

NEW
LEAF

The English
Cooperative
Review

Volume 7 Issue 1 Fall 2022

Propaganda Issue

**Propaganda Experiment:
Ethical Propaganda in Action Research Student
Projects**

Is Rhetoric Evil?

A. BLASI INCISE

Propaganda Experiment: Ethical Propaganda in Action Research Student Projects

Rhetoric gained its awful reputation in Plato's *Gorgias*, which derides rhetoric as an unteachable "knack" that is also unethical, since it makes the "lesser argument seem the stronger." Propaganda, in contrast, began as a positive term, as it was associated with bringing wayward sheep back to the flock (e.g. the catholic counterreformation). The 20th century saw the transformation of propaganda from ethical to morally abhorrent. Nazi Germany turned the practice into a weapon of war with its Ministry of Public Enlightenment and Propaganda under Joseph Goebbels. One cannot bring up the word now without conjuring images of the Nuremberg Rallies. Although rhetoric (in theory and practice) is widely taught, pedagogues have generally shied away from the practice of propaganda, focusing instead on teaching critiques of its use (i.e., How does this war poster manipulate?), as opposed to its ethical application (i.e., How can I get my boyfriend to attend yoga?). This action research study applies the propaganda strategies detailed in a recently declassified WWII Spy Manual to semester-long student projects that seek to reform some aspect of the students' lives. After a total of 65 projects, the overwhelming opinion of the students was that propaganda strategies could be applied in an ethical and productive fashion.

Propaganda is associated with unethical manipulation since practitioners will often deliberately omit essential information and/or use heighten pathos to gloss over logical deficiencies. Techniques associated with propaganda include using loaded words (i.e. name calling and/or ad hominem attacks), transfer (an illogical association between positive/negative terms), or snob appeal (linking luxury with an act or priority) (Jowett). Delivery of the message is often unconventional (i.e., false fliers and brochures, discovered letters, visuals that alarm, music that soothes). The Spy Manual the students used as a guide argues that these persuasive strategies should not "show through; for example, imagine announcing to a used car salesman that you and your spouse were now going to employ "good cop/bad cop" to negotiate the price of a car. Exposing the strategy would certainly ruin its effect:

Good advertising is based on set principles; good writing on deep feeling. Good propaganda needs both; and the good propagandist will use the latter to mask the former.

The principles must never be allowed to 'show through.' We are not sending men back to Occupied Europe to sell soap. (202)

The concept of masking or planting a persuasive message is fundamental to propaganda; it also fosters a negative ethical impression, since it suggests a trap. From a historical perspective, however, the origin of the term "propaganda" foregrounds a more benevolent connotation (e.g. spreading an idea organically). Propaganda is from "propogandus," which means to propagate (e.g. to breed species of a plant) (oed.com). The Catholic Church invented propaganda to propagate the faith, which is not to say that propagandist strategies did not predate Catholicism. As is the case with rhetoric, the practice of propaganda predates its formalization.

The use of propaganda as a means of controlling information flow, managing public opinion, or manipulating behavior is as old as recorded history. The concept of persuasion is an integral part of human nature, and the use of specific techniques to bring about large-scale shifts in ideas can be traced back to the ancient world (Jowett ?)

Though ancient, as Aristotle canonized rhetoric with the *Art of Rhetoric*, so the Catholic church formalized propaganda in 1622 with the Sacred Congregation for the Propagation of the Faith whose purpose was to "reconquer by spiritual arms, by prayers and good works, by preaching and catechising, the countries that had been lost to the Church in the debacle of the sixteenth century" (?). The 89 students who created propaganda projects based upon the Spy Manual guidelines and syllabus sought to convert parents, coaches, roommates, teammates, bosses, and so forth, to their agendas via messaging that was often covert and tacit. For example, a student made a fake yoga studio brochure (e.g. a brochure for a studio that actually did not exist), one specifically geared toward men, and mailed it to her boyfriend to entice him to attend yoga:

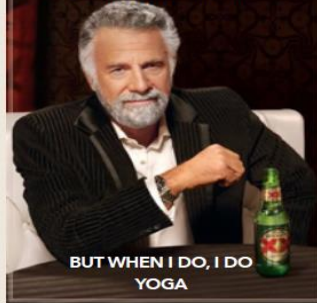
WHY YOGA?



Most of us guys spend more time looking after our cars than our bodies. We make sure to change the oil, rotate the tires, and give it the right grade of fuel. We know that with regular maintenance it will have a better chance of staying on the roads and avoiding breakdowns. It's too bad we sometimes forget to look after ourselves. The good news is there is a solution. Yoga provides a complete system to keep your body and mind trucking along smoothly – from diet, to movement and meditation, yoga is the perfect maintenance package. And it's never too late to start!



I DON'T ALWAYS EXERCISE



BUT WHEN I DO, I DO
YOGA

RENEW YOGA STUDIO
224 S Beach St, Daytona, FL 32114
(386) 238-0909
www.renew-yoga.com

MAN ENOUGH FOR YOGA?



Join us at Renew Yoga, to see how yoga is the best combination of mindfulness and exercise for the 21st century man.



REAL MEN DO YOGA



Benefits of Doing Yoga:

- Increased flexibility
- Increased muscle strength and tone.
- Cardio and circulatory health.
- Improved athletic performance.
- Protection from injury.
- Weight loss
- Increased stamina, respiration, and energy.

Yoga will help you look and feel like the man you have always wanted to become. Incorporating yoga into your workout routine will make a world of a difference in your life.

MORE ABOUT YOGA

Most modern exercise systems specialize in one part of the body, but yoga offers a truly holistic approach. Yoga builds change at a cellular level, increasing the strength and longevity of the bones and muscles. Yoga is the perfect workout for your mind, body and spirit.



The word yoga comes from the Sanskrit word yuj, meaning to yoke or bind, and is often interpreted as "union" or a method of discipline.

Yoga is not a religion, it is a philosophy.



It began in India about 5,000 years ago. With the Yoga Sutra written by the father of ashtanga yoga, Patanjali. These writings provide a framework for growth and mastery over the physical and mental body.



Yoga is meant to be a system of increasing awareness and decreasing disease. It was able to assimilate into the American culture by presenting itself as a tool with many benefits, including reduced stress, increased relaxation, and greater flexibility.



Figure 1: Fake Yoga Studio Brochure

Another student recruited a senior peer of her mother to act as a spokesperson for her to express concerns about her helicopter parent behavior. A third student simply played uplifting music daily to improve the mindset of her depressed roommate.

Positive and uplifting music always puts me in a good mood and helps me stay positive throughout the day. I can recall the day when my roommate and her boyfriend broke up and she cried the whole night. The next morning I heard her listening to sad break up songs before she got in the shower, so I showed her one of my enriching playlist that I thought would put her in a better mood. I could already tell a difference in her persona when she got out, and she felt better too. It is amazing how a type of music can affect or change someone's mood.

Are these strategies ethical? Should tacit, arguably passive aggressive strategies be used to achieve ends, however noble or innocuous?

In the widely referenced text *Propaganda and Persuasion*, Garth Jowett and Victoria O'Donnell define, historicize, contextualize, analyze, and describe propaganda, but refrain from explaining how to create and use it, even though they acknowledge the practice is an essential aspect of human behavior. Their willingness to analyze propaganda, but to refrain from its use underscores a mistrust of the type of persuasive strategizes presented in the Spy Manual, even though they seem rather commonplace. In fact, apart from the emphasis on pathos, a synthesis of the manual's advice (below) could be found in any style manual.

Prompts

1. What is your Mission?
2. Who is your Audience?
3. Where is your Site?
4. What is your Timing?
5. Who is your Opposition?
6. How will you deliver your message?
7. What is your overall method?

Strategies

1. Talk up, not down.

2. Use concrete details that underscore benefits.
3. Never expose your persuasive strategies.
4. Avoid abstract concepts, like "patriotism."
5. Stick to the mission - one main idea/purpose.
6. Use deep feeling/pathos to mask your agenda.
7. Repeat one general idea/purpose with many different methods (leaflet, broadcast, rumor) to gain a broader audience.
8. Associate your goal/mission with relevant actions that occurred, for example, precedents.
9. Make sure your narrative/story fits the facts.
10. Use short sentences and paragraphs.

The application of these strategies does yield some colorful word choices; however, the examples are well within our discourse norms.

Concreteness:

Such words as "democracy," "patriotism," "freedom," have become platitudes without significance. For "patriotism" say "Love of France."

For "hunger" say "empty bellies." For "The Peace Loving Dutch are now resisting German oppression" say "The Dutch people who once grew tulips and made cheese, are now stabbing Germans in the back."

For "Germany's death-rate is rising in Russia" say "German corpse is piled upon German corpse among the blood, the bone, the twisted tripes and scattered bowels of the Russian battlefield"

Language:

Be Simple, but never patronizing. Do not speak as a scholar writing down to fishermen. Lower your mentality to that of a fisherman and write up.

Argument:

In support of the General Idea one may produce Particular Ideas. These should be logically linked and linked so closely that the reader is unable to escape from climbing the rigid 'mental stairway' that leads from an existing attitude to a required attitude. (page 201)

Mechanics:

The "hit-or-miss" author, who writes primarily to please himself and only incidentally to please his readers, is a vile propagandist. The propagandist writes solely with the intention of appealing to his readers' interest. He aims to hit, because he cannot afford to miss. Accordingly, his work is based on the formulae of modern advertising, to whose task his runs broadly parallel. It differs only in that the propagandist is at greater pains than the copywriter to disguise his medium. The reader of an advertisement should never be provoked into feeling: 'This is only an advertisement.' The reader of propaganda should, is possible, never be allowed to even suspect that he is reading propaganda. (202)

The aspects of propaganda that generated the most ethical concern among students were the covert nature of the persuasive techniques (that to be effective they must remain hidden) and the use of hyperbole. Hyperbole is a rhetorical trope meant to persuade (i.e., The surface of the sun is cooler than this classroom. Let's lower the thermostat.) However, when a student argues for a car for college using hyperbole (and the parents do not understand it as such), is this simply lying?

Following the Spy Manual, I also used a dramatic choice of words saying that not having a car makes me feel like a prisoner who is confined to my campus and can never leave. I said that it would help improve my academics because I could go to the store at times that are convenient to me instead of being forced to go only at times that are convenient to my friends, which could be when I am trying to do homework or study.

Focusing on my academics would ensure that I am able to maintain a GPA high enough to renew my scholarship, and be able to afford college.

As a model for the students and as a means to display how propaganda is potentially problematic communication, I provide my attempt at creating a flier based upon the Spy Manual techniques to frame the assignment (below). The mission was to get my children to go the beach, which is a mere stone's throw from our house, yet, they never want to go. I "planted" the flier in the kitchen and drew pictures of them to prompt interest. The message is written "up, not down" in the sense that the suggestions are not patronizing (e.g. I do not criticize them as coach potatoes) and written at their grade level with simple terms. Self-interest is underscored; these are the activities you can experience

at the beach: finding creatures, playing Frisbee, getting ice cream, building sand castles. The message and related images are positive. (My success rate was fifty percent. The older boy simply looked at the flier and said, "No." The younger took sympathy on me and said, "Maybe later.") As innocuous as it appears, why does this flier qualify as propaganda, and why should these features give some pause?



Figure 2: Beach Propaganda Flier

The features that make this flier propaganda are its covert nature (e.g. my kids "found" it in the kitchen); the older boy's immediate rejection might have been the result of seeing through this organic tactic. Its use of hyperbole stands out as well: finding an octopus at the beach would be a real anomaly, even though there are precedents regarding discovering creatures. Playing Frisbee is beyond their skillset, and the mood is hyperbolic in general, with beaming faces and a bright sky. Perhaps most damning, however, is the fact that I did not have cash for ice cream, which would fall under omitting an essential detail.

As a method to regulate the ethical issues associated with these student projects, the participating classes¹ agreed that all projects would be reviewed and required an unanimous class vote to move from a proposal to an action plan. In some ways, we emulated Kant's rigorous ethical standard espoused in his famous precept: "I ought never to act in such a way that I couldn't also will that the maxim on which I act should be a universal law" (?) Is exaggerating a legitimate means to persuade children to exercise? Does my duty as a father to foster healthy offspring outweigh compromising the principle of not telling a lie? Can you recommend all fathers use hyperbole to motivate? Kant examines the conflict between duty and moral principles and privileges duty:

Consider the question: May I when in difficulties make a promise that I intend not to keep? The question obviously has two meanings: is it prudent to make a false promise? Does it conform to duty to make a false promise? No doubt it often is prudent, but not as often as you might think. Obviously the false promise isn't made prudent by its merely extricating me from my present difficulties; I have to think about whether it will in the long run cause more trouble than it saves in the present. Even with all my supposed cunning, the consequences can't be so easily foreseen. People's loss of trust in me might be far more disadvantageous than the trouble I am now trying to avoid, and it is hard to tell whether it mightn't be more prudent to act according to a universal maxim not ever to make a promise that I don't intend to keep. But I quickly come to see that such a maxim is based only on fear of consequences. Being truthful from duty is an entirely different thing from being truthful out of fear of bad consequences.

The potential negative effect of propaganda is that the audience will no longer trust. If one is truly seeking the benefit of the audience, according to Kant, this possible consequence should be deprioritized (e.g. my children will forgive me for tricking them into going to the beach, once they realize the deeper benefit, exercise). The projects

¹ This project is a semester-long assignment in a freshmen writing course focused on rhetoric and writing. A senior English seminar also participated. The assignment sheet is in the appendix.

required unanimous approval and had to be considered universally beneficial to all stakeholders. The projects can be broken up into the following categories:

- Promoting exercise (yoga for boyfriend, gym for roommates)
- Asking for college transportation (motorcycles/cars)
- Acquiring travel funds (spring break, destination weddings, family vacations)
- Spreading political messages (online campaigns, presidential candidates)
- Relieving emotional issues (parents, depression, stress, meditation)
- Supporting causes (breast cancer, college service projects)
- Requesting money (pay raises, gas money, charity donations)

In contrast to the application of propaganda strategies, prosocial lies are more accepted than propaganda strategies and welcomed in academic discourse:

Prosocial lies, or lies intended to benefit others, are ubiquitous behaviors that have important social and economic consequences. Though emotions play a central role in many forms of prosocial behavior, no work has investigated how emotions influence behavior when one has the opportunity to tell a prosocial lie—a situation that presents a conflict between two prosocial ethics: lying to prevent harm to another, and honesty, which might also provide benefits to the target of the lie. (Lying Because We Care, Lupoli)

Propaganda often relies on hyperbole, whereas prosocial lies are what we commonly call “white lies.” Does an ethical difference exist between these two strategies. If a murderer asks whether the victim is behind door number one or two, and you answer, door number two, which is correct (and therefore not a lie), only the most absolute moralist would stick to the principle “thou shalt not lie,” since this would result in the death of the victim. Even Kant, a foundational moral philosopher whose ethical litmus test is the action must be theorem “true for all” would justify lying, since most would agree that saving the life of the victim is more valuable than literally lying. Teaching propaganda tactics involves empowering students to use persuasive techniques that go beyond the traditional logocentric argument. In a perfect world, logos would rule the day, but we are not living in a

thinktank of philosophers. The public is swayed by emotion, charisma, repetition, hyperbole, and so forth – and propaganda has a place within this world of subtle communication and persuasion.

References and Resources

<https://propaganda.mrdonn.org/lessonplans.html>

<https://www.icivics.org/teachers/lesson-plans/propaganda-whats-message>

<https://www-tc.pbs.org/weta/reportingamericaatwar/teachers/pdf/propaganda.pdf>

<https://www.facinghistory.org/resource-library/teaching-holocaust-and-human-behavior/power-propaganda>

<https://www.sausd.us/cms/lib/CA01000471/Centricity/Domain/106/ELA%20Grade%206%20Propaganda%20Unit%20FINAL%203-17-14.pdf>

Lying because we care: Compassion increases prosocial lying.

Lupoli MJ1, Jampol L2, Oveis C1.

Aquinas, T., ‘Question 110: Lying’, in *Summa Theologiae* (Volume 41: Virtues of Justice in the Human Community), New York: McGraw-Hill, 1972.

Augustine, ‘On Lying,’ M. S. Muldowney (trans.) (51–110), and ‘Against Lying,’ H. B. Jaffee (trans.) (121–179), in R. J. Deferrari (ed.) *Fathers of the Church* (Volume 16: Treatises on Various Subjects), New York: Fathers of the Church, 1952.

<https://ironwolf008.files.wordpress.com/2010/07/the-wwii-soe-training-manual-rigden.pdf>

Elbow, P. & Belanoff, P. (2002). *Being a writer: A community of writers revisited*. NY: McGraw-Hill Education.

Eodice, M., Geller, A. E., & Lerner, N. (Winter 2017). What meaningful writing means for students. *Peer Review*, 19(1). Retrieved from <http://www.aacu.org/peerreview/2017/Winter/Eodice>

The Sacred Congregation de Propaganda Fide (1622-1922)

Author(s): Peter Guilday

Source: *The Catholic Historical Review*, Vol. 6, No. 4 (Jan., 1921), pp. 478-494

Published by: Catholic University of America Press

Stable URL: <https://www.jstor.org/stable/25011717>

Haswell, R. (2005, April). NCTE/CCCC's recent war on scholarship. *Written Communication*, 22 (2), 198-223. DOI: 10.1177/0741088305275367

Jowett, Garth. *Propaganda and Persuasion*. Newbury Park: Sage Publications, 1992.

Kant, I., *Groundwork of the Metaphysics of Morals, The Metaphysics of Morals, and On a supposed right to lie from philanthropy*, M. J. Gregor (trans.), in Immanuel Kant, *Practical Philosophy*, A. W. Wood and M. J. Gregor (eds.), Cambridge: Cambridge University Press, 1996.

Appendix: Student Propaganda Papers

Flier Example (4Chan): Alex Ellisson Barnes English 101, 7 May 2016

Anti-ISIS Propaganda

ISIS IS SLANDERING THE NAME OF ISLAM

Radical thought is perverting young minds, taking them away from the light
of Islam.

BUT THERE ARE WAYS TO RESIST

We in the Muslim community have the responsibility to give our youth
sound teachings.

HOW?

Bring your children to your local mosque, and be aware of radicalizers in the
neighborhoods.

Test:

I proposed this to the members of the Muslim community on the 4chan
international board,

/int/. A majority of them said that it would work as a template, but that it needed to be
expanded upon. Particularly, the idea of offering an alternative, any alternative, rather
than being passive resonated with members of the community.

Impassioned Speech (Commons Food Speech, Jackie Blouse, March 26, 2017)

We have all waited in the line for the commons and thought to ourselves “Will
today be better?”. Often We GRASP on to any sort of hope that the food will not taste
like dehydrated, tasteless excuses of meal options. One question I ask myself a lot is,

“How can they screw up rice?” With little alternatives on campus, most of us are forced to eat at the Commons for most meals. The food provided there should have us leaving full, not half empty because we could not bear to finish the food we were given.

Carlos Danzilo: 26 April 2017 (Understanding Opposition, Pathos over Facts)

Motorcycle Propaganda Project

Throughout most of this semester I have attempted to use propaganda to try and convince my mom to let me get a motorcycle. My dad loves motorcycles but was hesitant to let me get a road bike because my mom was completely against it. My ultimate goal this semester was to change my moms mind and get her to approve of me getting a road bike.

In the past months I have been trying to use several strategies to acquire my mom's approval to get a road bike. Though I had been persuading my mom to allow me to get a motorcycle since January my strategies where mostly implemented when I went back home for spring break. My goal was to get my mom's approval by the end of April. My strongest opposition was my grandmother and aunt. They had a strong advantage over me do to the fact that I have two uncles that have had serious accident riding motorcycles. After taking all of this into consideration I decided that it was best if I was the one to present the ideas and implement the strategies on my mom.

The first strategy I decided to you was to constantly remind my mom of the experience I have riding motorcycles. I reminded her that I began to race dirt bikes over fifteen years ago when I was only four years old. I explained how my experience riding dirt bikes has taught me to be prudent and careful when riding motorcycles, especially when riding in roads that have traffic. My second strategy was to mention that a motorcycle is a cheap and easy way for me to get around. I tried to bring up the times that I had borrowed her car to go out. My final strategy was to talk to my mom about how much I truly enjoy riding motorcycles. I tried to appeal to her emotions by mentioning the quality time I get to spend with my dad when I ride motorcycles.

Pathos over logos

Out of all the different strategies I tried the most efficient was actually talking about how much I really enjoy riding with my dad. My mom knows that ever since I was a little boy my dad and me would spend long periods of time fixing dirt bikes and going to the motocross track. She knows that now that I have grown I get to spend less time with my dad and having the opportunity to ride road bikes with him would make both my dad and I really happy.

Overall I was satisfied with the results I got from my mom. By the end of April she had agreed that I could get a motorcycle under two conditions. The first condition was that I could only ride on the highways if I was with my dad and the second condition was that I always had to ride with all of my gear on. I fully agree with these conditions anyways because every time I go on long trips I go with my dad anyway, and because I would never get on a motorcycle without the proper protection. My grandmother and aunt did provide some opposition but it was not as much as I had expected. Both of them tried to convince my mom that riding motorcycles is extremely dangerous by using my uncle's accidents as examples, but after that they did not interfere much and ultimately left the final decision up to my mom. Although my mother is not fully content with the idea of my owning a road bike she understands that it is something I enjoy doing. At the end, with my mom's approval my dad said we could buy a road bike as soon as we sell one of the dirt bikes we have.

1
12 point 3

Tim Gerken

The Propaganda of Relaxation and Calmness

After seeing my entire family stressed to the max with a multitude of varying circumstances that tested their limit, I knew that my propaganda project would involve meditation. To accomplish this goal, I needed to instruct them to meditate without directly telling them to do so. According to the Camp X Spy manual, this could be accomplished through the repetition of the idea of meditation. My family also needs to be self-interested in the topic so I cannot personally convince them in my rhetoric. By use of demonstration of the idea, I will be able to convince my family to replicate my action of meditation.

I began each day mirroring the stress that my family had harbored. In order to convey this sense of stress, I would act much differently than normal. This sense of disturbance with me would catch the eye of my family where they would begin asking questions of a concerning nature. Rather than telling them what was wrong, I would retreat into my room. Before I left their presence, I would instruct them that I had to have some alone time where I would just think about the day. As I left, they had faces of concern which was the first step in my propaganda. To ensure that my propaganda project would be successful, I did not directly tell them that I was meditating. After my meditation session, I would emerge from my room looking relaxed and completely stress-free. To make sure that they knew I was stress-free, I would act especially joyous towards them and physically appear in a complete state of relaxation.

too funny

After reproducing the same steps repeatedly for a week, my family finally asked the question what was going on in that room. I never once told them directly that it was meditation until they had finally inquired about my joyous state of mind. Immediately, my sister and Mom were on board with the idea of mediation so I taught them the ways in which to do so. After multiple meditation sessions, their whole emotional outlook was completely changed to how I felt which was stress-free. My Dad then saw

Awk

this change with my sister and Mom that he also began meditating because of this. By the end of the week, I had my whole family meditation without directly telling them to do so. Curiosity was the main factor that made this project so successful. If I had just instructed them to meditate, I believe the outcome would have been much different. Through the demonstration of meditation, I was able to express the plethora of benefits that it contains without directly telling my family about them.

Avoid

w.c.

Tim.
Classic experiment!
Polish out the subtle-level issues
and include some content
from the spy manual
to clarify your
purpose.

B

Julia Arroyo, 03/08/16

This spring break, I proposed to my mom that she buy me a car through a propaganda letter, which used main tactics of the Camp X Spy Manual. I used strategies that a spy would use, such as appealing to self-interest, dramatizing words, and sticking to a clear message. I used clear, concise, and convincing arguments in my letter to make sure my point got across effectively. These methods proved to be successful and resulted in a compromise.

In my letter, I appealed to my mom's self-interest by stating how buying me a car would allow me to visit home more often and that I would complain less to her. It would allow me to become more independent and responsible, which would cause me to then be less dependent on her. This would be useful, especially after college, when I am expected to go off into the real world, and not live at home anymore. Having a car would not only benefit myself but others, because I would not have to bother my friends anymore about giving me rides to places.

Following the Spy Manual, I also used a dramatic choice of words saying that not having a car makes me feel like a prisoner who is confined to my campus and can never leave. I said that it would help improve my academics because I could go to the store at times that are convenient to me instead of being forced to go only at times that are convenient to my friends, which could be when I am trying to do homework or study. Focusing on my academics would ensure that I am able to maintain a GPA high enough to renew my scholarship, and be able to afford college. I kept the message clear by repeatedly stating that all she had to do was buy me a car, not have to pay for gas.

I followed most of the basic guidelines from the Camp X Spy Manual, besides directing my letter at my target instead of a messenger. My results were that my propaganda worked but with a compromise. My mother agreed to buy me a car for next school year as long as I get a job this summer, pay for gas, and visit home more often. My propaganda was pretty successful in that I convinced her to buy me a car; however it would have been more successful if she did not make a compromise of me having to get a job.

WHY YOGA?



Most of us guys spend more time looking after our cars than our bodies. We make sure to change the oil, rotate the tires, and give it the right grade of fuel. We know that with regular maintenance it will have a better chance of staying on the roads and avoiding breakdowns. It's too bad we sometimes forget to look after ourselves.

The good news is there is a solution. Yoga provides a complete system to keep your body and mind trucking along smoothly – from diet, to movement and meditation, yoga is the perfect maintenance package. And it's never too late to start!




RENEW YOGA STUDIO
224 S Beach St, Daytona, FL 32114
(386) 238-0909
www.renew-yoga.com

MAN ENOUGH FOR YOGA?



Join us at Renew Yoga, to see how yoga is the best combination of mindfulness and exercise for the 21st century man.






Benefits of Doing Yoga:

- Increased flexibility
- Increased muscle strength and tone.
- Cardio and circulatory health.
- Improved athletic performance.
- Protection from injury.
- Weight loss
- Increased stamina, respiration, and energy.

Yoga will help you look and feel like the man you have always wanted to become. Incorporating yoga into your workout routine will make a world of a difference in your life.


MORE ABOUT YOGA

Most modern exercise systems specialize in one part of the body, but yoga offers a truly holistic approach. Yoga builds change at a cellular level, increasing the strength and longevity of the bones and muscles. Yoga is the perfect workout for your mind, body and spirit.




The word yoga comes from the Sanskrit word yuj, meaning to yoke or bind, and is often interpreted as “union” or a method of discipline.


Yoga is not a religion, it is a philosophy.



It began in India about 5,000 years ago. With the Yoga Sutra written by the father of ashtanga yoga, Patanjali. These writings provide a framework for growth and mastery over the physical and mental body.



Yoga is meant to be a system of increasing awareness and decreasing disease. It was able to assimilate into the American culture by presenting itself as a tool with many benefits, including reduced stress, increased relaxation, and greater flexibility.



DeAhna Baldi (method: music as propaganda)

Positive and uplifting music always puts me in a good mood and helps me stay positive throughout the day. I can recall the day when my roommate and her boyfriend broke up and she cried the whole night. The next morning I heard her listening to sad break up songs before she got in the shower, so I showed her one of my enriching playlist that I thought would put her in a better mood. I could already tell a difference in her persona when she got out, and she felt better too. It is amazing how a type of music can affect or change someone’s mood.

Eamon Webb (method: pictures)

As my parents asked me about my car, I would continuously send photos of the car back. A ding here, a scratch there -- my parents would notice them. While I was dismissive of these issues as not affecting the functionality of the car, my parents grew concerned.

And the little dings, scratches, and small damage has added up over the course of the semester. Some yet-to-be-identified piece of the car hangs off the bumper, scraping with the ground whenever I go up a hill, or worse yet, down our dirt driveway. When I last returned home, my mother exclaimed, returning from her dog walk, “I can’t believe that you drove that thing on the highway.” My car is scheduled for an overhaul this weekend. It appears that sending pictures of my car worked.

What I learned in this experiment is that, while words are powerful and can be wielded in such a way as to convince people of a certain viewpoint, visuals are far more efficient and powerful. My parents did not become overly concerned with the state of my car until I started to send them pictures. The living, breathing proof that is a photograph can put propaganda over the top, especially when that photograph is carefully manipulated. Also, I saw in this experiment that a bit of reverse-psychology can work sometimes, especially when you are directing your work towards a group that is naturally distrustful of the perceived author.

Getting My Friend to join the Gym Consistently (benefits individual)

In 2014, my friend and I made a decision to join the gym to gain more muscle mass and get stronger. When I started I thought it was a pretty difficult and challenging task but after a few weeks of intense training I began seeing results. I became addicted and began training for more results each week. My friend who tried to start almost the same time as I, stopped after the first day. He always spoke about us going to the gym to get fit, lean and strong but he never followed through. He is a little overweight but I believe he can lose those pounds if he keeps at it. I think it’s because he isn’t as motivated to continue because he expects results the very instant he trains. My goal is to make him continue working out in the gym consistently in order to achieve his goal of staying fit and keeping a healthy lifestyle.

Cross Country Road Trip, Robert Cole Martin, 26 September 2017 (recruiting a spokesperson)

For each of the two remaining friends, I had two different methods of recruiting.

For one friend I used his parents to convince him that the trip was a good idea. His parents came to every football game, and I used that opportunity to bring the trip up as much as possible when I was around them. They really liked the idea, and began to help persuade my friend with me.

For the other friend, I tried to use nostalgia as a method of recruiting. He plans on transferring to another school next year, so I made this trip seem like it was the last time we were all going to be together. Throughout the semester, I continued to try to make him feel bad about "ditching" us and that the least he can do is go on this trip with us.

Is Rhetoric Evil?

After an introductory course on rhetoric (ENGL 141), students were given the following reflective prompt (ungraded). They were told that there is a long history of casting rhetoric as evil and that even a modern google search review would result in mostly pejorative interpretations. In simple terms, they were told that being critical of rhetoric would not be unusual. Their answers, in fact, were resoundingly positive and qualify as the best defense of rhetoric in recent memory.

Prompt: Is rhetoric evil?

Context: This course is an introduction to rhetoric. Some might argue that teaching you to make arguments based upon pathos and ethos (to the detriment of logos) enables you to make logically flawed arguments. Plato (a critic of rhetoric) said this makes the weaker argument appear the stronger. Do you agree? Does rhetoric have a socially corruptive influence?

Student Responses

Felicity Mugala Mabuya

Rhetoric can be defined as a tool with which writers use language to influence their audience; it is just a tool, like vocabulary, punctuation and grammar, which you use to build something.

Whereas Ethos appeals to the writer's character and values which you can use to tell what type of person the writer is. It can also be thought of as the role of the writer in the argument, and how credible they are, whereas pathos appeals to the emotions and the imagination, as well their beliefs and values.

I personally believe that rhetoric is not socially corruptive, writing is a form of self-expression and cannot be held responsible for the interpretation of their work. As readers,

it is our job to not take all forms of writing so literal and decides what is real and what is fake.

Gabriella Rivera-Fernandez

Is Rhetoric Evil?

Rhetoric has been a significant literary device since language was first conceived. It's been a useful tool in creative and artistic pieces which amplify the idea that emotion can easily be utilized to gain attachment or interest from readers. When using rhetoric, we often see analogies and metaphors and types of ethos that is strongly found within a creative medium such as a novel. These uses are what's typical, however that doesn't mean using rhetoric in a literal sense is evil or incorrect by any means.

Students are taught to adhere to a specific style of writing (we've all seen the MLA format and a source cited page). All throughout our educational process we are faced with what is and isn't a correct method of writing. These lessons are often frustrating and turn people away from what really is a diverse and large medium that doesn't always follow the same guidelines. In a discussion or argument, it's common to research with an analytical mindset to provide data and facts in such a discussion. Obviously in certain circumstances this would be the ideal method of portraying a point. When discussing topics such as medicine, mental health and various other things that require a doctor's knowledge it's important to do your research and keep a well-rounded and open mindset throughout the debate. Though this doesn't mean to invalidate those who use ethos or pathos in their discussions as what a person feels should be just as considered as the stated facts.

What the issue is, isn't the use of emotional or rhetoric literary devices in an argument, but having a blamful or dismissive stance that doesn't have patience for an opposing viewpoint. Rhetoric is often dismissed as manipulative or inconsiderate of the facts presented, though one can make equally effective arguments with an emotional response as long as rationality is still upheld. Rationally, a scientist can argue that a new chemical is to be experimented on rats or pigs as their systems are extremely similar to a living person - however the opposing side can utilize rhetoric and ethos with their morality, using bare human empathy to explain why the experimentation is wrong.

Now, that doesn't mean rhetoric hasn't been used negatively before. We see this all throughout history with speeches and arguments that are folly or lack any real evidence to a point. These sorts of writings are seen to be held by dictators and persons who each have attempted to control others using emotions against them. This is the true evil, the use of rhetoric not the concept of rhetoric in itself. When directed in a positive direction, rhetoric can be used for good and can reach the empathetic nature humanity more often than they should, shy's away from.

River B. Pineyo:

Is Rhetoric Evil?

Socrates once said that persuading with pathos and ethos at the expense of logos enables flawed arguments and I completely agree. I believe teaching rhetoric can enable flawed arguments just as restaurants giving out utensils can enable stabbings. Can someone use rhetoric to create flawed arguments? Of course they can. Just like someone

can use a restaurant utensil for a stabbing. I believe rhetoric should be taught in every English classroom for the simple fact of how easily it can be misused. If students aren't informed how rhetoric should be properly used, more and more people are going to continue using it incorrectly.

Rhetoric is an extremely powerful tool to understand perspectives and how to appeal to different people's cognitive biases. There are many points in everyone's life where we are required to persuade so it's important to be excellent at all aspects. May it be for a job interview, academic paper, or to sell a product or service, rhetoric can always give the writer the upper hand. But not only will learning rhetoric be beneficial when you are trying to persuade but also when someone is trying to persuade you. If you have a complete understanding of how rhetoric is used, you can figure out anyone's motive behind their writing.

All in all, the importance of effectively teaching rhetoric to all can not be underrated because of the ways it can be misused. Being able to appeal to all kinds of people is always going to be a skill that's in demand. Not only is it important to learn for your own use in everyday life but a good understanding can also prevent yourself from falling for flawed arguments.

Jacob Graham:

Since the advent of politics and people in power some have argued that the rhetorical strategies they use are morally reprehensible. Not because of the strategies themselves but more so because it allows them to in effect side step logical approaches to arguments.

In other words, the employment of pathos, emotion, and ethos, credibility, comes at the expense of logic in people's eyes. The problem with this belief however, is that if speaker argument is false or done with negative intent then it is not the fault of the strategies employed but rather with the speaker for creating the argument and the listener for not analyzing the argument. In this sense, rhetoric is not evil because it is simply a means rather than the effect. Rhetoric can have a positive outcome when used effectively and if this is not the case then it is the fault of the speaker for not doing their due diligence. On the other hand, it is up to the listener to analyze the argument for fallacies and more importantly to decide for themselves whether to agree with the speakers attempt of persuasion. Ironically, it is the logic that was cast away from the argument which can save the listener.

Though rhetoric in itself is not evil it can have socially corrupt affects. In the case of politics and those in power they must employ rhetoric in order to gain support which means that the tools they use are often villainized along with them. This is not to say that they (politicians) cannot do wrong but it is unfair to say that the rhetoric is evil simply because they use employ it's techniques. When used with I'll intent rhetoric can influence people to make unsound decisions due to the fact that they are given false information or because they are I'll informed based on the information given by the speaker. Rhetoric can cause the listener to commit actions or believe things that are unwise because speakers rhetoric led them to do so. This is true of political elections. There are other more historical cases as well such as Hitlers rise to power or the act of convincing people to join the military in the United States. The previous examples may seem large scale, which in some sense they are, but it goes without saying that rhetoric was apart of these cases. The reason the scale is mentioned is because there was little the listeners could do in response to the arguments presented to them as time unfolded besides acknowledging where it would lead them. It was elements outside of their control that led them to where they were ended up. For us it is different. We do not live in a dictatorship nor do we live in apparent wartime. Yet still we have issues of rhetoric. It is not entirely the fault of rhetoric that social corruption takes place though it is a contributor. It falls largely to the listener to handle the argument they are presented to them and so it can be said that it is the speaker it is "evil."

Margaret Nicoletti

Is Rhetoric Evil?

Some people may say that teaching people to persuade an audience with pathos and ethos enables writing to make logically flawed writing, however I would like to believe otherwise. Rhetoric to me is not evil or bad to teach per say because if you are writing an argument that has the intent to be truthful and honest then it shouldn't be considered evil. Although I can see both sides of this argument, I choose to believe that learning rhetoric can help improve one's writing.

Now Socrates and Plato believed that using rhetoric would make a lesser argument stronger. By using an emotional appeal in a writing piece, you are going to attract more people to read this paper and the same goes for establishing a personal accreditation. We live in a world where emotional appeals are found in everything, just like the dog shelter commercial. They are trying to convince their audience to go out and get a dog therefore this could be done in writings as well.

To conclude, using rhetoric might not be the first choice for everybody but at the end of the day using these appeals can help build up an audience. I believe that rhetoric is not evil and has its own benefits towards using. It is a great way to get an opinion across without seeming pushy about your ideas.

Helen Feliz

ENGL 141 10/09/2022 Is Rhetoric Evil? No, I don't think rhetoric is evil. There are many instances in which rhetoric can be used beneficially. Persuasion is something that is used often. The use of this can be seen in law enforcement. They use it to persuade 'jumpers' to not jump off buildings or bridges. They use rhetoric to make sure that the civilian doesn't jump. Using strategies like persuasion and ethos to bring them inside or back over the railing. This use of rhetoric is not evil, they are saving lives. I think there is some corruption in the use of rhetoric though. There are people who don't use it to do the right thing. They use it to instead persuade others to do something that can eventually damage their reputation. Rhetoric can be used in more ways than one, and when it's used negatively it can cause that socially corruptive effect. Someone can use rhetoric to persuade others into doing the right thing. They can also use rhetoric to convince a group of people to rob a bank. It all depends on the use and who is using it. That is what can make it socially corruptive.

Andrew Baumann:

In this course, the idea of using rhetoric in different forms is established through the different papers, films, and documentaries that we have view to advance our learning in the course. Looking at if rhetoric can be an evil idea, in my mind, it's never a bad idea to try to get your point across by appealing to a person's ethical or moral instincts to a

situation. When you are able to get the person emotional connected to an idea, or even a position on an issue, they sometimes will think more impulsively and, in that state, you might be able to persuade someone to take your position overall. This is not saying that logic should be avoided, but in the sense of looking at logical aspects of rhetoric, sometimes this is the part that ruins the decision-making process for a person. Looking at certain situation that can be brought forward, appealing to pathos and ethos is sometime seen as situational, meaning that depending on the person that you are talking to you might want to lean heavier to certain sides of the rhetorical ideas to make the person that you are trying to persuade overall want to take the position that you are presenting.

I believe that when you just look at a situation with pathos and ethos thinking, you are able to give the most real opinion that you deep down would want to give. When you look logically, a lot of the time, the person analyzing the situation might second guess themselves and in turn start depending on different decision-making processes. The main reason that I would consider the idea of appealing emotionally over logically comes down to the idea that if you play to someone's heart strings, they make decisions that they feel deep down rather than what they think that everyone else would want to say.

Vanessa Duffy MWF - 11 am class

I don't believe that rhetoric is evil. It's not wrong at all to persuade people with the use of emotions and credibility. More than often, that is what is needed in order to persuade people to either do something, swing a certain way, or even change their mind about something. I think that when you are being rhetorical you are connected with people on another level and not just hitting them with cold hard facts, you are also pulling their heartstrings. Just because you are compassionate about something doesn't mean that you are logically flawed about what you are talking about. Using rhetoric strategies helps bring stuff alive. It's easier to read and understand and not so boring. Sometimes rhetoric can be evil but that all depends on how you use rhetoric strategies and persuasion. It's a good thing to be taught and know how to use, especially if you are using it for the good

aspects in your life. It's a life skill that you can even use outside of just writing that can help you in life and help you succeed.

Serena Dowling

Rhetoric

Rhetoric is the ability to argue persuasively. This can be helpful to get one's point across. I value my ability to use rhetoric. However, often, people base their arguments in ethos and pathos, that is credibility and emotion. Arguing this way about things could cause harm as it is not based in evidence. This raises the question of whether rhetoric is evil. I believe that rhetoric is an important tool that can be used in the wrong ways.

The ability to make your case known is extremely helpful in the real world. It allows you to speak up and make others understand your concern. I value learning how to use rhetoric effectively. For instance, I consider back when I was in middle school, I presented an argument to my mom on why we needed to adopt a dog. I remember putting a lot of thought into my appeal, and it worked. I see how this skill has enabled me to present stronger arguments, communicate more effectively, and sound better in interviews. Because of all these reasons, I see rhetoric as a useful tool.

I believe that people can certainly use rhetoric for evil. People may neglect their research and convince people to side with them for the wrong reasons. This can create harm, especially if it's people in authority acting this way. However, I do not believe that that makes rhetoric itself evil. I believe that this highlights the fact that we must be attentive to other arguments. Challenge them. If they are not basing things in fact, speak up.

I believe that rhetoric is a powerful tool. In the wrong hands, one may use it for evil, however, that is not the fault of the tool itself. I believe rhetoric is important as it helps us communicate effectively with those around us.

Steven Vetter

Rhetoric has been highly debated whether it should be taught to the masses. The definition of rhetoric is the art of effective or persuasive speaking or writing, especially the use of figures of speech and other compositional techniques (Oxford Languages). Rhetoric uses ethos (ethical appeal) and pathos (emotional appeal) to create arguments, rather than using logos (logic). Some people believe that teaching the population how to use these tools in an argument will lessen the importance of logic, and make inferior arguments stronger with ethos and logos, and logos arguments weaker.

I believe this is something that should be taught in schools and to the masses. Being able to use these tools in an argument, allows people to choose what is the correct way of thinking for each argument. For example, if one argument emotions are more reasonable to think of something, using pathos to portray your point is much more effective. People have said this weakens logic and weakening logic is a bad thing for everyone, but some arguments or issues requires people to look at it from other points of view. This allows for different styles of thought to be born and spread throughout people.

Although you are taught how to use these tools in an argument, you are also taught how to be able to tell if ethos, pathos, or logos are being used against you. Everyone having the ability to see when one of these tools is being used against them allows people to still be able to think for themselves. If the people in the higher classes, politicians and C-suite executives, are the only ones taught this, we would live in a

society that is heavily controlled, no one would have the tools to see what is being used against them. The teaching of ethos, pathos, and logos allows people to use it in an argument for however they decide.

Rhetoric is heavily debated, but if it seen as evil, it is a necessary evil. People having access to these tools, allows for different styles of thought, allowing for different viewpoints on different issues. Which allows for a diverse society. The benefits of rhetoric far outweigh the consequences.

Is Rhetoric Evil?

Craig Kohler

Rhetoric is not evil, as the writer's perspective or the audience's emotions may be important for presenting an argument, depending on the topic. It can be difficult to properly represent an argument by only using logos, as logistics are not always definite. Ethos and pathos play a significant role in many arguments, as emotion, opinion, beliefs, and character are real and diverse in society, so excluding them in argumentative writing is simply illogical. The main goal of argumentative writing is to persuade an audience, whether it is by pathos, ethos, or logos. In some cases, presenting an argument using strictly logic may be the most effective way to get a point across for a certain topic and audience. However, taking an audience's emotions into account can also be effective in an ethos approach. Another audience may value a writer's personal point of view in their argument via a pathos approach. With these things in mind, rhetoric is not evil, as ethos, pathos, and logos are important approaches to learn about rhetoric and argumentative writing.

Angelica Delgado:

Is rhetoric evil? Rhetoric isn't always necessarily evil, but before we dive into whether I am for the assertion of its moral origins I'd like to take the time to identify what rhetoric is and the connotation that it holds in society. What is rhetoric? Rhetoric according to the Oxford dictionary is [the art of effective or persuasive writing, especially the use of figures of speech and other compositional techniques.] Rhetoric itself is not evil, like most things people abuse the use of it for personal gain. Rhetoric can be very useful especially in the business and marketing world, everything is about how you sell and present yourself. You want to be able to captivate your audience, but depending on who it is and what their motivation is it sometimes comes off as insincere and manipulative. Have you ever heard the saying it's not what you say but how you say it? That's rhetoric. the cadence and tone in which you say something that triggers people's emotional receptors. For example when someone is angry we automatically associate their diction to be rugged and their tone to be sharp and harsh. When someone is sad we associate their diction to be somber and their tone to be shaky or exhausted. Both are completely different emotions but if you ask someone to say the same thing in different tones majority of people would be able to identify the emotional reaction the person is having. These are important stepping stones in communication, this is not evil but this tactic can be used in unorthodox and hurtful ways like for example, gaslighting and verbal manipulation. I believe that everything needs to be done in moderation, only using tone and emotion to navigate everyday life is not going to get you very far, but that being said neither is only basing decisions off logic because that can come off as insensitive. Majority of the time situations aren't black and white meaning there's a time and a place to apply all these different aspects to your life. You need a balance but if i must take a stance I am for the assertion that a concentration in the pathological area of pathos and ethos does teach people to put their emotion ahead of facts because that is what they've been trained to lead with which is how people are easily manipulated and are able to be persuaded because they're putting their emotional foot forward instead of analyzing situations first with logic (Logos) and seeing the situation for what it truly is and protecting your energy and feelings. This is very crucial in no over exposing yourself and consistent vulnerability which is what is being promoted when we tell people to put pathos and ethos over logos. In my opinion the order of direction for these notions to maximize results for getting back what you put in is Logos, ethos, and finally pathos.

Mason Tandy

Is Rhetoric Evil?

Being in this class has taught me many useful ways to put my expressions and thoughts into writing. Learning how to rhetorically think, speak and present has shown me how to be confident in my writing. Many politics and world leaders are extremely fluent in a

rhetorical point of view. They express and persuade their thoughts or ideas and have evidence as well as truth to back them up. All of which being the methods we have been taught in this class. I can see how those would say rhetoric is evil. With a bad or power-hungry mind, learning these methods could be disastrous. For example, Hitler was extremely known for his persuasiveness, so much so he had hundreds of thousands of groups of young men fighting for his cause with them not even knowing how awful the cause was. Hitler made his cause seem as if he was the one in the right with the way he spoke and used rhetoric methods many people followed him. Overall, learning these ways are good. Professors, financial advisors, college recruiters all of which use these methods and more cases than not it ends up for the better of those willing to listen.

I believe rhetorical methods should be studied and taught. There seems to be so much good that comes out of it rather than bad. People use rhetorical ways in their everyday lives without even realizing it and if they had that further knowledge, they could make their points much more understandable.

Enzo Oliva

Is Rhetoric Evil?

Within the past semester, we have been introduced to one of the most powerful persuasive techniques, rhetoric. Some say that rhetoric is evil to the extent that logos, or truth and logic need to be induced within persuasive reasoning, making sure that the persuasive strategy isn't manipulative, or false. What's the fun in that? The majority of society use rhetoric to their advantage when it comes to politics, business, and a multitude of other situations. Frankly, mankind strives on rhetoric to make the world go

round. How do presidents get elected? How do firms make capital gains? How does a 5-year-old get the toy he/she desperately desires? People react to emotions, to establish the credibility and trust of the persuading party. Has anyone recognized once the 5-year-old kid gets that toy, they smile automatically, and stop crying? That is the emotional aspect impacting the counterparties actions towards the 5-year-old. The majority of people don't bite if the argument is bland and truthful. The majority of people want a show of waterworks and a little manipulation in the middle to believe in the story. Rhetoric is a skill that humanity needs to survive in the vast jungle of opportunity.