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Website URL: <https://tinyurl.com/v5o8ub9>

The Coral Imperative: Rationale Statement

Ethos

We show our credibility through our biographies by explaining the effect this topic has on each of us personally. Also, we use only published, peer-reviewed articles and official websites to gather the information we use throughout our website and brochure, which also are referenced within our website.

Pathos

We show pathos in our project through our personal statements that we included in our biographies. Through this, we talk about how our topic affects our lives on a more personal level, this evokes emotion in the reader. Also through our brochure and website, we include a lot of visuals that show the destruction of the coral reefs which also causes the reader to feel an emotion and inspire them to take action for our cause. We also use our sources such as the National Geographic article on healthy and bleached corals which appeals to emotion. Pathos is also shown through our statements such as “All it takes is one person, one organization, one catalyst event to begin the process of saving the environment and world economies.” These statements cause an emotional reaction within our reader to evoke action.

Logos

We used information from the United Nations' World Economic Situation And Prospects: April 2019 Briefing. The data in the article covered how the labor force has been in decline since the late 1990s and how the destruction of the coral reefs has begun to contribute negatively to this trend. We use this as crucial and logical information to show that it is a fact that coral reefs affect the world's economies. With a declining labor force, the economies of the world's nations cannot truly thrive or grow. We also used information about the usefulness of coral reefs to push our point further. We extolled the benefits of healthy coral reefs and the fact that they are a key component of marine ecosystems. We then took that information and delved into the negative effects of if they were all to die.

Logical Fallacies

Anecdotal

The first logical fallacy we found that can be used against our topic is anecdotal. This can be used when looking at our personal statements on our website. One could claim that our statements are not sound or compelling evidence to support our argument. We could counter this fallacy with our further statements which were pulled from credible, published sources.

Appeal to Authority

The second fallacy is the appeal to authority. The government in ways are destroying coral reefs in order to make room for further development and easier transportation routes within our waterways. Since it is our government, many people may see them as one to look out for our future so destroying these coral reefs is ok. We counter this by showing in our website and sources what the long term effects and permanent damage this destruction has on the ecosystem.

Bandwagon Appeal

The last fallacy we believe can be used against us is the bandwagon appeal. Many people will not only follow the government, but also those who work in the transportation jobs that will be benefited by the destruction of the coral reefs. Towns who use this as their main source of the economy will also follow along with these decisions. We can counter this by showing the long term effects this will have on the economy as a whole and providing further education on what the bleaching of coral reefs can cause to happen.