Website URL: Genderequalityfortheworld.weebly.com

The Greek philosopher Aristotle divided the means of persuasion, appeals, into three categories--Ethos, Pathos, Logos. In our research for the Common Good Project, we provided multiple examples of these Aristotelian classical appeals.

**Pathos:** Pathos is one of the three Aristotelian appeals. Pathos is the appeal that is used to identify with emotion or the emotional aspects of the object of description. To capture our readers attention, we primarily used the pathos appeal to provide a sense of emotional urgency to make this social change. Our examples of Pathos comes from our History webpage, the graphic from the History sub-section on the Home webpage, and the descriptions of the History, Worldwide Impact, and the Make A Change sub-sections on the Home webpage. On the History webpage, we explain the struggles of women throughout history using phrases to pull emotions from the audience. The graphic used on the History sub-section of the Home webpage was used to gain sympathy from the audience using a sensitive picture of someone protesting for the rights of women and gender equality.

**Logos:** Logos is another one of the three Aristotelian appeals that evokes a cognitive, rational response while persuading an audience using reason, facts and figures. In this appeal, we persuaded our audience with reason using reliable facts and figures*.* These facts and statistics were primarily used on the Worldwide Impact webpage of our CGP website. Many of our findings came from the United Nations webpage because this is a reliable source that discusses the issue of gender inequality on a global level. These facts can also be found on our CGP Gender Equality Brochure under the heading Worldwide Impact where we again list these important facts. We provide this information because we believe it is important to be transparent with our findings and hope to inform our viewers using reliable data and statistics.

**Ethos:** Ethos is Aristotle’s final appeal. This appeal is known for convincing the audience that we are credible, trustworthy, and knowledgeable on our topic. In order to do this, we used ethos in our CGP website under the heading Make a Change using 3 well known celebrities to advocate for our topic: Michelle Obama, Angelina Jolie, and Emma Watson. These women are all experts who spoke about gender equality their interviews and speeches. Former First Lady, Michelle Obama, was interviewed on her views of the Me Too Movement, the issues that need to be improved upon, and the issues that were resolved during the movement. Overall, the Me Too Movement is about women breaking their silence and regaining a voice. The UN Women Goodwill Ambassador for the ‘HeForShe’ campaign, Emma Watson, spoke about feminism, advocating to men and boys so they can advocate for gender equality, and how we can end gender inequality with the help of others. Lastly, Angelina Jolie spoke about women around the world living with displacement, poverty, and terrorism whose voices are silenced. She spoke about women having the right to express themselves but how it is denied due to the power it brings. Angelina Jolie expressed our ability to help women all around the world for the freedom and rights of all women. In addition to these credible celebrity advocates, we included information and statistics from the United Nations webpage in our CGP website under the heading Worldwide Impact. We used information from the UN webpage because they are also a credible source for this project. It is important to have credible, trustworthy, and knowledgeable sources when creating a CGP website and CGP brochure to gain the target audience’s trust and attention.

**Logical fallacies:** Logical Fallacies are invalid or faulty statements/reasonings used when taking a stance on the argument of a certain topic. An example of a logical fallacy that could be related to our Common Good Project on gender equality is that of “Hypothesis Contrary to Fact”. This fallacy consists of offering a poorly supported claim about what might have happened in the past or future if circumstances or conditions were other than they actually were or are. The fallacy also involves treating hypothetical situations as if they were fact. For example: if congress did not pass the 19th amendment, giving women the right to vote on June 4th, 1919, women would not have the ability to vote today. This is a hypothesis contrary to fact because it is assumed as time went on, women would have been given this right.

Another example of a logical fallacy that is applicable to our Common Good Project is that of “Poisoning the Well”. This fallacy is a type of informal logical fallacy where irrelevant adverse information about a target is preemptively presented to an audience with the intention of discrediting or ridiculing something that the target person is about to say or do. Feminists often receive a bad reputation from society and media, so often times when someone says they are a feminist, they are viewed in a negative light. Therefore, any claims made by a feminist are automatically dismissed.

**Terministic screens:** Terministic Screens, for Kenneth Burke, is a type of lens that is composed of terms through with humans perceive the world. We were able to capture this rhetorical concept by giving examples of times where people may have thought gender inequality was not an issue that occurs in society. For instance, in the speech Emma Watson gave at the United Nations headquarters in 2014, she mentioned times when she was younger where she believed the negative gender-based assumptions that were given to her were true. She perceived the world in a negative light because of people who did not believe in gender equality and feminism. The language society chooses to use against us could be a representation of our reality, so it is essential to reiterate accurate information. In contrast to this example, we believe that terministic screens could play a positive role when informing others on the issue of gender equality.