**The following video rocked the world and created a MAJOR, surprising shift in the election of 2016. Let’s examine why the video had such an impact on both Republicans and Democrats.**

Ethos

Logos

Pathos

Audience

Context

Purpose

1. What moments resonated with you the most? Why?
2. What has the most impact on you: the words or the images?

The speech at 2016 DNC

<https://www.youtube.com/watch?v=Xzkkk-oJ6bo>

Donald Trump’s next day response on ABC news

<https://www.youtube.com/watch?v=9_8dSiQBXog>

Mrs. Khan’s full response, two days later.

<https://www.washingtonpost.com/opinions/ghazala-khan-donald-trump-criticized-my-silence-he-knows-nothing-about-true-sacrifice/2016/07/31/c46e52ec-571c-11e6-831d-0324760ca856_story.html>

Donald Trump has asked why I did not speak at the Democratic convention. He said he would like to hear from me. Here is my answer to Donald Trump: Because without saying a thing, all the world, all America, felt my pain. I am a Gold Star mother. Whoever saw me felt me in their heart.

Donald Trump said I had nothing to say. I do. My son Humayun Khan, an Army captain, died 12 years ago in Iraq. He loved America, where we moved when he was 2 years old. He had volunteered to help his country, signing up for the ROTC at the University of Virginia. This was before the attack of Sept. 11, 2001. He didn’t have to do this, but he wanted to.

When Humayun was sent to Iraq, my husband and I worried about his safety. I had already been through one war, in Pakistan in 1965, when I was just a high school student. So I was very scared. You can sacrifice yourself, but you cannot take it that your kids will do this.

We asked if there was some way he could not go, because he had already done his service. He said it was his duty. I cannot forget when he was going to the plane, and he looked back at me. He was happy, and giving me strength: “Don’t worry, Mom. Everything will be all right.”

The last time I spoke to my son was on Mother’s Day 2004. We had asked him to call us collect whenever he could. I begged him to be safe. I asked him to stay back, and not to go running around trying to become a hero, because I knew he would do something like that.

He said, “Mom, these are my soldiers, these are my people. I have to take care of them.” He was killed by a car bomber outside the gates of his base. He died trying to save his soldiers and innocent civilians.

That is my son. Humayun was always dependable. If I was vacuuming the house and he was home, he would take the vacuum from my hand and clean the house. He volunteered to teach disabled children in the hospital how to swim. He said, “I love when they have a little bit of progress and their faces, they light up. At least they are that much happy.” He wanted to be a lawyer, like his father, to help people.

Humayun is my middle son, and the others are doing so well, but every day I feel the pain of his loss. It has been 12 years, but you know hearts of pain can never heal as long as we live. Just talking about it is hard for me all the time. Every day, whenever I pray, I have to pray for him, and I cry. The place that emptied will always be empty.

I cannot walk into a room with pictures of Humayun. For all these years, I haven’t been able to clean the closet where his things are — I had to ask my daughter-in-law to do it. Walking onto the convention stage, with a huge picture of my son behind me, I could hardly control myself. What mother could? Donald Trump has children whom he loves. Does he really need to wonder why I did not speak?

When Donald Trump is talking about Islam, he is ignorant. If he studied the real Islam and Koran, all the ideas he gets from terrorists would change, because terrorism is a different religion.

Donald Trump said that maybe I wasn’t allowed to say anything. That is not true. My husband asked me if I wanted to speak, but I told him I could not. My religion teaches me that all human beings are equal in God’s eyes. Husband and wife are part of each other; you should love and respect each other so you can take care of the family.

Donald Trump said he has made a lot of sacrifices. He doesn’t know what the word sacrifice means.

George W. Bush declares war on terror, Sept. 20, 2011. Less than 10 days after the attacks.

<https://www.youtube.com/watch?v=_CSPbzitPL8>

Intro: scene or anecdote – starts with a story

CP: What is the problem? Define radical Islam

Eval: Why is radical Islam bad?

Proposal:

By aiding and abetting murder, the Taliban regime is committing murder. And tonight the United States of America makes the following demands on the Taliban:

-- Deliver to United States authorities all of the leaders of Al Qaeda who hide in your land.

-- Release all foreign nationals, including American citizens you have unjustly imprisoned.

-- Protect foreign journalists, diplomats and aid workers in your country.

-- Close immediately and permanently every terrorist training camp in Afghanistan. And hand over every terrorist and every person and their support structure to appropriate authorities.

-- Give the United States full access to terrorist training camps, so we can make sure they are no longer operating.

These demands are not open to negotiation or discussion.

Moral Plea: This is not, however, just America's fight. And what is at stake is not just America's freedom. This is the world's fight. This is civilization's fight. This is the fight of all who believe in progress and pluralism, tolerance and freedom.

Full Transcript:

<http://edition.cnn.com/2001/US/09/20/gen.bush.transcript/>

Gerhardt, ENGL 391

Outline for the Proposal

1. The Demonstration: "A Situation Exists" (CP)

Since a proposal asks for action, the arguer will need to show that things as they are now are not the way they should be.

2. Undesirable Consequences of the Current Situation/Ethical Assessment of the Situation (Evaluation)

To show that a situation exists is not necessarily to show that it is a problem. The writer must show that the situation has undesirable consequences. Furthermore, sometimes we want to say that a situation should be remedied not only because of its undesirable consequences, but because it is simply wrong. Any appeal to an audience's sense of what is right or wrong is an ethical appeal.

3. Causal Analysis of the Situation to be Corrected (Causal)

Once we have demonstrated that a situation exists, we might ask, "How did it get that way?"

4. The Proposal.

Truncated: In some cases you may not know, precisely, what should be done, or it may not be in your place to propose the solution. You might simply ask, at length, "Why doesn't somebody do something about this? Let's form a committee to study the matter and come up with a solution." You need the professor's approval before planning a truncated proposal.

Specific: An exact description of what action should be taken to correct a situation. We usually argue for a specific proposal only when we are addressing the audience that can take the desired action.

Supporting arguments

1. Feasibility: "It Can Be Done"

A specific proposal often requires a detailed consideration of feasibility. Readers need to know how the proposal will work. Anticipate the questions the skeptical reader is likely to ask.

2. The Good Consequences That Will Flow From the Proposal

3. Bad Consequences That Will be Avoided if Our Proposal is Adopted

4. The Ethical Appeal of the Proposal. Convince the person or institution that acting on the proposal fulfills en ethical obligation.