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Rationale Statement

The authors based the development of a website (available at: <https://alizaihsuarez12.wixsite.com/papra> ) and a brochure to support their common good argument on the following rationale:

1. **Ethos:** Aristotle defines ethos as “argument by character” (Heinrichs, 40). Persuaders may use ethos to get the audience to view them as credible. The topic was chosen because each of the authors has been impacted in some way by physical assault. The authors are part of the target audience (male and female, ages 18-25) that are trying to be reached with the project. By being part of the target population and using personal examples, the authors hope to show the audience that they are credible.
2. **Pathos:** Aristotle defines pathos as “argument by emotion” (Heinrichs, 40). Persuaders may use pathos to persuade the audience by making them feel certain emotions. This project tries to get the audience understand what victims are feeling and to put themselves into the shoes of the victim. It also appeals to the emotions of offenders to help them see how their behavior can negatively impact the lives of others. Our project plans on showing this by having various examples of both men and women who have been victims of various forms of physical assault. For example, both the brochure and the website contain images that help the audience visualize the negative physical and emotional consequences that victims of assault may experience. We want the audience to feel empathy for the victims.
3. **Logos:** Aristotle defines logos as “argument by logic” (Heinrichs, 40). Persuaders may use logos to persuade the audience by presenting arguments that the audience will perceive as logical. The materials present information about prevention and treatment in a logical sequence to help the audience understand what is being asked of them. For example, prevention information is presented in the brochure about what physical assault is, how many people are impacted, who is most at risk for becoming a victim, and the effects of this social problem. Treatment information is presented on the website about recognizing the signs of abuse, how to report abuse, and where to go for help. Statistics from various sources such as the [Centers for Disease Control](https://www.cdc.gov/mmwr/volumes/67/wr/mm6705a1.htm) and Prevention (CDC) and [assault and abuse hotline information](https://alizaihsuarez12.wixsite.com/papra/resources) is included in the materials so that the audience can quickly reference information that will support our case.
4. **Kairos:** Persuaders use this for timing to consider when it is best to present the argument. Kairos is defined as “the rhetorical art of seizing the occasion. It covers both timing and the appropriate media” (Heinrichs, 432). The authors mention these in the sexual assault page to discuss these movements as well as listing hotlines, for when people are ready to seek help, as well as also using a [video to explain the #MeToo movement](https://youtu.be/fSbFFwHDzQo). The timing of our project aligns with the continuing rise of the #MeToo movement (for sexual physical assault) and recent news announcements about politicians committing physical abuse. The current environment focusing on reporting assault and advocating for victims facilitates the presentation of our argument. The project used Kairos by releasing these materials during what has been a turbulent year for assault stories.
5. **Virtue:** This is when, “the audience believes you share their values” (Heinrchs, 57). The materials persuade the audience that the authors share the same values as the audience does. The entirety of the project focuses on the audience belief that assault is bad and needs to be fixed. Each of the authors has been personally effected by physical assault in some way, either as a victim or the supporter of a victim. The authors value protection from intentional physical harm for all people, especially those who are most vulnerable, and were able to share their perspectives in the project materials.
6. **Disinterest:** Heinrichs describes disinterest as “not a lack of interest, but a lack of bias; you seem to be impartial, caring only about the audience interests rather than your own” (Heinrichs, 57). The authors are not biased and care about the audience’s interests more than their own and are able to present this by making the first page of the website as being informative, as well explaining how the audience can help as well throughout the brochure. They want to make sure no one else suffers needlessly from the negative consequences of physical assault. In the website and the brochure, the authors present the negative impact of assault on victims and society to help potential perpetrators from committing actions that will harm others and could get them into legal trouble. The primary goal of the authors is to prevent victimization and therefore the materials present their argument in a way that will appeal to both potential victims and potential perpetrators.
7. **Empathy:** The authors attempt to persuade the audience to empathize with victims and their families. Heinrichs describes empathy, similar to a “Vulcan mind-meld,” as being able to feel the same emotions as the person projecting the emotions (Heinrichs, 85). For example, via the website, the authors evoke an experience for the audience by providing a vivid descriptions of what it feels like to be a survivor of assault, with the [testaments](http://www.dvrcv.org.au/stories) and also using pictures in the brochure to get the point across. The authors also use the information on the page for spotting the signs of abuse, as well as the various kinds of assault, to empathize with survivors the audience might know. The materials influence the audience to “step into the shoes of the victim” by having survivors recount their stories.
8. **Commonplace:** Heinrichs describes commonplace as “being able to shift people’s point of view, starting from their position, not yours… [This is] a viewpoint your audience holds in common” (Heinrichs, 112). The authors use commonplace in the language and images used in the materials to illustrate the general idea that assault is something undesirable by individuals, communities, and society. This is done with pointing out the [signs](https://www.healthyplace.com/abuse/adult-physical-abuse/signs-of-physical-abuse-physically-abused-adults) and also the listing the [types of assault](http://www.attorneys.com/assault/different-types).
9. **Imagery:** According to LiteraryDevices.net, “Imagery means to use figurative language to represent objects, actions, and ideas in such a way that it appeals to our physical senses” (Literary Devices). The authors use images and [testaments](http://www.dvrcv.org.au/stories) in the materials and pointing out the signs in the website to help the audience visualize the negative impacts of violence and finding the signs. These verbal images help the audience paint a picture of the harsh reality people face during and after assault and to believe that they can be part of the solution to the problem.
10. **Tactical flaw:** This form of rhetoric “reveal[s] a weakness that wins sympathy or shows the sacrifice you have made for the cause” (Heinrichs, 65). The authors reveal a tactical flaw by including statements such as “it was just a push” and “it was my fault” in the testaments and the signs page and admitting to the audience that they have said or heard or believed similar statements themselves. The authors also use this rhetorical tool in the website and brochure.
11. **Epiphany:** An epiphany can be used to show yourself making the discovery you want the audience to make with you (Heinrichs, 346). The authors use epiphany throughout the brochure when they explain that abuse is more than just hitting, and that assault includes threats or attempt to commit harm, even if the victim is not actually physically harmed. The authors imply within the text that while they initially thought that assault involves physical harm, they made a discovery about what constitutes assault after coming to understand how victims are impacted in other ways other than physical harm. This epiphany helps to persuade the audience that while many people, particularly in their age group, initially have an impression of physical assault as violence that causes significant physical harm to victims, many people will change their mind about what physical assault is after learning more about the issue and how it impacts lives.
12. **Narrative arc:** The project uses narrative arc by “showing the hero leaving her comfort zone, committing to a quest, facing seemingly insurmountable obstacles, and triumphing in a climactic moment” (Heinrichs, 347) with [videos](https://alizaihsuarez12.wixsite.com/papra/videos) provided to the audience. The website presents survivor recounts of victimization to persuade the audience that victims can escape abusive situations, heal, use their past experiences to learn, grow and help others, and move on with their lives.
13. **Language:** The project uses appropriate language to show a certain level of professionalism and to help the authors relate to the audience. According to Basics of English Studies, the use of language as a rhetorical tool “…is partly the calculated and deliberate use of language, or, the special attention the receiver pays to the use of language…” (Basic of English Studies, “Language in Literature”). The language used for the materials, like the brochure, is designed to show the level attention and care put into the project. The authors did not want to offend victims or to “turn off” the audience by using harsh, biased, and/or accusatory language.

Work Cited

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