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ENGL 400 T/TH

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May 1<sup>st</sup>, 2018

### **Rationale Statement**

#### **Pathos**

Mermaids Against Ocean Dumping initiated the presentation by indirectly asking the audience to feel a specific emotion so that they are unconsciously convinced to adapt to audience agency. In other words, we “lead the audience to feel emotion” (pg. 15) with purpose to appeal to our topic in accordance of our own emotional appeal. For example, Ericka included several intricate, detailed images of ocean pollution to drive within the brochure and website to introduce a sense of gloom within the room. A video was also played to deliver background information on the Great Pacific Garbage Patch, which contained facts that covered (but not limited to) some of the leading threats that oceans currently face (plastic), accelerating our audience’s concentration. Finally, we explained the life-threatening causes and effects of ocean pollution that broadened our audience’s knowledge and empathy towards our topic.

#### **Logos**

We also utilized logos, the appeal to logic and reason. In our website and brochure, we included a brief history of ocean pollution and included its effects on the oceans to persuade our audience of the issue at hand. We included a link to the current Ocean Dumping Ban Act of 1988, we provided its overall mission but as we can see from the research and evidence that we included on the Great Pacific Garbage Patch, ocean dumping is an issue that the public should be more

concerned about. We provided simple alternatives to reducing the amount of plastic waste to get our audience thinking logically about the waste we are actually producing with single-use plastics everyday with evidence of how plastic reaches the oceans and just how much is ending up there every year. We also included current projects and ocean preservation companies for our audience to look into and participate in if they decide to take action. With 1.4 billion pounds of trash entering the ocean, we hope our audience can see just how serious an issue ocean dumping really is.

### Identification

With the assistance of Pathos, we also established the audience's attention on a psychological level with Identification. We identified ourselves with a student-to-student approach by communicating on "a whole on the basis of common interests or characteristics" (pg. 203). To exemplify as rhetors, we aimed our equivalent age range at our audience members; being the same age, we would all most likely have the same attitude towards saving marine life and helping spread the prevention of ocean pollution. With this, we analyzed our audience basing off assumed previous experiences around waters (ex: a lake, river or beach trip with families over time). Recognizing that if not all, most members have recollected a memory such as this. This piece of Identification helped us vibe with our audience members as we portrayed a childhood scenery that painted a background referring to what both audience members and rhetors would eventually connect: a longing, tragic worldwide issue that needs attention and assistance by willing and engaged individuals.

## Spheres of Argument: Public Sphere

The spheres of argument is defined as “branches of activity - the grounds upon which arguments are built and the authorities to which arguers appeal. A public sphere is the argument sphere that exists to “handle disagreements transcending personal and technical disputes. The public issue of ocean dumping is broader than the needs of our ENGL 400 class. It deserves the public’s attention as it does affect a broad range of people and therefore, a broad range of people speaks to the issue. We provided a list of websites of companies and groups that also speak and fight for the sustainability of the oceans.

## Iconic Photographs

In our brochure and website, we included several iconic photographs. Iconic photographs is defined as photographic images produced in print, electronic, or digital media that are: recognized by everyone within a public culture, understood to be representations of historically significant events, objects of strong emotional identification and response, and regularly reproduced or copied across a range of media, genre, and topics. The first photograph that is recognized by everyone within a public culture is the “No Dumping Drains to the Ocean” sign that is typically seen as street signs located around sewers and drain systems. This sign is recognized as a reminder to the public that all trash and litter disposed of near these systems find their way into the oceans. We also used several images of marine animals being affected by the plastics in the oceans in slideshows on our website as well as in our brochure. We utilized these images to elicit a strong emotional response from our audience. Ocean dumping is a serious issue and we should be mindful of the amount of waste we produce.

### Values, Beliefs, and Attitudes

Values is referred to as the organizing principles and orientations that people use to interpret the world around them, including symbolic actions. Beliefs are the sets of knowledge that are grounded in people's value orientations. Attitudes is defined as the positive or negative feelings towards some person, thing, or idea. We hoped to reach out to people who share similar values and beliefs that ocean dumping is a serious issue. Our goal was to have our audience's attitude towards the issue change in order to get them motivated and inspired to take action to make a change.

### Civic Engagement

Civic engagement is defined as people's participation in individual or collective action to develop solutions to social, economic, and political challenges in their communities, states, nations, and the world. We utilized our facts and images to elicit an emotional response from our audience and give them motivation to take action. We included several website links of current movements, projects, and other ocean preservation companies for our audience to donate, volunteer and participate in. We provided ways for our audience to reduce their amounts of plastic waste by saying no to single-use plastics and utilizing reusable products. By presenting our audience with the facts, images, and alternatives to reducing waste we hope to urge people to participate and take individual or collective action to make a difference and keep our oceans clean.