of credibility of women and the off-balance of gender equality. Ethos is not used in their article because they succeed by not using the appeal; therefore, the audience is not shown any authority of women. The United Nations has a clear-cut way of incorporating the Aristotelian appeals into explaining the facts and struggles of gender equality.

**The Logical Fallacies**

Logical fallacies are phrases that are mostly unintentionally used that make what is being argued or stated in the situation invalid for different reasons depending on what the fallacy is. There are many different fallacies, but the most important ones for this particular case include: Dicto-simpliciter (unqualified generalization), ad misericordiam (appeal to pity), and begging the question (circular argument). Dicto-simpliciter is an unqualified generalization because of the use of words like all, always, or never in a phrase by saying, for example: all so and so is so and so. This does not work because there is no fact to support the claim. Ad misericordiam is the misuse of an appeal to pity in situations that overly expresses that sense of trying to gain sympathy in a drastic way. This should be noted that it does differ from the appeal of Pathos. Pathos is different in the case that when it is effectively used, it is subtle and used in a tasteful fashion. The last fallacy that should be noted for this article is the use of begging the question. Begging the question is when the truth is come to without actually providing evidence to support it; it is the false assumption.

**The Effective Avoidance of the Fallacies**

 The authors of this article for the United Nations about gender equality seems to understand how to effectively argue a topic. During the analysis of this essay, it is easy to notice many instances where the author effectively avoids using some of these logical fallacies. So, with these logical fallacies instead of pointing out where these fallacies were used, it should be shown how they were not used. There were two statements towards the end of the article that really stuck out because at first glance it seems like there were instances of dicto-simpliciters being used, but there was well-placed supporting evidence used that made this a legitimate argument. “Advancing gender equality is critical to all areas of a healthy society, from reducing poverty to promoting the health, education, protection and the well-being of girls and boys,” (Gender Equality: Why It Matters, 2). This statement is a powerful argument that seems that it could be an unqualified generalization at first, but because after the word ‘all’ is used there is solidifying reasoning that gives this statement the go-ahead as being effective. This statement shows the audience the power of females on society and how much more society would benefit from having gender equality. The next fallacy that is expected to be affected is the fallacy of ad misericordiam. Most of what is said is an attempt at appealing to make the audience agree with what is being said. All in all the, the apparent use of no fallacies makes this article very effective to the audience here.

**Conclusion**

 The conclusion of the analysis conducted of the article *Gender Equality: Why It Matters* included in the Sustainable Development Goals section of the website of the United Nations is that there were highly effective appeals and methods to the arguments that were brought to the table. The use of the Aristotelian appeals in this article were subtly used but were used well enough that they made their argument viable. There were uses of Logos and Pathos that successfully drove the point across using facts to gain emotion. The logical fallacies were precisely avoided making the argument of the United Nations a highly successful endeavor.

**Works Cited**

“Goal 5- Gender Equality: Why It Matters.” *Www.un.org*, 2019, www.un.org/sustainabledevelopment/wp-content/uploads/2018/09/Goal-5.pdf.