

Style and Rhetoric Mini-Portfolio

Maggie McGwin

New York University

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## Introduction Letter

To Whom It May Concern:

This portfolio is a collection of work completed in my graduate program that highlights my efforts in creating rhetorically effective content. Over the course of a semester, I studied the works of classical scholars such as Aristotle and Cicero and more modern texts by authors including Edward J.P. Corbett and Charles Kostelnick. In focusing on the impact of the rhetorical appeals of *logos*, *ethos*, and *pathos* along with analyzing the effect of textual, spatial, and graphical choices, I show an understanding of the importance of the writer/audience relationship.

The rhetorical analysis I wrote about a brochure published by Accenture highlights my ability to offer both compliments and criticism regarding choices of style and design. I am able to reference credible resources to support my opinions and offer suggestions for future improvements. The revisions I made for this paper, which are described in the note that follows, show that I am receptive to critique and can improve my writing to create stronger arguments.

My editing abilities are showcased in the emails I revised and the accompanying revision note. I offer insights into the writer's overuse of the *ethos* appeal and how a balance can be found in better understanding the audience perspective. My skills in grammar and syntax are proven in the copy test, showing my strength in understanding traditional language rules that are still relevant in contemporary writing.

Finally, my strength in formatting and design can be found in the PowerPoint slide sample that summarizes my rhetorical analysis paper. With effective use of color, font style, and word choice, I prove that I can create compelling content of my own by following the appeals of rhetoric and Kostelnick's insights of supra-textual design.

This portfolio is a summary of my success and growth throughout a semester of study in style and rhetoric. I am satisfied that it proves my qualifications for this role and shows that I will be a positive addition to your team.

Sincerely,

Maggie McGwin

608-617-5944

mfm366@nyu.edu

Revision of Paper #1

Rhetorical Analysis:

Attention to Rhetorical Appeals Will Improve Accenture's Hospitality Services Brochure

Maggie McGwin

New York University

## RHETORICAL ANALYSIS

### Abstract

This paper analyzes the rhetorical impact of a 2014 brochure published by Accenture. Its purpose is to promote its various hospitality management services through the lens of a successful partnership with Marriott. Some errors in formatting, word choice, and design result in a document that is confusing and lacks awareness of audience needs. By exploring studies in rhetoric from classical and contemporary scholars including Aristotle, Edward P.J. Corbett, and Charles Kostelnick, this paper offers suggestions Accenture may use to create a more compelling document. In considering the rhetorical appeals of *logos*, *ethos*, *pathos*, and *kairos* and their use in modern communication, Accenture can create effective content that successfully engages its target audience.

*Keywords:* formatting, design, rhetoric, appeals, target audience

## RHETORICAL ANALYSIS

In 2014, Accenture released a brochure on its public website to promote services it offers for the hospitality industry. In this document, Accenture, a global company specializing in management and technology solutions for a variety of industries, heavily refers to its partnership with Marriott to develop its Marriott Business Service. According to the brochure, titled *Transform the back office to drive growth* (2014), the collaboration led to significant financial success and efficiency for Marriott. Accenture offers its Hospitality Service based on the model developed through that partnership and uses this brochure to urge other businesses and organizations in the industry to seek their services.

Accenture produced this brochure for hospitality professionals, as the final page invites readers to contact company representatives for more information regarding management solutions. The document, while focusing on hospitality industry statistics and insights, includes examples of textual and visual rhetoric throughout the four pages. There are several points in the brochure that grab the viewer's attention, provide breaks between areas of heavy text, and adhere to a pattern in visual style choices. Reviewed closer, the eye-catching visuals do not always have the context necessary to understand their purpose in the document. Overall, the document is appealing as a visual but lacks clarity and brevity in the text and graphics that prevents it from being truly successful in persuading its target audience.

At first glance, this brochure is appealing to the eye. Accenture made a smart choice in color palette with the green shades of the graphics and headers. The reader senses the fresh perspective that Accenture offers, and green evokes growth and financial success. It is clear that the document aligns with the rhetorical appeals of *ethos*, *logos*, and *pathos* that Aristotle wrote extensively about in his *Rhetoric* (Bizzel & Herzberg, 2001). Attention to individual details in



the design and text show that Accenture is aware of the influence these choices have on the reaction of the reader.

The font of the brochure is modern and easy to read, appealing to the *pathos* of the reader as it embraces a youthful approach and suggests a fresh, positive perspective. Corbett describes the *pathos* appeal as a means by which one persuades an audience through emotion (2000, p. 31). Strong use of *pathos* moves an audience to trust a speaker or writer because they admire the image the writer evokes. A brochure that has an attractive, engaging font is easy for readers to immediately trust and admire.

The Accenture logo and letterhead at the top of the first page is an appropriate call to *ethos*—the authority Accenture claims in the hospitality industry. According to Corbett, Aristotle believed *ethos* is the “most potent” of the appeals. If the audience does not respect the credibility or reputation of the author, they will not be moved (2000, p. 32). Accenture showcases their credibility beyond this first page, but the choice they make to establish authority as early as they do suggests a reputation that compels readers to trust the content of the brochure.

Sub-headings throughout the document stand out in a cool green shade, helping to organize the content and provide structure. This detail aligns with the *logos* appeal, persuading the audience through clear, logical arrangement of an argument. Attention to constructing a cohesive, clean argument through formatting also aligns with the work of Charles Kostelnick, a professor of English at the University of Iowa. He published a study on the rhetorical effect of document design (1996) that urges publishers to consider how the supra-textual elements—text formatting, page size and orientation, and graphic components— “communicate with their audience” and “shape readers’ perceptions” (p. 10). The brochure communicates a professional



formatting issue in the second column causes inconsistency in the textual flow. The font of the first paragraph in this column appears sharper and bolder than the rest of the text on the page, and the letters have less space between them. At first, it may not be clear how this formatting issue exists or what's causing it. Regardless, it's a jarring realization for the viewer and takes attention away from the purpose of the content.

The text itself on this page comprises multiple long, complex sentences full of industry jargon. The final paragraph ends with the sentence, "Accenture Hospitality Services offers skilled industry specialists and best-in-class capabilities, combined with proprietary assets, business processes and software, and advanced analytics services." These heavy phrases and vague ideas demand time to decipher and process the meaning. It isn't easy to digest in a few minutes, as is the expectation of an informative brochure. Accenture should, again, reconsider the use of *logos* and *pathos* to ensure readability with concise, clear sentences and reflect on the negative effects of inconsistent supra-textual choices. According to Kostelnick, "supra-textual design often creates the first rhetorical impression on readers." To ignore the effect of a mistake in formatting may cost Accenture a future client.

A strength of this brochure exists in the graphical elements of charts and bolded statistics. These additions all help offset the bulkiness of the text and hold the reader's attention. Without these elements, the heavy text content would feel tedious and dense. Despite the benefit they add to the document, some problems exist when taken into further consideration. On page two, the timeline in the middle of the page is interesting and effective in displaying the accomplishments of Accenture Hospitality Services over the years. Beneath it, the content starts to get a bit confusing. The statement, "Since it was established in 1999, Marriott Business Services has expanded to all brands," emphasized in green, doesn't make sense in its location on the page. It

is unclear what those “brands” are, and the reader isn’t sure if the information that follows in the rest of the document is about Marriott Business Services specifically or Accenture Hospitality Services as a whole. The statistics following the statement add to the confusion, appearing larger than all other text on the page with slightly misaligned formatting and missing the necessary context to understand what they are representing.

Page three appears structurally appealing from a textual perspective, and the map of the world at the bottom is an interesting focal point. The map is shown in Figure 2. However, as the reader examines the information on the page, it’s unclear what the map is illustrating. Many yellow-green circles seem to pinpoint areas of particular interest around the world, but one never understands exactly what these circles represent. Rather than complementing facts, statistics, or other information in the brochure, the map instead leaves unanswered questions for the audience.



*Figure 2.* Map of the world (Accenture, 2014).

Above the map, a graph appears to represent “Comprehensive services for the hospitality back office.” This visual, shown in Figure 3, grabs focus much like others in the brochure. The shades of green appropriately match the color theme of the rest of the document, and some of the text is aligned vertically—an interesting design choice that forces more attention from the viewer. When examined closer though, it’s unclear what the graphic is meant to represent—just

like the map below it. The most obvious question lies in the use of the yellow-green color in contrast to the cooler blue-green. Though the cooler green is labeled as “AHS Functional Scope” in a key below the chart, there is no label for the brighter color. The yellowish shade evokes feelings of caution and risk, much like the yellow of traffic lights and signs, but its intended meaning is a mystery. Without clarification of each color represented in the chart, the visual adds confusion and distraction rather than enhances the brochure.



Figure 3. Graph representing “Comprehensive services for the hospitality back office” (Accenture, 2014).

The brochure’s fourth page offers six separate sections of bulleted lists that indicate easy-to-skim information and consistent structure. The six symbols in yellow-green circles are simple and clean in design, helping to guide the reader through each sub-heading and list. This page is the strongest of the four due to its easily interpreted visuals and digestible list-formatted texts. If the rest of the brochure included short, bulleted lists it would be much easier to navigate and comprehend—a welcomed formatting choice for a document steeped in industry jargon. However, two problems exist in the lack of page header and wordiness of each bulleted point. It’s unclear at first what the page is about since no larger header introduces the page. The content of the lists feels redundant since each sub-head begins with “A solution.” Accenture could avoid

this excess wordiness with a header that introduces the purpose of the page and allows the text to feel lighter and easier to read. Each bulleted point is longer than ideal for a quick read, though the final set differs from the rest and is more concise as it avoids complete sentences. Regardless of whether a reader prefers bulleted sentences to phrases, Accenture would have benefited with consistency in formatting this page. As it reads now, textual inconsistencies distract from the benefits of the graphics and spatial arrangements.

This brochure is an example of multiple aspects of the rhetorical appeals as described by Aristotle in his *Rhetoric*. The use of *kairos* is immediately evident on the first page as Accenture points out the “renaissance” of the global hospitality industry and the observation that “most organizations are treading with caution due to the cyclical nature of the market” (2014). This acknowledgment establishes a reason for the publication of the brochure and why the topic is worth considering at this time. Accenture understands that when industry patterns are positive with favorable future projections, more organizations may be inclined to take risks. A clear appeal to *pathos* exists in the color scheme of greens and the modern appearance of the font and graphics. The brochure as a whole appears crisp and neat, aligning with the fresh perspective and opportunities for financial growth that Accenture suggests in the content. The attention paid to a partnership with Marriott appeals to *ethos*, as it suggests Accenture’s credibility due to its collaboration with an industry leader.

In his writing, Aristotle made clear that focus should be made on the appeals, though he particularly noted the importance of *logos*—an appeal to reason and logic (Bizzel & Herzberg, 2001). Accenture seems to feel similarly as *logos* is evident in the use of details and statistics from their collaboration with Marriott span across three of the four brochure pages, to the point where a viewer may wonder if the brochure isn’t for Marriott services instead. The numbers

included in the charts align with the motivations of data-driven professionals and help establish a supported argument as to how Accenture can create positive change in the industry.

Given a chance to improve this brochure, Accenture should consider the research of Kostelnick (1996) and Corbett (2000) and read from the perspective of the target audience. An industry professional should feel comfortable reading this document and understand the critical points of each page. Currently, Accenture arranges the brochure in a heavy, inconsistent way that doesn't allow for easy reading. Most sentences are too long for a brochure that is better utilized as a quick summary of key points. The strength of Accenture's document—the graphic elements of charts, symbols, and bulleted lists—would be made even stronger by giving them more context. The reader has a difficult time understanding the purpose of some of these visuals right now, and it's another opportunity for the document creators to improve communication with the audience.

Though Accenture produced a document that appears crisp and clean from a supra-textual perspective, more in-depth examination shows content that is confusing and complicated to the audience. In his work *Rhetoric, the Enabling Discipline*, Corbett (2000) states that “consciousness of audience may well be the most important contribution that rhetoric can make” (p. 30). To him, understanding the audience is key to producing a compelling message. Corbett and Kostelnick align in their belief that creators of content—whether it be a speech or a pamphlet—should keep their audience and its perception of their work in mind at all times. Any choice regarding tone, language, style, or graphics may alter how the work communicates with the audience, and awareness of this power is key to mastering rhetoric.

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## Revision Note for Paper #1

In revising this rhetorical analysis paper, I made changes that appropriately aligned with my critique of Accenture and their hospitality brochure. In particular, I considered my use of *logos* in constructing a logical argument and revised parts of my work that would strengthen my thesis and create a more coherent document.

One flaw in my original paper was a contradiction I made in my reasoning that much of the brochure was jargon-heavy and difficult to digest. I stated that “the jargon itself isn’t necessarily a problem as the brochure is targeting an audience likely familiar with these terms and acronyms.” This did nothing to add to my argument, and I removed this from my revised version. I also gave examples of the mentioned heavy, complex text along with a detailed explanation of the formatting issues I critique that occur on the second page of the brochure. Providing these details and examples not only contribute to the logical appeal of my paper but also boost my credibility—my *ethos*—in making these arguments.

Some more revisions that added to the *logos* of my paper were the addition of suggestions to earlier points in my argument and removing strong claims that I made too soon. In my original paper, I waited until the late second half to offer resolutions to the critical feedback I gave. Providing solutions earlier allows me to counter my strong opinions with insightful recommendations. It makes for a stronger argument and a greater appeal to the *pathos* (emotions) of my audience. In expressing myself as a gracious author, my readers are more willing to consider the proposals of my paper.

Finally, I strengthened my *ethos* by referring to my resources more often. Originally, the bulk of my references occurred in the final two pages of my paper. In this revised copy, I include references to multiple sources as early as the second page. By citing influential scholars in the field of rhetoric—from ancient Greece to modern America—I showcase myself as an author worthy of writing a critical rhetorical analysis. Without utilizing an appeal to credibility and authority, I may convey an image of brashness and arrogance. Readers may not trust my strong claims unless they are supported by reputable sources, and my paper may push readers away rather than compel them.

The revised version of my analysis of the rhetorical effects of Accenture's hospitality brochure is a stronger document due to my deeper attention to my own *ethos*, *pathos*, and *logos*. A paper that so critically assesses the purpose of these appeals cannot fall short in its own utilization of them. Doing so would contradict the entire purpose of the paper. In recognizing my own weaknesses in the logic, emotion, and credibility of my argument, I am able to strengthen my rhetoric and create a paper that proves my understanding of the subject.

## One-Slide PowerPoint Visual of Paper #1

# Accenture and Rhetoric

Exploring Rhetorical Appeals Creates Effective Documents

## What Does Your Audience Need?

*Logos*: reason and logic → Facts and statistics

*Ethos*: credibility and reputation → Partnerships and credentials

*Pathos*: emotion → Colors and formatting

*Kairos*: timing → Relevance and motive

## Editing Exercise: Original Email #1

## A Note from President Hamilton

It will be 58 years ago next Monday that Dr. Martin Luther King Jr. visited NYU's Heights campus and delivered his famous "Future of Integration" speech. It is a well-known one, and started with a comprehensive history of racism in America. While he noted just how far we'd come since the days of slavery, the bulk of the oratory is devoted to emphasizing just how much work still needed to be done. It ended with a challenge to us all to keep striving toward the goal of equal rights for all, however frustrating or difficult that path might be. And, here at NYU, we continue to embrace this challenge.

MLK's visit is a point of pride for NYU, and the reason why we celebrate Martin Luther King Jr. and his legacy not on the national holiday, but over the course of more than a week in February. This year once again we have a lively [calendar of events](#), kicking off Friday, February 1, with the Afro Arts Showcase at the Kimmel Center and appropriately concluding with a University-wide day of service on Saturday, February 9.

In collectively exploring and honoring Martin Luther King's legacy, it is natural that we would also assess the ways in which we can do better in promoting inclusion, diversity, belonging, and equity (IDBE) efforts here at NYU throughout the year. Our Being@NYU campus assessment has provided us with a large amount of data about the level of inclusion various groups feel here on campus, and we are excited to work with the community as we explore these data. Lisa Coleman and her team at the Office of Global Inclusion, Diversity, and Strategic Innovation are concurrently lining up resources and working with school and other university partners to [implement the changes we'll need to make in the future](#).

Dr. King's message reminds us that the advancement of social justice isn't linear or assured, but requires constant, concerted, courageous effort: *"We are confronted with the fierce urgency of now.... This is no time for apathy or complacency. This is a time for vigorous and positive action."*

Having said that, I also share his optimism in making the assertion that "the arc of the moral universe is long, but it bends toward justice."

So to all the students returning to campus from break—I can't imagine a better theme to embrace as we welcome you back into the joys and rigors of university life. This is why we study, this is why we teach, this is why we learn, this is why we sacrifice—for nothing less than the ultimate goal of building a better, safer, healthier, kinder, and more just and equitable world.



## Editing Exercise: Edited Email #1

## A Note from President Hamilton

Next Monday will mark 58 years since Dr. Martin Luther King Jr. visited NYU's Heights campus and delivered his famous "Future of Integration" speech. While he noted just how far we'd come since the days of slavery, the address is devoted to emphasizing just how much work still needed to be done. It ended with a challenge to keep striving toward the goal of equal rights for all, however frustrating or difficult that path might be. At NYU, we continue to embrace this challenge.

MLK's visit is a point of pride for NYU. It is why we celebrate Martin Luther King Jr. and his legacy not just on the national holiday, but for a whole week in February. As always, we have a lively [calendar of events](#), kicking off Friday, February 1, with the Afro Arts Showcase at the Kimmel Center and appropriately concluding with a University-wide day of service on Saturday, February 9.

In exploring and honoring Martin Luther King's legacy, it is natural that we think about what we can do better in promoting inclusion, diversity, belonging, and equity (IDBE) at NYU. Our Being@NYU campus assessment helped us understand how various groups feel about the level of inclusion on campus, and we are excited to work with the community as we further explore this. Lisa Coleman and her team at the Office of Global Inclusion, Diversity, and Strategic Innovation are lining up resources and working with university schools and partners to [implement the changes we'll make in the future](#).

Dr. King's message reminds us that the advancement of social justice requires constant, concerted, courageous effort: *"We are confronted with the fierce urgency of now.... This is no time for apathy or complacency. This is a time for vigorous and positive action."*

I share his optimism in making the assertion that "the arc of the moral universe is long, but it bends toward justice."

I can't imagine a better theme to embrace as we welcome you back from break and into the joys and rigors of university life. This is why we study, teach, learn, and sacrifice. It is for nothing less than the ultimate goal of building a safer, healthier, kinder, and more equitable world.

A handwritten signature in blue ink, appearing to read "A. Hamilton". The signature is stylized and includes a horizontal line at the bottom.

## Editing Exercise: Original Email #2

# A Note from President Hamilton

One of the wonderful perks of being president of NYU is being able to live in Greenwich Village. Jennie and I love it here, from the architecture, both old and new, to the intimate parks, and, perhaps most of all, knowing that so much has happened on these very streets.

The Village is a small neighborhood, but it plays an outsize role in American history: Contemporary folk music and Beat poetry had their origins here in the 1950s and 1960s. Decades earlier, the tragic Triangle Shirtwaist Factory fire on Washington Place (in a building that now houses some of our chemistry and biology laboratories) served as a turning point for US labor practices.

And, of course, the Village was the East Coast epicenter for the LGBTQ+ rights movement.

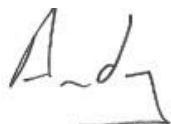
Fifty years ago this June marks the anniversary of the pivotal Stonewall uprising, which took place a few hundred yards from our campus. The uprising is widely credited with sparking and adding momentum to the modern LGBTQ+ rights movement—arguably one of the most powerful social movements of our time—which has redefined how we view love, marriage, and family.

Here at NYU, it seems only fitting that we commemorate this landmark piece of Greenwich Village history. This spring, we are proudly hosting a [semester-long series of lectures, performances, exhibits, and other events](#) to reflect on Stonewall and its far-reaching impact.

Like most of American society, NYU had a long way to come in its own commitment to the rights of people in the LGBTQ+ community. And in the decades since, we can point to many key moments: NYU had one of the first organizations for gay and lesbian students, called the Gay People's Union, in the 1970s. NYU's Medical Center was among the first in the nation to care for people with AIDS. NYU offered partner benefits before it was the law. NYU faculty and students were leaders in the fight against the [Solomon Amendment](#). And in a joyous moment in 2013, we honored our own fearless alumna Edith Windsor (GSAS '57) with the University's Presidential Medal just three months before the US Supreme Court ruled in her favor in the victorious, landmark same-sex marriage case *Windsor vs. United States*. Today, NYU is renowned for the vibrancy of its LGBTQ+ communities and [resources](#), and is often cited as one of the most LGBTQ+-friendly campuses in the nation. None of this would have been possible, however, without committed advocates in our own community.

Inclusivity and belonging are among NYU's highest values, and we encourage faculty, students, and staff to uphold them as part of our shared mission. For much work remains, and we mustn't slide into complacency. On the contrary, we need to press forward to examine our culture and to agitate in favor of progress.

On the one-year anniversary of Stonewall, a march took place from Christopher Street to Sheep Meadow in Central Park, inaugurating what would become the first Gay Pride March. On this 50th anniversary, as New York City hosts the WorldPride March, an NYU contingent will be out in force, and I hope you will be there to cheer on the students, faculty, staff, and alumni who participate. But until then, I hope you'll take part in the array of events we have launched here to celebrate the 50th anniversary of Stonewall.

A handwritten signature in black ink, appearing to read "Andy". The signature is stylized with a large "A" and a long horizontal stroke.

## Editing Exercise: Edited Email #2

## A Note from President Hamilton

One of the perks of being president of NYU is living in Greenwich Village. Jennie and I love it here. From the architecture—both old and new—to the intimate parks, and, perhaps most of all, knowing that so much happened on these streets.

The Village is a small neighborhood, but it plays a large role in American history. Contemporary folk music and Beat poetry had their origins here in the 1950s and 1960s. Decades earlier, the tragic Triangle Shirtwaist Factory fire on Washington Place (in a building that now houses some of our chemistry and biology laboratories) served as a turning point for US labor practices.

And, of course, the Village was the East Coast epicenter for the LGBTQ+ rights movement.

Fifty years ago this June marks the anniversary of the pivotal Stonewall uprising that took place a few hundred yards from our campus. The uprising is widely credited with sparking and adding momentum to the modern LGBTQ+ rights movement which redefined how we view love, marriage, and family.

At NYU, it is fitting that we commemorate this landmark piece of Greenwich Village history. This spring, we are proudly hosting a [semester-long series of lectures, performances, exhibits, and other events](#) to reflect on Stonewall and its impact.

Many key moments over the years show NYU's commitment to the rights of people in the LGBTQ+ community. We had one of the first organizations for gay and lesbian students, the Gay People's Union, in the 1970s. NYU's Medical Center was among the first in the nation to care for people with AIDS. NYU offered partner benefits before it was the law. Our faculty and students were leaders in the fight against the [Solomon Amendment](#). And in 2013, we honored our own fearless alumna Edith Windsor (GSAS '57) with the University's Presidential Medal just three months before the US Supreme Court ruled in her favor in the landmark same-sex marriage case *Windsor vs. United States*. Today, NYU is renowned for the vibrancy of its LGBTQ+ communities and [resources](#) and is often cited as one of the most LGBTQ+-friendly campuses in the nation. None of this would have been possible without our community advocates.

Inclusivity and belonging are among NYU's highest values, and we encourage everyone to uphold them as part of our shared mission. We need to press forward to examine our culture and fight for progress.

On the one-year anniversary of Stonewall, a march took place from Christopher Street to Sheep Meadow in Central Park, inaugurating what would become the first Gay Pride March. On this 50th anniversary, as New York City hosts the World Pride March, NYU will be represented in force. I hope you will be there to cheer on the students, faculty, staff, and alumni who participate. Until then, I hope you'll take part in the many events we launched to celebrate the 50th anniversary of Stonewall.

A handwritten signature in blue ink that appears to read "Andy". The signature is stylized with a large 'A' and a 'y' that loops back under the 'd'.

## Revision Note for Editing Exercise

The two emails from New York University President Andy Hamilton are meant to be informative, inspiring, and relatively informal messages to the NYU student, staff, and alumni community. No longer than one page or so in length, the audience expects both clarity and passion in a brief document. President Hamilton certainly is passionate about important topics like the 50<sup>th</sup> anniversary of Stonewall and events to honor and celebrate Martin Luther King Jr. Indeed, his passion for NYU is palpable in the excitement he shows for pivotal events in the university's history. However, this passion is sometimes weighed down by heavy, overly sophisticated words and lengthy sentences that contradict the demand for a clear and brief message. Hamilton shows over-use of *pathos* and *ethos* in his emails that do not align with the needs of his busy audience.

The major changes I made in these emails involved simplifying words, shortening sentences, removing repetitive phrases, and rewriting sentences from past and present perfect tenses to easier to understand past and present tenses. In his article "Rhetoric, the Enabling Discipline," Edward P.J. Corbett (2000) states that "Consciousness of audience may well be the most important contribution that rhetoric can make" (p. 30). Aligned with the teachings of Aristotle, particularly his belief that *ethos* is the "most potent" of the appeals (Corbett, p. 32), it's understandable that Hamilton would make an effort with his language to prove his credibility as a leader of an academic institution. But he overestimates the time and devotion of his readers. Busy students and faculty with loaded class schedules and social lives do not have the energy to decipher lengthy sentences and academic words. In replacing or removing words like "concurrently," "outsize," and "complacency" and creating two shorter sentences out of a much longer one, the emails become more attractive to readers with little time to spare.



## Copy Test

### Test Scores

If an answer is incorrect, the correct answer is shown in parentheses. A dash (–) means that you did not answer that question.

You answered 73 of 75 questions correctly.

Passage 1	Passage 2	Passage 3	Passage 4	Passage 5
1. B	16. J	31. A	46. J	61. B
2. H	17. A	32. G	47. B	62. J
3. D	18. J	33. C	48. J	63. C
4. F	19. B	34. H	49. A	64. F
5. D	20. G	35. B	50. F (G)	65. D
6. F	21. C	36. H	51. A (D)	66. G
7. B	22. J	37. C	52. H	67. A
8. F	23. A	38. J	53. C	68. H
9. C	24. G	39. B	54. J	69. B
10. J	25. B	40. J	55. D	70. J
11. C	26. H	41. D	56. J	71. A
12. G	27. D	42. F	57. C	72. G
13. D	28. H	43. B	58. J	73. D
14. H	29. A	44. H	59. C	74. F
15. C	30. H	45. C	60. G	75. A

I love testing myself with rules of grammar and syntax. Despite understanding that some grammar “rules” are regularly broken by contemporary writers, I believe it’s important to understand their purpose and usefulness to create clear, consistent, and cohesive content. I’m not surprised that I only missed two answers on this test. I’m also not surprised that one of the incorrect answers was regarding a question of passive voice. I still struggle with recognizing when I’m making passive statements, and this test helped remind me to heighten my awareness when I’m editing and revising my work. My only other mistake was failing to omit an awkwardly dramatic metaphor but choosing to replace it with a descriptive phrase that didn’t fit the tone of the rest of the piece. I’m confident in my ability to edit content for grammar, and I’m satisfied that this test result reflects that.

## Meme of Paper #1



newyorkknicksmemes.com

This meme shows an image of NBA player Nick Young of the LA Lakers celebrating as he fails to realize that he missed a three-point shot. I chose this picture because it accurately portrays how Accenture missed an opportunity to deliver a brochure that used *pathos* effectively. The meme text was added by me to align with the analysis of rhetorical appeals in my paper. Though Accenture's brochure seems to be clear and appealing at first glance, the result was less than ideal due to lengthy sentences and formatting errors. Just as Young celebrated his shot a bit too early, Accenture produced a document that needs more consideration of pathos before being published.

## Portfolio References

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