



Rhetorical Awareness in Cybersecurity Research

Examples of Rhetoric in My Writing
and Research Process

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Introduction

- **Overview:**
This slideshow highlights three examples from my research paper demonstrating how rhetorical awareness shaped my writing and research process.
- **Focus Areas:**
 1. Identifying persuasive language in AI marketing during the literature review.
 2. Addressing complexity concerns in the case study analysis.
 3. Highlighting the role of communication in theme analysis.
- **Purpose:** To show how rhetoric influenced interpreting and presenting research findings.



Example 1 – Persuasive Language in Literature Review

Illustration:

Excerpt from literature review:

“AI tools are essential for small businesses to compete in today’s cybersecurity landscape.”

Explanation:

Identified promotional language emphasizing necessity over balance.

Rhetorical awareness helped distinguish research-backed claims from marketing.

Insight: This analysis shaped how I presented AI’s opportunities and risks.

Example 2 – Complexity Concerns in Case Study Analysis

Illustration:

Excerpt from case study:

“The business owner expressed frustration over needing extensive staff training for the AI system.”

Explanation:

Recognized rhetorical emphasis on user concerns to guide analysis.

Highlighted how AI complexity impacts adoption for small businesses.

Insight: Showed the importance of balancing technical recommendations with client concerns.

Example 3 – Communication in Theme Analysis

Illustration:

Excerpt from theme analysis:

“Employers value the ability to translate technical terms into clear, actionable insights.”

Explanation:

- Highlighted rhetorical themes such as adaptability and communication in job descriptions.
- Showed how soft skills complement technical expertise in cybersecurity.
- **Insight:** Reinforced my focus on developing soft skills alongside technical abilities.



How Rhetoric Shaped My Research

- **Key Points:**
- Rhetoric provided a lens for understanding audience-specific communication needs.
- Helped balance theoretical knowledge with practical insights.
- Guided how I interpreted and framed findings for diverse stakeholders (e.g., clients, employers, peers).





Conclusion

- **Summary:**
- Through rhetorical awareness, I improved my ability to critically analyze sources, address audience concerns, and highlight the importance of communication in cybersecurity.
- **Call-to-Action:**
- Continue applying rhetorical strategies to improve my communication and problem-solving skills in cybersecurity.

References

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3. Security Insider Weekly. (2024). *Case Study on AI Adoption in Small Businesses*. Industry Report.