

## **How to Apply for ABC License in Virginia**

The Alcoholic Beverage Regulation Administration (ABRA) only certify the highly capable applicants that meet their standards with an ABC license. These standards are demanding and the licensing process is meticulous. The following steps include:

### **STEP 1**

- 1) Apply for ABC License.
  - a) Click on this link: <https://abra.dc.gov/node/668482>
  - b) Review and fill out application.

### **STEP 2**

- 2) Submit application at ABRA building.
  - a) Locate the nearest ABRA location.
    - i) If locations are unavailable, ABRA's headquarters is located at 2000 14th Street, 4th Floor, Suite 400 South, Washington, DC 20009
  - b) Travel to location to submit the form at the front desk
    - i) A specialist will contact you if documentation needs correction.

Note: Process has a 45-day period after submission. A specialist will contact you if documentation needs correction.

### **STEP 3**

- 3) Wait for approval from the ABC Board.
  - a) Get approved documentation by ABC Board in mail.

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### The Rhetorical Construction of My Instruction Manual

Paul Ballard says, “wherever you are in life, there's always a manual somewhere, hidden behind the scenes,” (Ballard). Instruction manuals have always been a crucial device for rhetorical construction in order to communicate information to people in a straightforward manner. The use of manuals continues to progress humanity socially, politically, and economically. In recent years, there has been much debate regarding whether or not the ethics of expediency should be in technical communication. To most, expediency does not impact others significantly. However, unethical behavior enables deliberative rhetoric and promotes capitalistic ideals. Instruction manuals guide the users to accomplish a task they lack knowledge on, so manuals must be credible and honest. In my instruction manual, the ethics of expediency discussed by Steven B. Katz did manifest because of my purpose, target audience, and context.

The purpose of my instruction manual depicts traces of political expediency which harms human welfare. According to Jurgen Habermas idea by Katz, “in late industrial capitalism, technological values do indeed subsume political/economic ones, and that this “purposive-rational subsystem” of industrial capitalism quietly usurps the “traditional-institutional framework” of social customs, values, and beliefs” (Katz 266). My manual is helping people get certified to sell and make a profit of alcohol, a dangerous drug that kills thousands of people a year. This prioritizes the idea of profit with a dangerous and abusive

drug over social good in Virginia. This is an opportunity that people will take to advance themselves politically utilizing expedience. This allows the legal selling and advertising of an addictive substance, an unfair and unethical advantage over others. As the manual was intended to regulate alcohol in Virginia, it only strengthened the political power and wealth of individuals who sell alcohol. Since these individuals accumulate wealth from selling alcohol, they receive the political power to influence the law and keep this harmful drug that ruins millions of lives. This affects how society perceives alcohol as tolerable.

The audience for my instruction manual is entrepreneurs at the legal drinking age seeking guidance on how to sell alcohol in their business, who are deluded by expediency. According to Aristotle, “ethical appeal... is created when the speaker convinces the audience that he or she possesses sound sense, high moral character, and goodwill” (Katz 268). In the conceptual element in my procedural discourse, I build the rhetoric that “highly capable applicants” are people of sound sense through the ethics of expediency. This justification calls upon ambitious, businessmen who will further contribute to capitalist ideals and political expediency.

Another use of the conceptual element was filtering out novices and unambitious members of my audience. The first sentence is intimidating novices that only experts on the topic would have a chance by stating that the “highly capable” will only have a chance of accomplishing the manual successfully. The second sentence in the conceptual element of the manual filters out the indolent individual of my audience. This is accomplished by using words such as “demanding” and “meticulous” to allude how much tedious work is involved in the process. This allows my design to have a straightforward layout that can be read and understood

by my audience by the three main steps, but each step carries basic action steps to assist users who need it.

The context of this instruction manual expects efficiency as a result of capitalistic ideals and the “streamlined-step” model. According to Katz, “in any highly bureaucratic, technological, capitalistic society, it is often the human being who must adapt to the system... geared toward the continuance of its own efficient operation” (Katz 270). Increased proficiency maintains to be a common theme when discussing capitalism. The streamlined-step model is a model that must be followed because it “offers major efficiencies in production” for users completing the manual (Farkas).

In my instruction manual, the time to complete the task is before forty-five days as said in the note under step two. That time constraint on the manual is modified for residents of Virginia because the ABC license is for Virginia and the time for processing may vary depending on different states. There is an assumption that the manual will be found on the web for convenience and efficiency for the user and me. Because of this assumption, I leave a link to download the application for the license. However, until analyzing my instruction manual, I did make a blind assumption that the user had the capabilities to print out the documents to accomplish the next step. In terms of context, everything is assumed that people know the most efficient way to carry out tasks to accomplish a goal, which in this case is expedient.

Although users have a goal of their own, the ethics of expediency is a real and dangerous device used in tools such as my procedural discourse. The world of ethics in rhetoric and technology would be better if we did not value convenience over others.

### *Works Cited*

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