Title page

Persuasive message

Announcement of banning plastic: “Every year, over 8 million tons of garbage is dumped into our beautiful oceans. And when you think of that number, I mean, to think 8 million tons, and I would say it’s probably senators, I think it’s probably more than that, based on what I’ve seen and based on the kind of work that I’ve seen being done”.

Trump made a public announcement on banning plastic. The message is persuasive because he used provocative tone to highlights the adversities of using plastic. Use of strong words allowed the speaker to convince the audience about the social issue. The choice of words depicts that he has attempted to convince the audience for his reason of signing the bill against plastic use.

I think that the message was effective because the speaker has used logos, pathos and emotional appeal in the message. The use of logic is apparent as he quotes the figures or 8 million tons. This indicates that an effective strategy has been used as Trump managed to back his argument with data. Another strategy used by Trump for influencing the audience is by emphasizing on how garbage is threating the lives of Americans. This is a practical way of evoking emotions of the audience and persuading them to understand the need for plastic ban. The tone of the speaker has also made the message persuasive because it alarms the listeners about how plastic use will further damage their environment and the planet. Trump has managed to build a connection with the audience by talking about them.

I think the approach that the speaker could have used was to support his claims by including scientific evidence such as by telling how plastic will be a cause of more diseases and deaths. I also believe that by stressing on the negative role that plastic already did to the country would add more persuasive effects for the audience. Another strategy that I believe would have been more effective was to start with the benefits that the bill will bring for the entire society.