Common Good Project Rationale: Parker Smith, Jamesha Watson, Brianah Mawyer

1. Ethos: When using ethos, we are trying to make sure that we can persuade the audience that we know what we are speaking about. We must have credibility so that our audience believes in our topic. Our topic is domestic violence in young relationships. In order to persuade our audience, we will use different tactics to show that we are well informed of our topic by using our brochure and our website.
2. Pathos: When using pathos to persuade our audience we will attempt to add an emotional touch. When reading our brochure, or looking at our website we are hoping that the audience will feel an emotional connection. Our goal is for the audience to feel sympathy for those who have suffered domestic violence.
3. Logos: This approach will be presented to the audience from a logical standpoint. We must prove to the audience that this argument is valid and logical. This can be shown by using some statistics and other facts about domestic violence to show that it is still very prevalent in today’s society. When we present the information to the audience they will be more aware of what really goes on in relationships that have involved some type of domestic violence.
4. Kairos: Kairos can be described as the perfect timing tool. When our project was introduced it was Domestic Violence Awareness month. We believed this would be a perfect use of Kairos because it was the best time to make this project come to life. We decided that since it was domestic violence awareness month, it would be the perfect time to make a website and allow others to have more information on this topic.
5. Medium: The medium can be described as communication of an idea or feeling to the audience. Many people who have experienced domestic violence are around our age or slightly older. As we go on with our lives, many people will unfortunately experience domestic violence. As we present our project we want to make sure that people are aware of the dangers that come with domestic violence and to look for the signs of an abusive partner before it is too late.
6. Goals: The goal of our project is to make young individuals aware of domestic violence and how important it is to take care of yourself. It is also a goal to allow the the survivors of domestic violence the opportunity to connect with other survivors to feel like they are not alone. Many times survivors of domestic violence feel helpless and alone. When these people have other people that they can relate to, it allows them to feel like they have a safe space to open up to other individuals and to cope with their feelings that they may be going through.
7. Style: The style you are using to approach the audience, the way you approach the audience using tone and the sentence arrangement. We are going to approach the audience with a serious tone. Our topic can be very sensitive to many people, so we do not want to upset anyone while speaking out about certain factors that are included in domestic violence. We want to approach the audience with an emotional standpoint as well. Since our topic is a very sensitive topic, we must make sure that the audience is aware that there will be graphic material in our presentation and if they feel that they need to step out at any time they are allowed to do so.
8. Decorum: Decorum is how you will present yourself to audience. We will present ourselves in a professional manner. We want our audience to take our topic as seriously as we do. The majority of our group will be working with individuals that have experienced domestic violence and we have a passion to help these people succeed in life. So, since we are so passionate about our topic we want to show everyone that we have the knowledge and tools to make a change in this epidemic.
9. Tactical Flaw: This type of strategy is the trait in a character leading to their downfall. Many times in abusive relationships, the abuser is a very manipulative individual. It is often that abusers can talk their way out of the damage that they have done. The downfall of this is the fact that after the abuser has repeated these actions several times, the victim will only be able to take so much of this manipulation, lying, and abuse. Eventually, many of these victims will attempt to leave their abusers.
10. Epiphany: This strategy can follow up with the tactical flaw. When the victim realizes that they need to leave the situation and get help for themselves and those that are also involved. Many times people that are involved in domestic violence situations have other people who are involved as well. Children are also a huge reason that many people decide to leave abusive relationships. There is always a breaking point for a victim, and once they have hit their breaking point they will do whatever it takes to get out of the situation they are in, in order to save themselves and their children.