

Using facebook to teach rhetorical analysis

Technology, Information Technology



Facebook has mastered the use of the three means of appeal and persuasion, namely, ethos, pathos and logos. The ethos which is to make the user feel likeable is done through the use of the like button under each and every post and status. Pathos is to persuade by appealing the emotions of the reader, which are again used by Facebook as people have their own ethnic, religious, and emotional pages which they like based on their own interests; this engages them on their emotional level as well. Logos is said to persuade the logical side of people, which is again a trait of Facebook as people make logical statements which are then liked by people and shared (Fife, 2010).

Visuals are very important to use in college papers as they are able to communicate the exact frame of mind of the students to the teachers. Using visuals professionally can help in giving out powerpoint presentations and reports in order to explain with accuracy (Keenan and Shiri, 2009).