

# People like us david brook

[Linguistics](#), [English](#)



People Like Us - David Brook. Diversity in the United States has different interpretations owing to its melting pot in regards to the distinct lifestyles and cultures. David Brooks, through his essay 'People Like Us,' maintains that although the US is termed to be a diversified nation, homogeneity exists in certain aspects, such as the interactions across the populace (Caldwell 2-3). According to his essay, humans normally associate and interact with others who are similar to them. In most cases, they find it comfortable as compared to otherwise, and by so doing, a virtual boundary is created. Using evidence, such as statistical findings, Brooks contends the segmentation that people create among themselves emerges in various situations on several grounds. Brooks uses various rhetorical strategies to capture the pathos of the situation, homogeneity in the US ethos, and to reinforce his sentiments to the audience that the ethnicity that once existed in the US is far from over, as it is a common belief, only that it is hidden in the present day US.

#### The importance of imagery in Literature

Associating the people living in a particular area with certain behaviors and practices helps in the understanding of prevailing homogeneity in the US through evoking emotions in the audience (Gohrab 23-4). In his essay, Brooks says, "if you asked a Democratic lawyer to move from her \$750,000 house in Bethesda, Maryland, to a \$750,000 house in Great Falls, Virginia, she'd look at you as if you had just asked her to buy a pickup truck with a gun rack and to shove chewing tobacco in her kids' mouth" (Brooks, 132).

In essence, Brooks was referring to the depraved reputation Democrats hold against Republicans, who presumably engage in drug abuse, driving pickup

trucks made by American companies and often own guns, which they use during their violent acts. Through mentioning tobacco and gun racks to the audience, who are the readers of this article, Brooks engages them emotionally and clarifies the point of homogeneity.

He emphatically employs the use of symbolism and simile rhetorical strategies in an interesting manner to drive his point effectively. Owning of pickup trucks symbolizes the loyalty of a person to America, as it is the case with Republicans, and by likening living in Great Falls, Virginia to forcing the Democratic lawyer's kid into tobacco smoking and compelling her to own guns, emotions are evoked to the reader through the simile.

Getting attention of the audience

It is easy to evoke emotions in the reader by supporting assertions with quality evidence; Brooks talks about the manner in which people are aiding in creating homogeneity, despite its ill motives, and gives quality evidence on this issue. In his bid to show how people do not care about diversity in the US, Brooks uses several examples of firms, institutions and even suggests the use of the Bell Curve.

It is interesting that he uses examples that are widely known and the audience, which of constitute readers, can relate with them without difficulty. When the audience is familiar with what the author is giving as evidence for a given assertion, emotions are evoked, and hence better understanding (Wainwright 104), just as Brooks did in his essay. He manages to use deductive reasoning rhetorical strategy to show the audience the manner in which homogeneity is supported through various aspects of the society. The audience is familiar with the emerging trend of marketers dividing the

population into clusters depending on various factors, and this reinforces the point Brooks is trying to instill.

### Conclusion

In conclusion, rhetorical strategies can be useful tools when an author intends to make his narration useful to the audience. Rhetorical strategies evoke emotions in the reader, making the narration more relevant and better understood. Brooks has managed to employ symbolism, deductive reasoning, point of view and simile rhetorical strategies to show the homogeneity present in the US.

In my personal experience, people do not segment themselves due to psychological comfort or racism, given the accommodating nature of my community's culture. The United Arab Emirates has grown to be the most diverse and multicultural society in the world, Iranians, Indians and the Pakistanis all stay together without any discomfort. For this reason, The US ought to follow suit since it is beneficial and ethical to be diverse, just like Brooks suggests.

### Works Cited

Caldwel Amanda. Response to David Brooks' " People Like Us." 22 October 2012. Web. 12 September 2012. < <http://amandacaldwellgcsu.wordpress.com/2012/10/22/response-to-david-brooks-people-like-us/>> Gohrab, Ali. Metaphor and Imagery in Persian Poetry. Leiden: Brill, 2012. Print.

Wainwright, Michael. Faulkners Gambit: Chess and Literature. New York, N. Y.: Palgrave Macmillan, 2011. Print.