

A Rhetorical Analysis on how the Media Covers Pollution

By: Bianca Harmon

I decided to pick pollution as my topic because it's a very huge problem in this world for our wildlife and environment. The article I chose was "'The Air That Keeps us Alive is Making us Sick,' Warn UN Experts on Clean Air

Day" by Ariel Javellana. The video I chose was "'How we can keep plastics out of our ocean" by National Geographic. There's a part in the article where the author says "We know what we need to do. There are many solutions out there that make economic sense and can get the job done." That part to me shows the author attempting to convey authority. In the video, the part that the speaker attempts to convey authority is "If you eat you're a part of agriculture. So it's a problem that all of us have to work together to solve." In the quote, "wildfires are human driven, yet some people try to act as if they're natural occurrences." I believe this was the author attempting to bring out emotion in the readers, and it definitely worked on me. In the video, the speaker says something that brings out a feeling of pity and sadness in me. She said "Ingested by species across the marine world and sinking to the bottom of the sea." The author in the article wants me to stop burning waste, and what would like me to manage waste in a proper way. She also wants me to reduce the need for transport, by walking, cycling, and carpooling to reduce the need for fossil fuel options. The speaker in the video wants me to use plastic in a different way. The audience's stance is wanting us to stop pointing the finger at each other and work together to overcome the pollution. In the video they want you to stop making plastic a waste and make it a reusable source. The article was made in 2022 and I think the timing was good, because we just went through a pandemic. If we can get through that, then we can overcome the air pollution. The video was made 6 years ago and the timing was alright, because people were not going to see the long term effects at that point. In the article, social media can be used to spread awareness about pollution. In the video you can use social media to show how to properly recycle plastics, In the article a culture that was affected was African cultures, there was a lot of pollution and not a lot of protection against it. In the video it was poor people in remote places and would have plastics dumped in their ecosystems/environments.



<https://youtu.be/HQTUWK7CM-Y>

<https://news.un.org/en/story/2022/09/1126101>