

### Rhetorical Analysis

Depression and Anxiety are becoming more and more prevalent today. As a result, people are beginning to do more research on mental health issues like these. In the past, mental health was a category of overall wellness that was often overlooked. In addition to this, there was not much alternative research on how to help with these issues, other than through medication. Mayo Clinic: however, wrote an informative article titled, *Depression and Anxiety: Exercise Eases Symptoms*, which has supported evidence that exercise and physical activity can ease and provide some relief to symptoms of depression and anxiety. Throughout this article they use several different forms of rhetoric, primarily logos and ethos, to convince the audience that exercise can make a big difference when it comes to depression and anxiety.

Because of the nature of this article, it is full of facts, research, and studies. Therefore, it relies heavily on those components to support the argument the author is making. Logos is essentially any form of reasoning, common sense, logical argument, or research and facts. This article utilizes all those examples. It appeals to the audience's common sense through reasoning and logical arguments that they back up with research. A great example of this from the article is when they talk about how exercise helps depression and anxiety. In this section of the text, it lists different reasons and explanation for exactly how the body mentally and physically responds to exercise. It has been proven that exercise releases feel-good endorphins. This is a chemical reaction in your brain which enhances one's sense of wellbeing. This is a scientific fact, which is important to note because no one can argue with fact. The authors use this to their advantage to back up their argument. They also provide information from research that has shown that physical activity has also been proven to help ease depression and anxiety, not just strict exercise.

This is an important Segway into their use of Pathos. Although this article is not heavily relying on emotional rhetoric, it is still present throughout it. Mostly pathos is used to connect with the audience. In the article, the author makes several attempts to be relatable and appeal to the target audience. They want to make sure that they are phrasing things and implementing reasons which the target audience will find helpful. For example, when they say, “when you have depression or anxiety, exercise often seems like the last thing you want to do” (Mayo Foundation). This phrase shows that they can sympathize and they understand what the reader may be going through. The target audience for this article is people who are suffering from depression and anxiety, or their loved ones. In order to appeal to those people, the author writes in a way that it is understandable to the average person and informs them of all the different ways they can exercise or just incorporate more physical activity. This is the author trying to connect with the audience emotionally because then people are going to be more likely to believe what they have to say. If the author can develop a connection with the audience and establish trust, then their points will be much more convincing.

This goes along with the use of ethos as a rhetorical device. It is a fact that people are less likely to be persuaded on information that comes from an untrustworthy source. Therefore, credibility plays a big role in trustworthiness and thus, being able to persuade the audience on the topic. In this case, the author didn't need to do much persuading in this area, because it comes from a highly credible source. The Mayo Clinic's website and it was written by the Mayo Clinic Staff. The Mayo clinic is a non-profit American Academic Medical Center. This is not some questionable website with unknown intentions it is a medical facility dedicated to helping people.

All these rhetorical devices combined help the audience to see that exercise helps ease depression and anxiety. They used research, and facts to show the audience the different types

of exercise and physical activity's which have been proven to help. As well as relating to the audience emotionally and having credibility which establishes trust. Throughout the Article they continue to use reasoning and other persuasive techniques which help to inform the audience. They make sure to include a section on talking to your doctor at the end, to ensure that the advice they have given works for everyone. This further establishes the Mayo Clinic's reliability as an organization.

### References

Mayo Foundation for Medical Education and Research. (2017, September 27). *Depression and anxiety: Exercise eases symptoms*. Mayo Clinic. Retrieved January 29, 2022, from <https://www.mayoclinic.org/diseases-conditions/depression/in-depth/depression-and-exercise/art-20046495>