

AP RHETORICAL ANALYSIS

"Why We Care about Whales" - Marina Keegan

Passage Analysis

SOAPSTONE

- S** → Whales in Crisis
- O** → Lack of Human Compassion toward humans
- A** → Western society middle/upper class
- P** → To critique the fact that humans are afraid of helping other humans.
- S** → Marina Keegan
- Tone** → Critical

Prompt Info.

LIST BASICS TO ADDRESS

→ exigence = would be the abstract component - must address this in the thesis

concrete components are listed there

Rhetorical Devices

LIST THE DEVICES

- personification
- conversational tone
- characterization of whales to enhance the victimization effect
- descriptive language - imagery
- anecdotal introductions
- scientific language - educated vibe
- alliteration
- allusion to Greek mythology
- comparative language
- first person POV - plural/collective
- appeals to cultural consciousness
- shorter sentences to emphasize points and to quicken the reading pace

Appeals Overview

ETHOS - PATHOS - LOGOS

- ① **ETHOS** - "I know this because I watched as twenty-three whale mouths unhinged." (152) - personal experience = credibility
- ② **PATHOS** - "when the moon gets bored, it kills whales." (151) → pathetic appeal through a descriptive recount of whale victimization - emotional hook
- ③ **LOGOS** - "More than two thousand cetaceans die from beaching each year" (151) - down to the facts

Thesis Statement

CHECKLIST POTENTIAL

In Marina Keegan's "Why We Care about Whales," she critiques the fact that humans are afraid of helping other humans through a descriptive and conversational analysis of whale victimization and personal anecdotal evidence, underscoring a problematic aspect of current collective cultural consciousness.

Selected Strategies

THE A-B-C TOPICS

- ① **A** whale victimization - pathetic appeal
- ② **B** personal knowledge - first person account
- ③ **C** conversational tone to elicit cultural consciousness