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English 400

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**Rationale for Healthy Lunches**

1. **Pathos**- A term which can be defined as “the means of persuasion that appeals to the emotions of an audience” (Nordquist, 2019). Our example of pathos can be found in our webpage on the home page (https://mlantz9910.wixsite.com/healthylunches) under “Meet the Editors”. This is an example of pathos because Sarah uses her personal experience of having a cheese sandwich for lunch everyday because she could not afford a lunch. This is an example of pathos because this story envokes many feelings like sadness and pity. Our goal in including this is make the audience feel something and maybe even create an emotional connection to Sarah.
2. **Ethos**- A term which can be defined as “an element of argument and persuasion through which a speaker establishes their credibility and knowledge, as well as their god moral character” (Gaiman, 2019). Our example of ethos can be found in our webpage where we discuss the connection between the rhetor and the topic (mlantz9910.wixsite.com). This is an example of ethos because we establish credibility through experience. Our goal in including this is to establish credibility to build trust with our audience.
3. **Logos-** A term that can be defined as a statement “used to convince or persuade the targeted audience by employing reason of logic” (Literary Devices). Our example can be found under the tab “HARD FACTS” (https://mlantz9910.wixsite.com/healthylunches) or in the “HARD FACTS” section of our brochure. This is an example of logos because we used statistics to compare students who eat a healthy lunch to students who do not. Our goal in including this is to show the difference in obesity, motivation, and behavior differences between the two. Showing the difference in the two shows that this is a real problem many students face.
4. **Logical Fallacy-** Logical Fallacies, as explained in class, are a fault in reason that makes a statement invalid. For our group’s purposes, the logical fallacy we have observed in our project’s topic is Hasty Generalization. The example of hasty generalization is that some people believe that just because their school had healthy lunches that every school provides healthy food. A counterargument can be found in our “Hard Facts” section of the brochure. It shows real statistical data showing the difference in students who buy school lunch versus those who pack their lunch. Since our group was created to inform our audience about the connections between an unhealthy lunch and poor health/ behavioral problems, we don’t want to completely remove all unhealthy food. We do, however, recognize the research which proves that a healthier lunch leads to better grades and behavior. Instead, the focus should be more on more healthy food options than unhealthy options.

Citations:

* Gaiman, Neil. What is Ethos? MASTERCLASS, 2019, https://www.masterclass.com/articles/what-is-ethos.
* Nordquist, Richard. Pathos in Rhetoric. ThoughtCo, 2019, thoughtco.com/pathos-rhetoric-1691598.
* N/A. Logos Definition. Literary Devices, https://literarydevices.net/logos/