Common Good Project

Terrific Pacific Initiative

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Rational

Goal: was to bring awareness to the public by informing them of the severities that pollution has and how they can get involved to help reduce the amount of pollution in our oceans.

This Terrific Pacific Common Good project uses the **pathos** rhetoric to trigger viewers emotions. On the website’s home page, the first thing the viewer sees is a bright pink jelly fish with a pretty blue background. The words “save our oceans, take action, and make a difference” alternate on the home page. Pathos is used because when ones sees “save our ocean” they also will see that it means to save our oceans animals. On our “get involved” page there is a large sea turtle. Our website contains information about how animals are and can be affected by pollution in the oceans. With beautiful pictures of these animals it triggers the emotion of sadness or anger that the pollution problem has grown so much it is affecting our animals.

The Terrific Pacific Initiative brochure uses **pathos** on the front cover and throughout the brochure with pictures of the ocean. We used the slogan “striving for clean oceans and a better tomorrow” on the front under a pretty picture of a blue ocean. The initiative focuses on cleaning our oceans of pollution. We chose to have a picture without pollution to trigger the hopeful emotion and make people hope for our oceans to be clean and beautiful again someday. We did add one picture of a great amount of trash on the beaches, because our brochure was to persuade people to pick up trash off of the beaches. The picture is concerning and sad of the amount of trash that is on our beaches which gets transferred to our oceans.

**Logos** is established through this project with the use of charts and statistics about the size of the Great Pacific Garbage Patch and the amount of pollution in the ocean. On the “Info” page on the Terrific Pacific Initiative website, there is a chart titled “The Great a Pacific Garbage Patch in Numbers.” This chart explains how big the trash pile is, how much it weighs, how many pieces of trash are in the pile, and what kind of trash is found.  Not only do we just have the chart with information, but we also have bullet points on plastic pollution with information on plastic in the ocean. There are also three Ted Talks on our website that are full of information about pollution in the ocean, as well as information about the Great Pacific Trash Pile. These Ted Talks inform us by using pictures and speeches about the extreme problems of plastic and trash in the ocean.

**Logos** is used on the Terrific Pacific Initiative brochure by having a list of facts at the beginning. There is a list of facts about pollution in the ocean and the Great Pacific Garbage Patch. The brochure also includes ways to help clean up the ocean. There are initiatives with facts on what to do to keep the oceans clean and what ways individuals can get involved with ocean and beach clean-ups.

**Ethos** was used throughout our project when we spoke about our reason for picking this topic and group members credentials and through the TedTalks presented on our website. We had an about us section on our website were we expressed our background and knowledge on the topic. If Destiny was not an Outdoor Education minor the principles of Leave No Trace would not have been implemented into our project.

We use **disinterest** in this project by showing how these organizations help people across the globe with little personal gain for ourselves. Because of this we strengthen our argument by distancing ourselves from the potential benefits of ocean clean up and conservation projects. Through our presentation of the facts we attempt to make this effort appear as beneficial to the entire human population as possible instead of just a limited group.

Our group uses **Epiphany**, in order to make the matter seem as though its become more pressing suddenly and as though people are just now realizing it. This lends a sense of urgency to ourproject and helps to strengthen our appeals to pathos by stressing the emotional response people should have to these developments. Using this technique we make the issue relevant by showing how quickly it has started to alter the landscape in both the ocean and across coastlines.

**Tactile Flaw** in our website and brochure we acknowledge that we are a small group and direct people towards other organizations who are more likely to do more good than we could by ourselves. This helps to bulwark our argument as we can be aware of our limitations, this shows humility and the ability to accept that an issue can be larger than a single group or person. This can also serve as a call of support since we are aware of our limitations and those who realize this will feel encouraged to help a group seeking aid in their mission to [reserve the world for future generations.

**Decorum** can be found in how we designed our website and brochure and in how we were dressed to present. We wanted to grab the audience's attention, but still wanted everything to look clean and appropriate.

Pollution has been increasing with every year and we are telling our audience that they need to take action now. By doing this we are using **kairos** to persuade. We want to draw attention to this subject in order to motivate the audience to do something to help now.

We used two **mediums**; a website and a brochure because we thought they would be the best way to reach the majority of our intended audience.

We used **Authenticity** to make our audience believe that we are genuine with our website and brochure. We did this by just informing the public on the problems with pollution and asking people to do their own part in cleaning up and not polluting our oceans, rather than asking for donations. We linked other organizations that people can give to, but we lead the public to believe we are not asking for anything but for them to do their part.