Sample P. Student

Dr. Julie Sparks

Engl 1A sec 17

20 April 2017

**ASB Proposal Rhetorical Analysis: Solar Power on a Hopi Reservation**

**My Rhetorical Choices**

**Audience & Purpose:** Debby Tewa—I decided to address this Hopi solar power pioneer who primarily works to bring solar power to Indian reservations in the Southwest. At this point I just want her to consider the possibility of working with us. I’d need that before the project can continue.

**My ethos**: Because I’m reaching across the science-humanities divide, I emphasize what we have in common: we both care about the planet, teach college students as a way to shape the future, and support experiential learning. I mention the environmental studies component of some classes I’ve taught to show I have some relevant knowledge. I also describe the study-abroad summer class I designed and led, since this ASB project is similar. I try to show that I share her values and have done enough research to qualify myself to start the ball rolling, even though I’m bringing experts in her field on board to be her primary collaborators.

**Pathos**: I want her to feel proud that her good work is being recognized, and I’m hoping she will be intrigued by the prospect of meeting some new people in her field who might be able to share new perspectives and maybe new technical knowledge with her. I want to be clear, though, that we are coming to learn from *her*, which I hope will show respect. The project should benefit her career and community, but I wanted to be clear this is *not* set up in the spirit of charity. I also want to connect with her strong values of stewardship of the earth and the power of education and technology to bring economic development and a sense of restored pride and sovereignty to a historically downtrodden and oppressed people (Native Americans), but I wanted to be fairly subtle about it.

**Logos**: This element has to be tentative, since I don’t have the experts on board yet, but I discuss some details of the Oaxaca ASB that Diana Victa runs so she can see I am following a workable model--one that can become an annual event, possibly bringing economic benefits to her community in the long term. I also describe my Ireland FLP a bit to emphasize how many of the details I worked out successfully for two years. This would be especially important if I end up coming along as one of the trip leaders.

**Other details**

* **Genre:** I chose an email for the first contact because it would reach Ms. Tewa even if she weren’t on campus. It has become pretty standard in professional correspondence now.
* **Visuals:** I wouldn’t use any visuals in the email itself, but I would include links to sites that include visuals, especially the SJSU Engineers Without Borders site and the home page of Dr. Mulvaney, which includes an extremely impressive array of relevant publications and professional affiliations, such as the Sierra Club and EarthJustice.