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Global Poverty Busters

Website URL: <https://globalpovertyhumangoodproject.wordpress.com/>

Rationale Statement

The three Aristotelian appeals (ethos, pathos, and logos) were used throughout the website extensively whereas the brochure mainly focused on the use of logos and pathos to attract the reader to the most important information we had to offer. Constructing our documents in this way made it easy to distribute the course concepts equally. Setting up the brochure with the most important information showed the severity of global poverty by highlighting how many people are living in such inhumane conditions, and that these issues are bigger than what most people would believe they are. Our mission statement was included within the brochure to develop our group’s credibility as the global poverty busters.

As it pertains to ethos we also used strong credible sources that included the United Nations, UNICEF, Mercy Corps and the International Justice Mission as organizations in the world currently fighting the global poverty crisis. We believed that these sources were gave us the best and most reliable information about the topics we used for the project (World Hunger, Everyday Violence & Clean Water). For the logos appeal, in every informational section within the website and brochure we listed statistics that emphasized the severity of each issue. Most of the logos used on the clean water issue was based around how many people live without safe drinking water, and how many deaths are caused by not having access to clean water due to disease and other factors. We used logos in everyday violence, by showing just how many people are affected in the world today, and how much world aid goes towards everyday violence. We used logos for world hunger, primarily by showing how many people in the world are going hungry each day. Logos was an excellent concept to use in order to get our audience to sympathize with our cause. The use of pathos came to light mainly in the website where we were able to make the audience feel what it would be like if they were suffering from the same tragic things that poor people suffer from every day. We were able to successfully do this because we provided examples of real-life situations or fears that any person listening would have. For example, the everyday violence example of the women in Oregon, to relate this topic back to them here at home showing that it’s not just a problem in developing countries but all over the world. This concluded our use of the three Aristotelian appeals.

On the website we also used a terministic screen, which was title as Failures of Compassion. The way we accomplished this terministic screen was by confronting the audiences’ beliefs about what it means to have compassion, showing them that it is unacceptable to have different perceptions on the global poverty epidemic and the amount of aid that poor people receive. We described an effort that needs to be made to have full compassion to our audience by all people because once individuals have full compassion they will perceive this issue in the way it must be perceived. In order to put an end to global poverty we need every person possible to be on board and every person viewing the same image. An image of global poverty be resolved once and for all. We felt this was the best way to incorporate a terministic screen, imagery that appeals to the senses of the audience at hand.

The definitions that were utilized to implement these course concepts throughout our common good project include: ethos which is most nearly defined as the ethical appeal, a type of persuasion, where the author provides a language that shows his or her authority, credibility or expertise on the particular subject matter. Pathos which is quite simply defined as the establishment of an emotional draw by the author in such a way that the language used emotionally engages and persuades the audience to believe or side with the subject at hand. Logos is most accurately defined as the hard-evidence provided by the author(s) which is primarily used to set the audience up with a logical perspective on the subject being discussed, in our case global poverty. For the terministic screen, we decided to use a form of Kenneth Burke’s definition that was more geared towards the imagery side of things rather than the words. The defined premise behind our terministic screen was to change people’s view on global poverty by describing a growing sense of failures of compassion. We wanted to show that in order to solve global poverty, we all need to have the same image or same dream in mind because having different perceptions on this huge issue will not bring us to the solution we so badly need.