

Draft Of Project 2

Rhetorical Strategies of “The Breast Cancer Gene and Me” by Elizabeth Wurtzel

By: Sam Macklin-Isquierdo

Most people can say they have someone in their family that has been affected by cancer, whether it be breast cancer, lung cancer, etc. Elizabeth Wurtzel was directly affected when she herself was diagnosed with breast cancer earlier this year, and had to undergo many chemotherapy treatments and surgeries. To prevent this from happening to others she is encouraging others to get tested for the BRCA gene.

In Elizabeth Wurtzel’s article, “The Breast Cancer Gene and Me”, she persuades the reader to get tested for the BRCA gene mutation using rhetorical strategies, such as a personal narrative, tone, and her own reputation. The combination of ethos and pathos used in the article works effectively and achieves the authors goal of getting people concerned and informed about the BRCA gene.

Her use of a personal narrative is both an ethical and emotional strategy. (add here)

Her choice of words and tone are emotional strategies. (add here)

Her reputation is both an ethical appeal and an emotional appeal. It is an emotional appeal because the author has experienced the pain firsthand. (add here)

The rhetorical strategies that my author uses are effective and manage to achieve her goal: to convince the audience to get tested for the BRCA gene mutation. Getting tested for the gene would change the type a treatment that a person would receive to target the prevention of cancer returning. This would save the diagnosed person a lot of pain.