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English 131

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Short Assignment 2.2—Using Images To Strengthen a Linguistic Message

 News articles are sometimes complimented with images, graphs, or charts, in order to further explain or give a new perspective to the reader of the contents of the article. This news article is from the BBC World News online website, and discusses the Darfur genocide. This is an informative news article, which including numbers, statistics, and locations on a map, that all support an emotional topic. As the text discusses the many deaths that they are calling genocide, it becomes clear that this article is meant for the more mature audience. The website itself usual presents more serious world events and situations that people under the legal age might not find interesting; often implying complicated vocabulary and terms about world events. Furthermore, this article incorporates images to support its text. It strategically place’s real pictures of the events that correspond with was the article it is describing at that time, sometimes amplifying the emotional impact. This article also utilizes a map and bullet points to further support its claims. All of these elements come together to create an invigorating and powerful news article about the devastating Darfur Genocide.

 Authors benefit from a method of writing that uses certain rhetorical strategies in order to persuade the reader and reinforce the author’s thoughts. These rhetorical strategies can be classified into three categories that are Logos, Ethos, and Pathos. In this news article the author has opted for an emotional response, or an appeal to Pathos. The news article evokes a variety of emotions as the reader goes through and analyzes each sentence until reaching the end of the article. This emotionally loaded text utilizes vivid description by explaining that “militiamen patrol outside the camps, killing mean and raping women”. If this is not enough, there is a picture of a “100 people […] allegedly buried”. The author is attempting to evoke an emotional state of shock in the reader by utilization both a literal description and a supporting image. Nonetheless, the article does not only contain an emotional context, as it goes on to use factual data, such as numbers, quotations, and citations from high-profile personnel associated with the genocide. This suggests that there is also an influence of Logos in this article. Logos is described as appealing to logic, structure, and statistics. In this case, a map, bulletin points, and statistical numbers were used. Also the Kansas Republican Senator Sam Brownback makes the comment that “While the world debates, people die in Darfur”, which is an emotional or Pathos response that is applying a Logos rhetorical strategy. Therefore, both of these rhetorical strategies manage to complement each other and work together to evoke an emotional shock in the reader, sending them in a state of reflection and powerful thought about the genocide.

 When journalists write their new articles they must take into account their intended audience and adapt their writing style in such a way that it is suitable for their readers. There are many factors such as content, vocabulary, and sophistication in the writing that must be reviewed and modified to curtail to the correct audience. In the article about Sudan, the implied audience is intended for mature people as it discusses subjects such as death, rape, and political affairs, which are not appropriate or interesting for people that are under the 10th grade reading level. The readers are going to be adults interested in worldly events and affairs, who have a cultured and rich understanding of the world. Therefore, the reader of this article is going to be someone who has been searching for information on this event and already has prior interest in the genocide.

 When journalists and reporters write their article, they have a variety of tools that they can use to further enhance their readers experience. These tools can help evoke emotions, or simply be used to further explain something in more detail. In this article images, graphs, and bulletin points have been placed in spots that pertain to what the article is currently discussing. In the last portion of the article, the text explains that the policemen of Sudan can be corrupt and sometimes “work closely with the militias”. Their fear is that even the police, who are supposed to offer them protection and comfort, may force them into horrendous situations. The image placed on the side of the text further invokes this fear by showing a man on a horse pointing his assault rifle in an aggressive and forcible manner. Further down, the maps is placed half way through the article so that if the reader does not know the locations of the countries being discusses, he can look at the map to get a better understanding. Also, websites offer a new dynamic to news articles as the reader can click below the map to enlarge it and get more detail or a better understanding of the locations.

 Journalists utilize a variety of different elements, tools, and rhetorical strategies to convey the idea of their articles. The writer’s employs different rhetorical strategies to achieve a desired effect. In this article, the author used emotionally loaded language or Pathos to have an impact on the reader. Also, data such as the numbers of deaths and quotations of important people were used to further reinforce the importance of this article, touching upon the logical side of the text or Logos. This mixture of Logos and Pathos complimented each other well. This article was intended for people with an interest in world events and a decent understanding or world geography. The intended audience was also meant for a mature audience as the topic discussed people being killed, and women being beaten and raped, which can be disturbing for younger people. The author also is able to place a map, bulletin points, and images throughout the article to help further explain the text. All of these elements work together to create a unique, dynamic, and powerful news article, leaving an impact on the reader.

Work Cited

BBC World News. “US House calls Darfur 'genocide'”, 07/23/04, 11/04/12 <<http://news.bbc.co.uk/2/hi/africa/3918765.stm>>

**Short Assignment 2.2 Rubric**

See the course syllabus for a discussion of each evaluation category.

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| --- | --- | --- | --- | --- | --- |
|  | **Outstanding** | **Strong** | **Good** | **Acceptable** | **Inadequate** |
| **Introduction:** Begins with a concise paragraph that is effective at introducing the news article and situating the claim. | X |  |  |  |  |
| **Claim**: The paper exhibits a claim that is clearly articulated and appropriately complex. |  | X |  |  |  |
| **Analysis**: The essay addresses how the images and text work together to present the information to the reader. This includes considering what kind of reader this article may have intended as well as the rationale behind the rhetorical choices the author has made in synthesizing different forms of messages. |  | X |  |  |  |
| **Organization:** The paper is organized in an effective manner that highlights the overall goals of the essay. | X |  |  |  |  |
| **Tone:** Written in a manner appropriate for a scholarly audience. The presumption of knowledge is an inquisitive reader with experience in observing (although not necessarily analyzing) modern American culture. | X |  |  |  |  |
| **Format:** The paper is of the required length and follows the prescribed formatting guidelines as outlined in the course syllabus. A link to the article is included with the submission in some form. A Works Cited page is included. | X |  |  |