Rhetorical Analysis

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Dear Student,

To celebrate Hispanic Heritage Month 2018, the Congressional Hispanic Caucus Institute (CHCI) is hosting its second annual Leadership Conference and you are invited!

The Leadership Conference will be held from **Tuesday, September 11** to **Wednesday, September 12** at the Ronald Reagan Building and International Trade Center, 1300 Pennsylvania Ave, NW, Washington, DC 20004.

Food will be provided throughout the day, and the lunch break will be 12:30PM to 2PM. Go to the following link to view the conference schedule: [https://chci.myeventscloud.com/schedule](https://chci.myeventscloud.com/schedule)

The conference will cover a variety of important issues faced by the youth in this country, specifically problems faced by the Hispanic community. Several speakers will discuss these topics (such as Racial and Gender Equality, Drug Abuse, Education and Technology) and you will be able to engage in passionate debates and discussions with them and many other college students from across the country.

Don’t miss out on this opportunity to learn leadership skills, get advice and make connections with professionals within the Hispanic community! Take a step in the right direction of your GROWTH for the future. Come learn how to make a difference in your community. We look forward to your attendance.

Register here: [https://chci.myeventscloud.com/](https://chci.myeventscloud.com/)

Visit our website and social media: [https://chci.org/](https://chci.org/)
[https://www.facebook.com/CHCIDC](https://www.facebook.com/CHCIDC) | [https://twitter.com/chci](https://twitter.com/chci) | [https://www.linkedin.com/company/32218/](https://www.linkedin.com/company/32218/) | [https://www.instagram.com/chcidc](https://www.instagram.com/chcidc) | [https://www.youtube.com/user/chcicommunications](https://www.youtube.com/user/chcicommunications)

Nkosi Robinson
To the administration and faculty at the University of Miami,

In honor of Hispanic Heritage Month 2018, the Congressional Hispanic Caucus Institute (CHCI) will be hosting its second annual Leadership Conference and we extend this invitation to all Hispanic students at the University of Miami.

The Leadership Conference will be held from Tuesday, September 11 to Wednesday, September 12 at the Ronald Reagan Building and International Trade Center, 1300 Pennsylvania Ave, NW, Washington, DC 20004. The following link gives an overview of the conference schedule: https://chci.myeventscloud.com/schedule

The conference will cover a variety of important issues faced by the youth in this country, specifically problems faced by the Hispanic community. Several experienced speakers, many of whom are members of the CHCI, will discuss these topics (such as Racial and Gender Equality, Drug Abuse, Education and Technology) and students will be able to engage in passionate debates and discussions with them and many other college students from across the country.

Refer to the link below to view a list of our members and their biographies: https://chci.org/about-us/our-leadership/

There will be many opportunities for the students to network and make connections with professionals within the Hispanic community, as there will be exhibitions from Latino and Latina businesses who will discuss their experiences in the working world with the students. This conference will be very valuable to the students, and we urge you to make encourage them to make use of these resources.

Thank you.

Register here: https://chci.myeventscloud.com/

Visit our website and social media: https://chci.org/

Dear Mr. Cárdenas,

In honor of Hispanic Heritage Month 2018, the Congressional Hispanic Caucus Institute (CHCI) will be hosting its second annual Leadership Conference and we would be very grateful to have you speak at our event.

We are very aware of your passion for helping and consistent involvement with the Hispanic community, and are very respectful of your outstanding achievements to date. You have stated that you believe integrity and dedication are the keys to success, and we believe that is a very good message that our attendees can take from the conference.

The conference will cover a variety of important issues faced by the Hispanic youth in this country, and we would like to have you speak on racial and social equity, as you have openly spoken heartily about these issues. Other speakers will be in attendance, many of whom are members of the CHCI, will discuss these topics (such as Racial and Gender Equality, Drug Abuse, Education and Technology) and attendees will be able to engage in passionate debates and discussions.

The Leadership Conference will be held from Tuesday, September 11 to Wednesday, September 12 at the Ronald Reagan Building and International Trade Center, 1300 Pennsylvania Ave, NW, Washington, DC 20004.

We hope that your advice can inspire future hopefuls in the Hispanic community to consider politics, to aim to make a difference in the community and the country at large. Please help us to motivate the next generation of Hispanics to take interest in politics and making a difference. We look forward to your response.
To celebrate Hispanic Heritage Month, the CHCI will be hosting its Leadership Conference and YOU are invited!

The conference will be held from **September 11** to **September 12** in Washington, DC.

The conference will cover important issues faced especially by the Hispanic community. There will be passionate discussions about topics (Racial and Gender Equality, Drug Abuse, Education and Technology etc.) with guest speakers and persons from across the country.

Don’t miss out on this opportunity! Improve your leadership skills and make connections with Hispanic professionals! We will see you there!
To celebrate Hispanic Heritage Month, the CHCI will be hosting its Leadership Conference and YOU are invited!

The conference will be held from September 11 to September 12 in Washington, DC.

The conference will cover important issues faced especially by the Hispanic community. There will be passionate discussions about topics (Racial and Gender Equality, Drug Abuse, Education and Technology etc.) with guest speakers and persons from across the country.

Don’t miss out on this opportunity! Improve your leadership skills and make connections with Hispanic professionals! Hope to see you there!
In honor of Hispanic Heritage Month, the CHCI will be hosting its second annual Leadership Conference. YOU are invited!

The conference will be held from September 11 to September 12 at the Ronald Reagan Building and International Trade Center, Washington, DC.

The conference will cover important issues faced especially by the Hispanic community. There will be passionate discussions on topics (such as Racial and Gender Equality, Drug Abuse etc.) with speakers and YOUR FELLOW STUDENTS from across the country.

Make use of this opportunity to improve your leadership skills, get advice and make genuine connections with Hispanic professionals!
Each piece is being targeted to a slightly different audience for a different purpose, and in order to ensure that the rhetorical purpose is clearly achieved by each audience, there were different strategies used to present the information to them. This required much contemplation upon the different features of the pieces that would stand out to the members of each group, and ensuring that the information was properly received.

The email to students, perhaps the most important of the pieces, serves to inform the students of the leadership conference by providing them with details of the, which identifies with the logos rhetorical appeal. By informing them of the topics being discussed by experienced guest speakers, and the availability of networking opportunities, the aim is to persuade the students to attend the event to reap its benefits. There is also pathos appeal, to inspire the students and appeal to them on a more personal level. The email is to serve primarily Hispanic students at the university, at all year levels, as the event would more likely to cater to their experiences and aims to build the Latino community. The students are not bombarded with too much information, more likely to sustain their interest.

The administration and faculty at the university must be aware of the conference details, also with the logos rhetorical appeal, and view it as beneficial to their students, before encouraging them to attend,. For that reason, the email is intended to be very comprehensive without being too lengthy. Senior administration and faculty, particularly of Hispanic descent, were the audience for the email, as they are more likely to see the conference as an opportunity to uplift the school’s Hispanic community. The email to the Member of Congress has a slightly different purpose and appeal from the others. The CHCI is interested in having an MOC speak at the conference to discuss his experience as a Latino in politics, and use his journey to inspire the future of the Hispanic community. He was selected based on his work and passions, many of which coincide with the topics of discussion at the conference. The email acknowledges his qualifications and achievements, appealing to the ethos rhetoric, to show that there is
respect for him and his work, and pathos appeal to makes him more likely to attend and speak at the conference. The email is detailed, but not too long to bore him from reading the email.

Instagram is a social media platform, so information published on it tends to be less formal and detailed, but more direct than it would be in an email. The purpose of the post is to summarize the information of the conference, and to bring more attention to it and its audience, which in this case are young persons between ages 17 and 25, who are more likely to be using the platform. The post serves as further promotion of the event, being another method of trying to convince students to attend and make use of the available resources at the conference. The Facebook post serves a similar purpose as the Instagram post, which is to publish information about the conference on a social platform to a wider audience, and to persuade them to attend the event, using logos and pathos rhetoric. However, this audience tends to be older than those who would use other social media such as Instagram, and will be more likely to attract attention from persons who tend to be working class citizens, though most of the caption is the same. As with the Instagram post, the angle of vision of the post is for further promotion of the event. LinkedIn is a more formal and professional social platform, so the promotion of the conference was altered to match that style of publication, while still fulfilling the purpose of providing details of the event and persuading persons to attend. This post, as with the other social media posts, is aimed mainly at a logos rhetorical appeal, as the primary focus is to give details on an upcoming event.

Visually, all pieces were given a similar infographic giving brief details of the event. The image for the students’ email featured an image of Hispanic college students, to show them that the event is being catered to them. For the administration email, an image of the previous year’s function was used, to show it to be credible. The school’s logo was added to pieces with audiences at the university, to show that the students were specially being anticipated. The social media posts were given an image with a bold statement, aiming to capture their attention. The LinkedIn post featured an image of students from the previous year’s function in professional attire, fitting the aesthetic of the platform.
<table>
<thead>
<tr>
<th>Purpose</th>
<th>Email to students</th>
<th>Email to faculty and administrators</th>
<th>Email to MOC</th>
<th>Instagram post</th>
<th>Facebook post</th>
<th>Linkedin post</th>
</tr>
</thead>
<tbody>
<tr>
<td>To inform students of the leadership conference, and provide details of the event, and the benefits of the event, aiming to persuade them to attend.</td>
<td>To inform the school faculty and administrators of the event, provide details of the conference and to persuade them to not only be interested in having the event, but to promote it to the student body and encourage attendance.</td>
<td>To provide details about the event to the MOC, and express interest in having him/her speak at the conference to advise and motivate the students.</td>
<td>To provide a summary of the conference details to a wider audience, providing visual appeal and increasing the chances of the information being seen, as well as to persuade persons to attend.</td>
<td>To provide an online summary of the details of the conference, while also allowing persons to comment on the post, while providing visual appeal, as well as to persuade persons to attend.</td>
<td>To provide details of the conference on a more formal platform, as well as to persuade persons to attend.</td>
<td></td>
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<tr>
<td>Audience</td>
<td>Primarily Hispanic students of ages ranging from 16 – 25 years, at all college levels at the university.</td>
<td>Senior faculty and administration at the University of Miami, usually age 30+</td>
<td>A member of the CHCI congress, living or operating in the Miami, Florida area.</td>
<td>Young people of ages ranging from 16 – 25 years, who are more likely to use social media</td>
<td>A more mature audience (25+ years) of social media users.</td>
<td>Professionals and college students on the platform.</td>
</tr>
<tr>
<td>Rhetorical Appeals</td>
<td>LOGOS: This email serves to give details about the event, aiming to convince the students to attend and make use of the opportunity.</td>
<td>LOGOS: This email serves to give details about the event, aiming to make the administration view the conference as valuable to their students.</td>
<td>ETHOS: By acknowledging the MOC’s qualifications and experiences, the email shows that there is respect for them and their advice.</td>
<td>LOGOS: The post serves to give summary details about the event, to convince the students to attend and make use of the opportunity.</td>
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<tr>
<td>Angle of Vision</td>
<td>Importance of attending the event</td>
<td>Importance of the event to students</td>
<td>Desire of the MOC’s potential presence at the event</td>
<td>Promotion of the event</td>
<td>Promotion of the event</td>
<td>Promotion of the event</td>
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<tr>
<td>Style of copy/Text</td>
<td>Brief sentences to avoid bombarding the students with too much information at once, but still providing sufficient details.</td>
<td>Detailed sentences to ensure that admin is fully aware of all the plans for the conference, making them more likely to support and promote it.</td>
<td>Brief and concise sentences explaining the importance of the event and why their presence would improve it.</td>
<td>Summary details in short sentences to encourage persons to stop and view the post.</td>
<td>Summary details in short sentences to encourage persons to stop and view the post.</td>
<td>Summary details in short sentences to explain the benefits of putting on the event.</td>
</tr>
<tr>
<td>Visual elements</td>
<td>An image showing Hispanic college students, to catch the attention of those at UM. Also, brief details of the event, and the school’s logo so students are aware that they are specifically anticipated.</td>
<td>An image showing speakers at the conference of the previous year, to show the legitimacy of the event and brief event details.</td>
<td>An image showing the goals and aim of the CHCI, to try to make the MOC more inclined to want to help them out to better the lives of next generation of Hispanics, and brief event details.</td>
<td>An image telling persons to “LOOK WHO’S COMING” to the conference in bold letters to capture their attention, and pictures of the speakers when decided.</td>
<td>An image telling persons to “LOOK WHO’S COMING” to the conference in bold letters to capture their attention, and pictures of the speakers when decided.</td>
<td>An image showing students dressed in professional business attire at the previous year’s conference, to fit the theme of the platform, and brief event details.</td>
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