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April 4, 2024

ENC 2135

### Rhetorical Rationale

For my multi-persuasive campaign, I have decided to address the issue of the lack of access to dental hygiene resources available to people with disabilities. This issue is related to my academic and professional interests in the field of healthcare, especially dentistry, and my community service work through the Beyond the Smile Project. The position that I am taking is that schools and communities should support initiatives that provide dental hygiene resources to people with disabilities in order to improve their lives and their independence.

As I worked to develop my multi-persuasive campaign, I thought about the audiences I wanted to reach, the ways I would use to reach them, and the types of rhetorical strategies that I believe would be effective in persuading them to support my cause. I determined that my audience would be made up of high school students and student organizations, as well as dentists and organizations that serve people with disabilities. These audiences are significant because they are both capable of supporting my cause, but each requires different types of persuasion and different genres in which to express that persuasion. As such, I have determined that I will be creating three genres in total, each of which is tailored to a different audience and each of which is based on a different type of rhetorical situation.

The first genre, a social media post, was designed for high school students and student organizations. In this genre, I heavily used pathos, or emotional appeal, to persuade the audience. I emphasized that people living with disabilities are suffering from preventable dental problems

and discomfort because of a lack of accessibility. I tried to appeal to the audience's empathy. However, I also tried to keep the writing simple, straightforward, and action-oriented, as social media users are accustomed to reading and engaging with content that is easy to understand and quick to read. I also tried to include a list of ways to help, as a big purpose in writing this was to get people to be involved. I used hashtags such as #BeyondProject and #DisabilityAwareness to increase visibility. The effectiveness of this genre is that it reaches the audience where they are on social media sites and presents them with the issue in a way that is engaging, relatable, and action-oriented.

The second genre is the formal email, which was intended for dentists and disability organizations in the local community. This genre differs from the social media genre in the emphasis on ethos and logos. For ethos, I introduced myself and the Beyond the Smile Project in a professional manner, showing that this is not just some random organization, but a legitimate and organized effort created by passion and concern. For logos, I explained the problem, the lack of access to dental hygiene resources, and the solution: partnership through donation, education, or guidance. The tone of the email is formal and respectful, which is appropriate given the professionals in the dental community. Additionally, the request is both specific and general enough to be adapted to the capabilities of potential partners. This genre is effective because it is appropriate to professionals in the community and clearly communicates the need and the opportunity to be involved.

The third genre was a community awareness flyer, which was meant to be read by the audiences mentioned before in a common setting, such as a school, clinic, or community center. This type of genre combines both emotional and logical appeals. The title, "Dental Hygiene Should Be Accessible for Everyone," immediately conveys the main argument in a concise

manner. I used short wording to make the text easy to read, which is essential in a visual flyer because readers may only have a few seconds to read the content. I also made sure the flyer was visually appealing by using bright colors, which would increase the chances of people reading it. The use of action items such as donating or volunteering also supports the campaign's purpose of engaging people to participate. This type of genre is effective because it can connect both groups in a common place, and both can connect with it.

From all three genres, I was able to maintain the main argument, but I adjusted my tone, style, and use of rhetoric to meet the needs of both groups. This is because I am aware of the necessity of the concept of rhetorical situation, which involves understanding the audience, purpose, and context. I also used my previous research on healthcare inequalities and my personal experience with people with disabilities, which helped to make the argument relevant to both groups. I was able to use ethos, pathos, and logos to make the campaign appealing to a wide audience.

In analyzing the effectiveness of my choices, I learned that my strongest piece is the social media post because it is highly engaging and clearly conveys to people how they can get involved. Receiving likes, comments, and donations indicated this was an effective call to action. I also learned that my email is effective in its professionalism, although an area of improvement would be to add more data or statistics to further enhance its logical appeal. I learned that my flyer is effective in presenting the key points, although feedback indicated it would be more impactful if I could add some sort of visual, such as the Beyond the Smile logo, so I could further promote that image.

Overall, this assignment has taught me how important it is to vary your approach in communications based on the audience you are trying to appeal to and your ultimate goal. By

creating multiple genres, I learned how to present the same issue in multiple ways in order to attain the same objective, which was action. Not only has this project helped me further develop my rhetorical skills, but it has also allowed me to further advocate for something I am passionate about and something that is relevant to my future career in healthcare.