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ENGL 110C

Rhetorical Analysis Paper

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“The Critical Reasons Why More Votes Should’ve Been for Trump”

Russ Sloan is a guest columnist for the Daily Commercial. The Daily Commercial claims to be a truth-seeking and reporting platform where guest columnists may come in to write opinion pieces (Daily Commercial). Russ Sloan is a pro-Trump republican who gives his opinion on why eligible individuals should vote for Donald Trump. Sloan is a former college football coach and publicly speaks out on why professional players, of any sport, should not kneel for the National Anthem (Sloan). Sloan is the author of the article, “From the Right: Critical Reasons to Vote for Donald Trump.” Sloan goes into detail about what could happen if the Democrats win the election and why they do not deserve to win it. In this article, Sloan uses pathos; Persuading through evoking certain emotions, and ethos; persuading through authority or credibility. This Rhetorical Analysis Paper will discuss the language Russ Sloan uses to persuade his audience on why they should vote for Donald Trump.

This paragraph will discuss the critical discourse analysis that was done on Russ Sloan's From the Right: Critical Reasons to Vote for Donald Trump. A critical discourse analysis is taking an author's use of language and analyzing it to discover a subtle bias (Backes). When first reading through this article, certain phrases stood out immediately. As stated before, Sloan is a former college football coach who is a Pro-Trump Republican, and the certain language he used in his article reflects his background and his views. While completing the critical discourse analysis, phrases, words, and sentences were highlighted that uncovered the writer's bias.

The author's full name is Russell Sloan and while being a former college football coach, he now speaks out against kneeling for the National Anthem during professional sports games (Sloan). He states how growing up during World War II, it's "sickening" when he sees players kneel when the Star-Spangled Banner is being played. Not only has he spoken out against kneeling during the National Anthem, but he has also spoken out against the "anarchist" of the Black Lives Matter movement and Antifa. Sloan often goes on this neutral, non-bias media outlet, Daily Commercial, to inform many types of audiences of his perspective on key arguments and why individuals should agree (Sloan). This article was published on October 25, 2020. He wrote this article right before the 2020 election to persuade people who were still unaware of who they were going to vote for.

The first example of language bias in this article is the use of negative verbs to attack the character of the Black Lives Matter movement and Democrats. Sloan manipulates his reader by using incredibly strong language when describing his views on why the democratic party shouldn't win the 2020 election and why Donald Trump is a better candidate. Sloan stated that the election would "put voters in the position of supporting or opposing a political party that has tolerated those who loot, burn, destroy, kill, and wound those in law enforcement and ordinary citizens" (Sloan.). In this short statement, Sloan used five intense, attention-raising words: loot, burn, destroy, kill, and wound. Sloan uses these words to evoke a feeling of anger and disgust within his audience towards the democratic party by saying that they support these violent actions. Russell Sloan also stated that "Much of the anarchy we see has been generated by Antifa and Black Lives Matter (BLM). Both groups seek to destroy the foundations of our country" (Sloan). Expressing that these groups want to "destroy" the foundations of the United States is a very powerful and bold statement. Saying this intense statement might make citizens of the

United States deathly afraid of the Black Lives Matter movement and makes them want to fight back. Sloan's bias showed immensely just through these few phrases.

Later in *From the Right: Critical Reasons to Vote for Trump*, Sloan used his authority and strongly negative adjectives to describe certain things he did not agree with. Sloan often watches television interviews of college students who are in support of socialism (Sloan). In the article, he described these college students as "ignorant" because "there are no examples of successful socialist nations" (Sloan). Sloan believes that these young adults are ignorant because their points of view are different than his. Sloan often states in his article that he was a former football coach. By saying this, he is emphasizing his authority because many individual's lookup to college coaches. Sloan is using the Ethos rhetorical strategy in his writing. He is using his authority to persuade his audience to vote for Donald Trump. Sloan is also using his authority by emphasizing the fact that he lived through World War II. World War II was a traumatic time for the United States and the world, and it is something that not many people lived through. Sloan said that he lived through World War II is making him a credible source and an authority figure because he has lived through a lot, people may view him as a wise older gentleman that they should listen to.

Sloan's last choice of words that made his bias stand out is when he was mentioning the Black Lives Matter movement and said that Black Lives Matter was created by Marxists. Marxism is a set of political ideas that socialism is influenced by. By mentioning Marxists, he could have put fear into his audience who are more conservative or gravitate towards the political center. Socialism is an extremely leftist political theory that believes in government or community-owned businesses so that wealth is more evenly distributed within a country. Stating that the Black Lives Matter movement was started by Marxist might have evoked panic into the

citizens of the United States who are business owners or better off than the average person. This corresponds directly with the pathos rhetorical strategy. When an author uses pathos in their writing, they are trying to persuade by evoking certain emotions in their audience. Mentioning Marxists instilled panic and fear into his audience, therefore, he was using the pathos rhetorical strategy.

In conclusion, Sloan is a pro-Trump republican and that stood out immensely in his writing. Sloan used pathos and ethos to appeal to his audience's emotions and used his authority and credibility to persuade his writers to vote for Donald Trump. The language that authors use is chosen carefully and precisely to appeal to their audience especially in persuasion pieces. From using strong, negative adjectives to describe Black Lives Matter and college students to emphasizing that he was alive during World War II, these examples are evidence that Sloan used Rhetorical Strategies when authoring *From the Right: Critical Reasons to Vote for Trump*. His use of one-sided language was very prevalent in his writing and was not hard to point out.

Work Cited

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## Reflection Paragraph

Writing this rhetorical analysis paper was incredibly interesting but also difficult because I struggle not to use the words "I" or "me" when trying to explain how I conducted my analysis on the article. It was also really hard for me not to add my personal opinions on some of the things that Russell Sloan was mentioning in his article because I didn't agree with not a single thing he said. The topic of this paper was pretty different because when reading, I never really pay attention to the words that authors use but when having to pay attention to those things, a lot of phrases and intense words popped out at me. I feel like I could do better at not making my sentences too long and shorten my run-on sentences as well as trying to stay organized in my writing.