Lancers Against Addiction

**Ethos**

* Website

Ethos was established very early on in our website. We established credibility with the reader in the “How We Got Here” section of the website. We accomplished this by giving a very detailed back story on how the Opioid addiction began. We listed multiple factors that contributed to the outbreak of the addiction crisis.

* Brochure

The brochure establishes credibility very quickly, but in a different way than the website. This brochure, that our team created, is specifically aimed toward Longwood students. So, we decided to establish credibility by first educating the reader as to what drug addiction is. We felt like not very many people would know exactly what was/was not drug addiction. We quoted the National Institute on Drug Abuse, a reputable source, as to what that definition was.

**Logos**

* Website

Logos, the logical appeal, was used in the first paragraph to establish credibility. By giving the statistic about the amount of deaths caused by drug overdoses, people who might believe that the opioid crisis isn't a big deal will see the severity of it. The statistic was collected from the Center for Disease Control and Prevention, a very reputable source that gives credible information about major public health issues. In the final parts of the website, logos is used again. In the introduction to Amy’s story, a statistic is given that will shock most people. The fact that 130 American people per day die because of drug overdoses will catch people's eye.

* Brochure

On the second panel of the brochure we listed biological, behavioral, and emotional signs of opioid addiction. This is considered to be the of the logical appeal because it is factual information that when seen, is a very strong indication of opioid addiction.

**Pathos**

* Website

Pathos, although not very present in the beginning of the website, started being developed in the “Alternative Pain Management section of the website. We talked about hope for people who may be suffering from Opioid addiction. By listing alternative options, people who might be addicted can see that there could be something else that may help them. Later on in the website, however, the pathos approach is seen quite more frequently. In the “Resources to Get Over Opioid Addiction” section of the website, a plea for an addict to get help from a professional is made. In this section, someone who helps another person get over addiction is named a “hero”. This brings out a call to action. Someone who reads this will likely feel obligated to help someone trying to get sober. In the final paragraph of the “Resources to Get Over Opioid Addiction” section there is also a place where individuals can find a rehab center near them. There are also additional resources listed so people can better educate themselves on how to handle someone who might be struggling with addiction. This was placed intentionally because a reader would have seen all the other information before it. This uses pathos because someone reading all of these facts about opioids will feel like they need to do something about it. The strongest use of pathos was in the presentation of “Amy’s Story”. Amy was so addicted to opioids that she literally crashed her car in order to receive another prescription. She was a teenager. This appeals to pathos because it is extremely relatable, especially to our main audience of college students.

* Brochure

Pathos is used on the 3rd panel. After learning what addiction is, as well as what the symotops of it is, someone might realize that they know someone who might be dealing with this. That would come with so many emotions, which is why we made the 3rd panel the “what to do when you think someone is struggling”. There are many resources there that can calm the reader down to where they can really educate themselves on the issue. Pathos is also continues on the back when attention is placed on the Longwood Community. College students know how easy it is to access prescription, as well as illegal drugs. After reading these dangers, students will feel like they want to make a difference on our campus.