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### Longwood University Rhetorical Analysis

College selection amongst unsuspecting teenagers consists of previous stigmas and the flashy and appealing media provided by the universities. Coincidentally, the university that I attend is chalk full of the garish advertisements on the official website as well as other media outlets. These blaringly exciting and encapturing methods come from an author whose purpose is to simply transform the student into a university attendee, in this case a Lancer. Diving further into the website's purpose, it is evident that an even broader purpose is to influence the future Lancer to get involved and experience the *wonders* that Longwood has to offer in these brief four years. The monthly rotation of active students and experiences that are exuberantly large on the front page of the Longwood University website mirrors the intended audience, the student body. Alongside the current, past and future Lancer's, a secondary audience implemented is other universities in methods of competitive persuasion. Longwood University's website contains endless examples of rhetorical influences including logos, ethos, but most prominently, pathos.

Longwood University's appeal to logos, the logic and reason behind their website is clearly portrayed in their 'About Us'' page. The largest and most eye catching details on this page are non other than fact after fact attempting to impress the potential student with these reason-based certainties. Facts and statistics are key points of what makes the appeal of logos a possible persuading mechanism. Longwood has specifically chosen three of what they believe to be the most prominent and intriguing facts that belong on the 'About Us' page; these facts are

5,096 total students, how they range from twenty-five states and twenty countries, and finally how the university is 68% female. These three major details explain how Longwood University strives to achieve academic excellence while having a diverse and modest sized school, and paying homage to the school's foundation of 100% women. Logos is continually influenced when scrolling further down the 'About Us' page with countless numbers and secondary details ranging from hours spent partaking in community service to the four sororities founded on Longwood's campus. The use of logical reasoning when describing the facts and statistics that Longwood continues to boast about provides an clear example of the rhetorical appeal, logos, being used.

Ethos, the rhetorical appeal of establishing credibility and character can be seen through the 'Academics' page on Longwood's website. Longwood implemented an image on the main portion of the 'Academics' page which shows a professor and two affluent students working furiously on the mystery image of the screen we cannot see. This picture exemplifies the rhetorical appeal of ethos by using the traditional model of the elder teaches the young, or in this case the professor teaching the students, to establish character and furthermore a communicable bond. These close-knit relationships that professors have with students at Longwood is something that ethically pleases an upcoming possible attendee, thus why ethos is implemented here. Further down the page Longwood places a statement as bold as could be that states "We take pride in our small-school status. Maybe that's why we're one of the Top 10 Public Schools in the South (2016, U.S. News & World Report)." Ethos is spewing out of this claim by emphasizing how relevant and successful the university is, thus establishing their credibility.

Longwood University creates credibility and a character through images and successful acclimations.

Longwood University has credible stances and plenty of logical reasonings, however their most prominent drive is the rhetorical appeal of pathos, a strike for an emotionally driven response. Pathos is most evident in 'Lancer Life' page of the website by means of countless pictures of smiling faces and positive attitudes. For this analysis, we will focus on the picture associated with the Dining tab, something student's here are not quite fond of! However Longwood portrays two girls with smiles brighter than the moon, emphasizing how an incoming student would have the most uplifting and positive experiences here, even in the Dining Hall. The emotionally rhetorical responses can also be derived from the *general language, tone, and diction* of this page. For example sentences are structured in ways such as; "We know you think about life's 'what-ifs.' That's why we do, too." and "You think this is a game? Oh wait, it actually is. But seriously, our Division I athletics are no joke." The formation and relaxed mannerisms of these sections provide an emotionally driven response of welcoming and laid back conversation. Longwood University strives to make this place feel like a home or a place we can all connect to internally through the emotional rhetorical appeal of pathos.

Colleges and universities all portray their websites and media platforms in different ways to attract separate audiences. Longwood University includes rhetorical appeals of ethos and logos, however the appeal of an emotionally driven response (pathos) is what Longwood truly hones in on to establish a comfortable foundation for students. Through different subjects such as academics, student life, and even the broad 'About Us' page, Longwood University includes all rhetorical appeals intending to persuade the viewer into becoming a beloved Lancer.

## Works Cited

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