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English 400

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Rationale Statement on The Arctic

<https://sirenawalsh.wixsite.com/mysite>

1. Ethos: A term that can be defined as a means of convincing an audience via the authority or credibility of the persuader, be it a notable or experienced figure in the field or even a popular celebrity (YourDictionary 2018). Our example here is the use of the artifact *The Marine Mammal Commission*. This company employs three Commissioners appointed by the President, a nine-member Committee of Scientific Advisors, and 14 employees. The purpose of MMC is to ensure proper laws and regulations are obeyed by businesses and private individuals.
2. Pathos: It can be defined as a way of convincing an audience of an argument by creating an emotional response to an impassioned plea or a convincing story (YourDictionary 2018) .Climate change is still something that some people have a hard time accepting is real. Our goal is to inform people through emotions by using videos to show how it impact them, their families, and their future. We use a video (link on our website) to show a polar bear interacting with a dog and drawing on emotion to help save these animals. Drawing on human emotion, like empathy, sympathy, guilt, and sadness allows people to get motivated to make a change in their day to day life. Making people feel guilty for their selfish actions can make people motivated when they see how their actions impact others, even across the world.
3. Logos: Which can be defined as a way of persuading an audience with reason, using facts and figures(YourDictionary 2018). Our examples of Logos can be found on our website and on the brochure. We were able to utilize figures explaining the change in the size of the arctic ice. Additionally, we were able to use graphs and charts while researching to show statistics within the arctic such as temperatures, animal population and more.
4. Fallacies: clearly defined error in reasoning used to support or refute an argument, excluding simple unintended mistakes (YourDictionary 2018). The fallacy that can best be used to poke holes in the integrity of Arctic climate change is the theory of Hasty Generalizations. This theory is when someone makes a conclusion based on insufficient and improper data. Having said that the most widely used and most famous argument is that climate change of any kind isn’t actually global warming instead it is a natural global cycle the earth goes through every now and again.

References:

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