

Project: Propose a program for bringing active recycling resources to Longwood Village, Lancer Park, and the Longwood Landings by LaToya Butler, Danielle Weirup, and Elena Yonika. LINK: <https://elenayonikalongwoo.wixsite.com/website>

**Pathos:** This project is rooted in passion for the environment, we tried to create an emotional response in the viewer by being passionate about the proposal. When listing facts about recycling on the brochure or during the presentation were extreme and used for shock value, or in other words, they were used to create a surprised reaction in the viewers. Also, in our video interviews we show how other students feel about the issue in order to create an emotional/passionate response in the viewer. Pathos was our most used appeal because we feel as if this is an issue people have to feel passionately about in order to do something about it

**Ethos:** Ethos is established in the base of this project in the sense that we have all experienced this issue at Lancer Park, The Landings, and The Village. Further than that we established credibility by showing that we weren't the only ones affected by these problems with the video interviews. In our "team" page we put information about our EcoLancers meetings in order to make the team seem more realistic and believable. Lastly, all of our resources come from reputable sources with credible information.

**Logos:** Logos is developed in the fact-based portion of this presentation/ website. All of the facts about recycling are used to create a response about information they didn't know. By giving the viewer new information, they may be inspired to do more recycling. In our "Proposal" video we use simple and logical reasoning to propose a solution to this problem. We use the low cost suggestion that Longwood should use the resources that

they have at the Village and Lancer Park and reactivate a recycling program, rather than let the recycling units stay in their hidden, desolate locations.

**Logical Fallacies:** In this proposal we use the bandwagon appeal in order to convince our users/ readers to care about recycling issues. In our project we mention how scientists have warned us about the deterioration of the Earth, and because of this we should recycle. Since that announcement from scientists, the bandwagon of people recycling, composting, and doing other things has grown bigger and bigger, and in this project we are promoting people to get on this bandwagon. In this case we consider the bandwagon to be for a good cause so we don't consider our appeal to be over used or have a negative effect.