A Rhetorical Analysis of Newspaper Articles

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Overview

To improve the reader’s understanding of the rhetorical devices used in the newspaper articles of the study, it is important that he/she is provided with basic background information about the particular newspapers from which the articles were obtained. Three papers were analyzed. The first was the National Post. The National Post is predominately a Toronto oriented paper; however, over time it has evolved into a more globally angled and nationally consumed paper. The National Post is viewed as a Conservative paper. The second paper was the Globe and Mail. It did not overtly demonstrate a political bias, but seemed to critically report on the actions of each political party. The content of the articles supported what the paper felt was best for Canada. The third paper is the Toronto Star. It is Canada's highest circulation newspaper, even though its print edition is distributed almost entirely within Ontario. The Toronto Star is viewed as a liberal paper.

For the purposes of this assignment, articles were chosen that had an environmental context, which provided the analysis group with rhetorical devices that were easy to identify, critique and compare. Another reason why the group chose to predominately analyze articles with an environmental focus was that it made the act of comparing the rhetorical devices employed by the various newspapers easier. Twenty articles were analyzed from each paper that drew from science/technology, business and politics and life.

The main goal of the project is to demonstrate how the newspapers use rhetorical devices to promote, persuade, and strengthen their arguments and interests.
Results

National Post

Data

The article illustrates the intense population growth pressures on the Halton region and surrounding area. The article continues to suggest that the region will need help producing financial and other resources if Halton is going to have any means of viably accommodating the immense growth. The article concludes by stating how the region still possesses a “small town charm” that it would like to try to preserve despite the ever increasing population and urban infrastructure growth. The piece uses ethos (testimony of experts), pathos (empathy and guilt), as well as logos (statistics) to increase the strength of its arguments.


The article deals with a Serbian “Businessman” and uses ethos (claims by the judicial court) and pathos (outrage) to persuade its audience.


The article explains how global warming and climate change are becoming the “investment theme of the year” in economic circles. The article goes on to list the various ways how and why climate change is becoming such an economically viable and lucrative investment. The article uses ethos, pathos, and logos to persuade the reader.


The article argues that due to the high temperatures, oil prices have dropped. The article contends that due to less oil consumption to heat homes because of unusually mild weather this winter, the overall value of oil has declined. The article closes by talking
about other stocks and the market in general. This piece predominately uses *logos* and *ethos* to strengthen its argument; however there are hints of *pathos* because certain affects are drawn out of the reader.


The article talks about the increasing use of pesticide use by Toronto’s park’s department, despite the implementation of an inhibitory bylaw passed last year. The piece uses *pathos* (fear), and *logos* (statistics) to enhance its claims.


The article talks about a family farm business. The article highlights Joel Ippolito’s success in the produce industry. The article concludes by talking about the growing opportunities for produce and farming industry around the GTA. The article uses *pathos* and *ethos* arguments to persuade.


The article states that Toronto saw a dramatic increase in cases of Hepatitis A last year. It reports that the illness was reported twice as much as last year. It goes on to say that the outbreak will not be officially over until Mid-March when no reported instances have been posed during the duration of two incubation periods. The article concludes by providing the reader with information on Hepatitis A vaccinations. The editorial uses *ethos* (doctor’s advice), *pathos* (fear), and *logos* (statistics) to make its arguments more compelling.


The article begins by highlighting all of the positive statistics Mr. Harper received in a recent poll (*logos*). The article goes on to talk about the short comings of Dion (*ad hominem* and *pathos*). It goes into great detail and produces many statistics that suggest
great public unrest toward Dion (logos). The article concludes by suggesting that Mr. Dion has “Stockwell Day Syndrome” (ad hominem and pathos).


The article depicts a great leap in the value of farmland out west due to a rise in demand for crops such as wheat, corn, and canola. The article goes on to state that there is great potential for capital appreciation in the agricultural land and development in the Prairies. It uses the rhetorical devices of ethos (expert testimony) and logos (statistics) to back up its claims.


The article talks about the growing need for fuel refineries and distributors to provide alternative fuels for drivers. The article suggests that the carmakers alone, making more fuel efficient vehicles, cannot produce the lofty goals proposed by the Clean Air Act; they will need help from other areas of the auto industry. The article concludes by talking about how pollution has been effectively reduced by the use of new cars and suggests to the reader that using an old car is extremely detrimental to the environment. This piece uses pathos (compassion and sympathy for carmakers) as a rhetorical device.


The article talks about the growing interests of several major mining companies to start exploring and expanding in the Canadian North. The article argues that, due to lack of infrastructure and high development costs, the North has remained relatively untouched by industry; but due to improving commodity prices the North is a prime place to explore and expand. The article concludes by providing the reader with a specific corporate takeover in which the acquired mining company will be forced to move and produce in the North. The editorial uses ethos (testimony of experts) to persuade the reader.

The article outlines Barclay’s new carbon tracker, the first global investment tool to evaluate and measure global greenhouse gas emissions. It goes on to divulge how a growing concern for global warming and the containment of greenhouse gases is giving birth to a global market of carbon dioxide trade. The article uses the rhetorical devices of ethos (testimony of experts), pathos (positive affect that is upbeat), and logos (statistics) to persuade the audience.


The article pertains to the current failure of Japan to remove an 8,000 tonne whaler ship that is in danger of spilling its 1.3 million litres of fuel into the open Ocean. The article goes on to propose the possible environmental and political ramification of such a catastrophe. The piece uses ethos (opinions of politicians), pathos (instillation of fear), and logos (statistics) to persuade the reader of its arguments.


The article contends that if Canada wants to stay competitive in the market place of tomorrow then its businesses will have to form a closer bond to its universities and the world of academia. The article refers to Bill Gates’s recent speech to the Canadian Private sector. This editorial uses ethos (testimony of experts) and pathos (fear) to influence the reader.


The article talks about the joined donation between the federal government and Bill Gates towards HIV research. The article goes on to disclose that it is predicted that a vaccine for the highly infectious and lethal illness is still about a decade away and that every measure taken to speed up this process saves thousands of lives. This piece uses
ethos (figures of high authority and influence, i.e. Stephen Harper), pathos (stimulates emotion in reader), and logos (facts) to persuade.


The article begins by stating colleges and universities will face a surplus of faculty and empty classrooms in the near future unless something is done to increase the enrolment rate of “low income” youth. The greater enrolment of the low income demographic is needed to offset the aging population and higher tuition costs, which, the article suggests, will have a negative impact on post secondary enrolment in the next decade. The article uses the rhetorical devices of ethos (scientific studies), pathos (worry), and logos (statistics) to enhance its argument.


The article explains Bombardier’s attempt to market a new passenger jet called, “CRJ1000”. The article goes on to provide the new features and dimensions of the jet and divulges the business history of the Montreal based corporation. The article concludes by providing the reader with the pros and cons of the aircraft stating that it is a very economical way to fly, but may still provide airliners with problems generating profit. The piece uses ethos (testimony of experts), and logos (facts and financial figures) to enhance its claims.


The article talks about the possible extinction of the Tasmanian devil due to a horrible facial tumour that seems to be spreading throughout the entire population. It goes on to divulge that 80 per cent of the wild devil population has developed the disease and that almost all hope depends on an effort to separate the healthy population on to a neighbouring island. The article uses ethos (testimony of zoologists), pathos (fear and worry), as well as logos (statistics) to make its arguments more persuasive to the audience.
Wilson, Jeff. “Corn, the new gold.” National Post 21 Feb. 2007: FP3.

The article talks about the rising price of corn, due to rising demand for livestock feed and alternative fuels. It provides various statistics that show about an average of 25 per cent increase in the value of farmland. The article concludes by comparing this rise in value in farmland to that of the rise in value in major urban centres around the globe. The article uses ethos (expert testimony) and logos (logical facts) to support its claims.

Summary

To enhance the reader’s sense of context and understanding of the rhetorical devices used in the newspaper articles of this study, it is important he/she is provided with basic background information on the particular newspaper the articles were obtained. The National Post was one of the newspapers used for this rhetorical analysis. Originally the National Post was predominately a Toronto oriented paper; however, over time it has evolved into a more globally angled and nationally consumed paper. The National Post is viewed as a conservative paper. The newspaper’s audience is predominately thought to be business minded urbanites.

For the purposes of this assignment the majority of the articles used for analysis pertain to the environment. An environmental context was chosen as the main focus for the articles because such articles provided the group with rhetorical devices that were easy to identify and critique.

The findings extracted from the environmental articles in the National Post show that a strong emphasis is placed on rhetoric’s three main forms of persuasion—logos, ethos, and pathos. In these environmental articles the most popular form of logos arguments used to persuade the reader was ad numerum. To enhance and strengthen the argument made in the article, using logos through the rhetorical fallacy of ad numerum, the journalist used statistics, percentages, and financial figures to illustrate and support his/her stance. The most commonly used ethos based rhetorical device used in the National Post’s environmental articles was statements and quotations of so-called “environmental experts” to fortify and reinforce the claims of arguments made in these
articles. By repeatedly using “experts,” the articles vastly increased the believability and credibility of the argument or position being made. Last, but perhaps most important and unique to newspaper articles and journalism in general, the environmental articles were heavily reliant on pathos to persuade the reader. Usually deemed as the lesser or least important of the three rhetorical proofs, pathos was found to play an important if not instrumental role in the environmental article’s ability to persuade the reader. This element of pathos is most evident in the use of images, diction, as well as tone and style that the article uses to manipulate the reader’s emotional disposition, making them more open to the article’s argument.

Another major finding from the analysis of the National Post was that it repeatedly drew conclusions, slants, and emphasis toward its audience’s reported areas of interest and/or expertise. This meant that most of the articles had to do with urban environmental issues, such as: the use of pesticides in public parks, urban planning, and pollution, or placing a business spin on environmental issues. An example that highlights the National Post’s unique business emphasis is the article that suggests various ways of investing in and profiting from global warming.

Despite the major emphasis on environmentally focused articles, four or five of the twenty articles analyzed from the National Post were strictly political. This was done as a conscious effort to identify the political stance of the newspaper and easily compare it to the other two papers.

The results of this political inquest reinforce the National Post’s identity as a conservative newspaper. The newspaper also made a point of being very anti-Liberal, as well. All articles and comments pertaining to the election were pro-Conservative. To maintain this stance Stephen Harper was always portrayed as kind, courteous, happy, and usually in circumstances of victory. Even outside the election context Stephen Harper was always portrayed in a positive light in all the articles, emphasizing his successes, charisma, political agendas, and humanitarian work.
The idea of using *pathos* as a powerful persuasive tool is not just restricted to the environmental articles but is also apparent in the politically oriented article findings, as well. Just like the environmental articles, the political items also enlist the use of images, diction, and style to manipulate the reader’s emotional disposition. Again, this highlights the importance of the role of *pathos*, or the ability of an article to manipulate the audience’s feelings in an attempt to persuade. This is an important finding, because with greater analysis of other newspaper articles and journalism in general we see how the industry is less concerned with what is traditionally considered the more important of the three rhetorical proofs, namely: *ethos*, and *logos*, and is more heavily reliant on *pathos* for its ability to persuade. As a result of this dependency on *pathos* to persuade, journalism has become less fact oriented and more dependent on its ability to shock, disgust, or enchant the audience, in an attempt to control and manipulate their emotion. This phenomenon is called sensationalism. Consequently, from a rhetorical analysis perspective, sensationalism in all its forms and devices is perhaps the most important finding and rhetorical device employed in this study.

In sum, the *National Post* is a Toronto based newspaper that has become significantly more internationally oriented and nationally recognized in the last few years. The articles used for the purposes of this rhetorical analysis study, mainly pertain to environment. This environmental focus was agreed upon by the analytical group for rhetorical and comparability reasons. Despite heavy emphasis on environment some purely political articles were also used to clearly outline and compare the paper’s political stance to the other newspapers in the study. The first major finding was that the paper almost always made the articles “relevant” to its reported audience; this usually meant putting things into an urban and/or business context. The second finding of great importance underscored the value of *pathos* to arguments made in these newspaper articles. Even though the use of *ethos* and *logos* was evident in the articles analyzed, the articles clearly highlighted that journalism is greatly dependent on the manipulation of the audience’s affect. This dependency has come at the cost of proofs that are considered “fact” (i.e. *logos*), and has evolved to the point of sensationalism. Consequently, in light
of these findings we must continue to study sensationalism from a rhetorical perspective and maintain a degree of scepticism and reservation as consumers of journalism.

**Globe and Mail**

**Data**


The environment minister, Baird, worries that pushing to meet the 2012 target for the Kyoto Accord would cause economic collapse; he likens such an event to Russia after the collapse of the communist regime or the Great Depression, invoking use of *pathos*. Dion does not believe Baird’s concerns and thinks that Canada should follow Europe’s lead and work with emission credits. There is no image.


The BC provincial government approved a plan, similar to that of California, to reduce greenhouse gas emissions. Environment minister Baird is excited to work with provincial governments in this matter. Legislation was passed to comply with Kyoto but the Liberals do not want to fast-track the bill. Law Professor Elgie states that the legislation would be binding and cites cases where courts must tell the government to respect the environmental assessment laws for the construction sites. The article is written for a general audience. The tone carries a lot of social connotations of groups and popularity suggesting that it is trendy to support the Accord. There is no image.


Dr. Brambley, of the Pembina Institute, says that increasing oil production by a dollar per barrel will help with meeting greenhouse gas reduction without economic collapse. Power bills would not increase more than 10 per cent, as opposed to the 40-60 per cent that former minister Ambrose had been predicting. The article is written for the businessman and politician in a professional tone. There is no image.

Eddie Goldenberg, former policy adviser to Chrétien and currently a lobbyist for TransCanada Pipelines, does not think that Canada can reach the 2012 greenhouse gas emissions targets by 2012. Industry officials say that production costs will have to be raised. The main argument used is deductive and is refuted by the use of experts to establish ethos. Goldenberg’s ethos is discredited by McGuinty (Liberal MP). There is no logos used by Goldenberg, but by the industry officials. The article is written for a general audience in a professional tone. There is no image.

“Ethanol outlook fuels increase in Ag rating.” *Globe and Mail* 20 Feb. 2007: B16.

Rob Winslow, an analyst from Wellington West Capital market recommends investing in AgGrowth Income Fund, a Winnipeg company that manufactures grain handling equipment. This recommendation stems from an announcement by President Bush to increase ethanol use in cars. Information about stock prices is given in the closing paragraph to establish logos. Pathos is established by calling the President’s announcement good news for AgGrowth clients. There is no image.


Scientists from 14 countries have found new marine species that have been hidden for 5000 of years due to melting of ice shelves in the Antarctic, caused by climate change. Several scientists are consulted for their reactions about what this means for science and for humanity. The ethos of the scientists conveys their enthusiasm to the readers. There is no image.


Fifty thousand scientists are studying the effects of climate change in both polar regions as part of the International Polar Year program, the fourth since 1882. David Hik,
executive director of Canadian IPY team says that scientists do not understand everything about polar regions and must gather evidence on how climate change has affected the Arctic, wildlife, and people. Pathos is established by stating that the Arctic is future of Canada because when ice melts access increases, and the US as economic and geopolitical interests. The article is written in a professional and instructive tone for a general audience. Arguments is that climate change is occurring and we need to learn more about it therefore scientists from all over the world will study it in polar regions. Another instance of pathos encourages feelings of curiosity in readers, framed as a great opportunity for scientists and directs the readers toward a website in where they can learn more. There is no image.


This article is about the author, who is a former figure skater, teaching her daughter to skate on an outdoor rink. She creates an opposition between skating outdoors versus indoors. The outdoors is associated with amateurs but came to mean true sport as she watched her daughter. Skating on an indoor rink came to mean competition and was valued negatively. Pathos is evoked through the use of nostalgic language. There is a cartoon of a little girl skating outdoors.


The article describes the carbon dioxide geological sequestration site in Weyburn, Saskatchewan and how it can be used to recover crude oil (primarily for economic reasons) and reduce greenhouse gases from entering into the atmosphere. Scientists worry that the carbon dioxide will not remain underground or will contaminate the groundwater, these arguments are countered. The article is written for a general audience in an instructive tone. Logos and ethos are primarily used to support the arguments. There is an image of the sequestration plant and a diagram of how the process worked.


The article covers Al Gore presentation in Toronto and his rise in popularity with “An Inconvenient Truth.” Different people are consulted for their reactions of him,
creating an *ethos* based argument to support Gore’s popularity. Examples are David Suzuki, who had wanted him to run for Canada’s prime minister and learned from him that to change the environment one must enlighten the people instead of the politicians; Carl Pope, who says that Gore is indispensable to the climate change crisis; and an average person, who had bought $400 tickets for his mom to see this cultural icon. The article is written in an upbeat and optimistic tone. There is an image of Al Gore.


Coal soot from China is causing weather problems in BC and the Pacific coast. The article refers to meteorologists who explain how changing weather in one area will affect the weather of another area, based on decades of correlative research. *Pathos* is invoked by mentioning the recent destruction of Stanley Park, generating a worried tone. There is a satellite image of the Earth and a brief explanation of technical terms.


University of Toronto researchers report that the Canadian government has no plan to cut its emissions, whereas the other G8 countries do have a plan in place. The researchers investigate the compliance of the G8 countries with the Kyoto Accord and found that 31 per cent of their commitments had been filled by since last summit meeting. The article was written for a general audience in a warning tone. *Pathos* is established through word choice and invokes feelings of frustration at the Conservative government for not taking action to reduce greenhouse gas emissions. There is an image explaining the rankings of each of the G8 countries.


Food shortages will occur in Fertile crescent, India, Pakistan, Bengal occur as a result of global warming’s effects on the temperature sensitivities in major crops.
Consultive Group on International Agricultural Research determined this through computer models. Lester Brown (founder of Earth Policy Institute): thinks impact of global warming will be felt this summer and there are no more food surpluses because grain production has fallen for the past six years and food may be diverted to be used as green energy. There is only enough food for 57 days of consumption in storehouses. Soaring food prices could lead to urban riots and political instability, evoking pathos.

Market analysts thinks that scientists will produce hardier grains and will prevail despite weather but the article states that northward shift of cropland will not be viable due to thins soil. Written for a general audience, the Tone is warning as there is a lot of use of dramatic language: “gun sights of climate change,” “devastating,” “cruel twist of fate.” There is also a lot of eating related words: “nibble down.” There is an image of an African woman’s hand with a palmful of grains.


Alanda Carver (Resident of area and president of Muir Creek Protection Society in BC) is worried that clear cutting and housing developments are causing the disappearance of wildlife in this area because developers are not maintaining wildlife zones. Fedonsenko, sales agent for development company says that developers do not want to destroy wildlife because it is the wildlife (as well as the coastline, fishing and proximity to Victoria) that is attracting the land buyers. Three Point Properties has 10 year plan for housing. More private land will hit market in 10-15 years. MLA John Horgan thinks logging companies will sell land to highest bidder. It is written for family and business-minded audience in a professional tone. It is from a special supplement of the newspaper. There is an image Alanda Carver in the forest area that would be affected.

The article describes the maple sugar season in Quebec. France Gosselin (Cabane à Sucre Millette) says month long the season “Depends on Mother Nature.” There is a description of cabane meal (sugared everything) and a reference to how lumberjacks had eaten like that to celebrate end of winter. It also discusses the Maple harvest legends: “It's prompted by the phases of the moon; the sap starts to run when the bears awake from hibernation; tap the trees when the wind changes direction from south to north.” It ends with a fact by Hermine Oiumet (head of provincial associations of Cabanes) who says the season depends on frosts. Cabanes gets 8500 visitors a year and is big business in Qué., the largest producer in the world of maple sugar. The article is written for family in upbeat tone. Instance of pathos are apparent when the author tries to tempt readers with mentions of food, persuading readers to go to the Plessisville 49th annual maple festival in May. There is no image.


A logos (there are many statistics) based article about the heavy pollution in China and what it costs in areas of health, economy, and environment. The author argues that 18 per cent and rising of the world’s greenhouse gas emissions come from China, therefore any sacrifice that Canada makes will not make a contribution to global reduction of greenhouse gas emissions. Consultation with US bureaucrat, Ruth Greenspan Bell, states that China is presently too poor to fix the environment and that countries cannot usually afford to fix the environment until GDP reaches over $9000 a year. There is an image of a polluted Beijing cityscape.


This article is an interview with Bill Reinert, who is long range alternative-fuel Toyota planner, with a master’s degree in energy engineering, his credential are stated in the opening paragraph, establish ethos. Reinert argues that alternative energy is about water quality and land use, not just energy security. The fluxes in fuel prices make it hard
to plan for future, but there will be no change in five years except for clean diesel and gas. Ethanol is corn-based and not as clean as people are led to believe, there are farm-subsidy issues as well. Target audience is scientists, workers, and environmentalists. Tone is professional. The argument is inductive: he applied what he knew of particular cases to the general overview of alternative fuel. One instance of *pathos* occurs when interviewer claims the person is to be believed because he is not like the other “so-called ‘environmental engineers’ I’ve met at car companies sound like public relations agents for their employers.” There is no image.


The property prices for farmland are higher than city prices for the first time in 30 years because of the value of using corn to produce ethanol and Bush’s edict to use alternative fuels. Though the article is optimistic in tone and written for the businessman, there is a line of refutation by hedge fund investor, Jim Rogers, who predicts that climate change will cause a decrease in acreage for cropland. Inclusion or market figures make this a *logos* based article. The image is of a tractor in a cornfield.


David Suzuki makes a speech to the Travel Media Assoc. of Canada in London, Ont. Conference, advising them to lower their ecological footprint by resisting growth. He comments that ecotourism is okay but can consumptive. He is using a bus powered by green energy and promoting Nature Challenge on a cross Canada tour. He plans to give speeches next year through teleconferencing calls. The article is written for the worker and family in a professional tone. The argument is deductive: it is important to reduce ecological footprint therefore consume less, he jumps over the minor premise. There is no *logos* given in article as it is heavily based on *ethos*. There is no image.

**Summary**

The *Globe and Mail* has its origins in Toronto, 1844, by George Brown. It had functioned as a platform for Brown’s ideology and to promote the aims of the Reform
Party. It went through many incarnations and changes of ownership, but it always had the purpose of declaiming itself to be the national newspaper of Canada. The paper was also interested in international stories and business; it had been the first newspaper in Canada to have permanent news bureaus in Africa and Latin America and to include a business section. The newspaper is now owned by Bell Globemedia Publishing Inc; a large media company that also includes CTV, TSN, Globe Interactive and Sympatico/Lycos. (“History,” 2006).

The mission of the paper can be summed up by this statement found on their history webpage: “The Globe and Mail believes, as Brown did when he founded the newspaper, that only an informed public can defend itself against power seekers who threaten its freedoms” (“History,” 2006). In accordance with this statement, the Globe and Mail gave the semblance of an independent paper. They critically reported equally on the actions of each political party, and supported what the paper felt was in the best interest for Canadians, as was seen in their reportage on environmental issues. The general belief garnered from the 20 environmentally focused articles seemed to be that it is in Canada’s best interest to take action to accommodate and halt climate change without triggering economic disruption. They are critical of any politician who does not follow this belief, no matter their party.

The Globe and Mail has demonstrated a persistent interest in environmental matters, especially those involving the Kyoto Accord and climate change. The newspapers have reporters whose focus is on climate change exclusively, and they carry a climate change news section in their online edition. In nearly all articles, though the tone and the type of argument may differ, the forms of logos that were consistently used were statistical or scientific evidence and historical or recorded facts. Ethos was established by consulting only experts in the field, there was rare use of consulting the average person for his or her opinion on the subject, except in the “life” articles. Pathos was used as much as the other forms of proofs; but it seemed to depend on the content on the article as to how it was used. Images were used as a form of either pathos, where the image
usual showed a person in order to draw interest or sympathy from the reader; or logos, where the image was used to explain any unfamiliar content in the article.

The articles written about business all treated climate change as a given fact and worked forward from that premise. Much of the subject matter discussed how the markets would change as a result of development of alternative fuel technology. Only one article that dealt with the conflict between preserving a forest or using the valuable land to build houses and business, this was also the article with business content that was did not have an optimistic tone. Most of the other articles were written with an optimistic and professional tone. The types of arguments generally used were deductive. An example of the common type of reasoning is as follows: President Bush declared alternative fuel would be necessary in the near future, land and technology to develop bio-diesel will become premium, therefore one should invest in these markets. The language used was meant for business people as market specific terms were not explained. When images were used, they displayed the expert consulted in the article or the subject matter the article discussed.

Science related articles were mainly concerned with the effects of climate change for humans and with the changing technology that will be used to accommodate for it. The arguments used were inductive; the reporter would state a finding about the environment and make their case around this fact. The information was arranged from general to specific, probably to accommodate for the need to establish the knowledge to understand what the article was about. Pathos was often used to establish the necessity for the science discussed in the article or tried to get the reader interested in the science. For example, an article about the International Polar Year, pathos encouraged feelings of curiosity in readers, the event was framed as a great opportunity for scientists and directs the readers toward a website in where they can learn more and get involved. There were also many appeals regarding the cost climate change and effects on economy and the overall tone was a warning one.
The articles that were more general, that had to do with “life,” did not have as much focus on climate change. In this section, *logos* was anecdotal and there was a primary reliance on *ethos* to back up the facts. The use of *pathos* was a direct appeal for commonality; the reporters did not use a sophisticated or specialist register. Any images showed the individuals on which the article was based.

The political articles regarding the environment sampled were exclusively concerned with climate change. Many of the articles were concerned with the potential cost of climate change for the country and how best to create policies to achieve Kyoto Protocol targets. The use of *pathos* appealed to the amount of costs involved in achieving Kyoto target. Much of the opposition between the Liberal and Conservative parties was emphasised, though both parties were given room each article to have their views and criticisms printed. The arguments used were deductive. Generalities would be made about the subject, such as the ambitiousness of reducing greenhouse gases, then links would be constructed the specific incidences such as the plan for BC provincial government to meet California greenhouse gas standards.

Overall, the rhetorical strategies used in the articles reflected the content and subject areas of the articles. The articles about business were written such that the environment was valued positively. Although the articles discussed the economic distresses that climate change could cause, there were solutions presented to make the best out such a situation. The science articles were reflected the concern about the negative effects of climate change as well as the enthusiasm for the environment itself from the scientists. The stance toward the environment seen in the life articles was positive; the environment was something that could be enjoyed. The environment was regarded as an object for inter-party conflict and public concern in the political articles. These valuations demonstrate that the *Globe and Mail* views the environment as important; it can be used to benefit Canadians as long as it is taken care of through government policies and scientific inquiries.
Toronto Star

Data

This article explains how refrigerants are banned in Europe and North America but are being used in India and China. With the increased middle class in these countries there is also increase in the number of air conditioners. The Kyoto Protocol is lenient on these countries because of the lack the economical advancement. Logos is established by explaining what is happening to the environment and explaining properties of the chemicals used and their effects.


This article illustrates how the NASCAR and Indy car racers are using cleaner racing fuels. Pathos is established by the cars being more efficient and logos is established by explaining the properties of the new gasoline.


The article explains that the Polar Year kicks off March 1st and runs until 2009. There are 200 projects in the Arctic and Antarctic that will focus on how climate change is affecting the Polar Regions. Logos is established by stating facts about how much money is going into this project, and other facts.

Charlton, Angela. “Polar climate change to be studied.” Toronto Star 1 March 2007.

This article illustrates the Polar Year project sponsored by the UN to find the consequences of an ice-free arctic and the effects that this will have on the world. Ethos is established by the UN, and scientists. Logos is established by stating some of the impacts of global warming and what will happen to the environment due to melting ice caps.

This article explains how global warming is being advertised and environmentally friendly products are selling more because consumers are ready to help. Companies are starting to respond to consumers; however, not to the extent of loosing profits. Logos is established by stating facts about consumers supporting the environment.


This article explains how the GTA needs to improve energy efficiency and it is essential to try to reduce climate change and cut down air pollution, major steps are recommended. Mayor David Miller and Amory Lovins (world renowned environmental intellectual) are used as ethos. Logos is established by stating facts about the GTA.


This article describes how Stéphan Dion is talking about the environment and global warming but does not look like a leader. Stephen Harper is speaking about open federation. Ethos is established by Stéphan Dion and Stephen Harper.


This article illustrates that the power supply in Ontario has improved over the past 12 months. It is clear the peak periods should made aware to consumers. Pilot programs are trying to be implemented to help with conservation. Paul Murphy the chief executive of independent electricity system operator establishes ethos. Logos is created by stating facts about the use of electricity, for example electricity surpassed 27 000 megawatts last August.


This article explains the new “Cleantech” technology and how Toronto is not keeping up to other cities with becoming a more environmental friendly city. Toronto has the resources to incorporate these technologies. Logos is established by explaining that cities such as San Jose and Austin are conducting new environmental efficient energy plans.
This article describes how California signed the Regional Global Warming Accord and hopes to inspire other countries to go in the same directions, including Canada. The legislation in California will cut down on greenhouse gases by 25 per cent by 2020. Arnold Schwarzenegger and Dalton McGuinty establish ethos, and logos is established by stating statistical facts.

This article describes how Roberta Bondar will review how schools teach about the environment and conservation because Ontario has no formal curriculum in this subject area. Roberta Bondar establishes ethos. Pathos is established by explaining how students are environmentally illiterate and there is not enough awareness concerning the environment.

This article explains how Stéphan Dion started his tour aimed at persuading Canadians that he is more than just a one-issue leader that is focused on the environment. Stéphan Dion and Stephan Harper establish ethos.

The article explains how the TXU won support from environmentalists after selling to private equity firms and that electricity will be cut by 10 per cent. Texus needs more power to satisfy the growing population and want to add coal-fired plants. Logos is established by explaining the facts of the company’s plans.

This article explains that transportation accounts for the majority of carbon dioxide and that high speed trains can replace the short trips to places such at Toronto to
Ottawa instead of using airplanes. *Pathos* is established by stating that there can be less carbon dioxide in the air and it will help tackle climate change problems.


This article explains how that the new vehicles are becoming more environmentally friendly and new concept cars are described such as the hybrids and hydrogen-powered cars. *Ethos* is created by using well established car companies to sell the new cars (e.g. BMW) and *logos* is created by the facts of the new car’s features and highlights.


This article describes that our era will be called the “Age of Climate Change,” as stated by Al Gore in his speech at the University of Toronto. Al Gore speaks about the planetary emergency. Al Gore is used to create *ethos*. *Logos* is established by citing research about global warming and quoting research from books.


This article describes the ongoing debate over the future of coal-fired power plants in Ontario. These plants are the worst polluters. The Liberals promised to close down the plants but only one so far has been closed. *Logos* is established by stating facts about the amount of pollutions and greenhouse gases are being created. *Ethos* is established by John Yakabuski (Conservative energy critic), Tom Adams (Energy Probe) and Jim Hankinson (president of Ontario power generation).


This article describes how the Conservatives do not have a plan for emission reduction under Bill C-288 and they do not have any intention of honouring Kyoto. Stéphan Dion explains that “Canada is back in the family of Kyoto as long as the House has some influence on the government”. The Tories argue that there is no money to
implement new plans. Stéphan Dion, Errol Mendes (University of Ottawa professor) and John Bennett establish ethos.


This article illustrates that the Conservative government should enforce a drastic cut in emissions produced by oil and gas companies. Regulations should ensure future oil sands expansions do not jeopardize Canada’s obligations under the Kyoto Accord. Rhetorical devices were not predominately used to strengthen arguments.


This article explains how the Inuit are using air conditioners for the first time as a result of the snow melting. Ice and snow are important for cultural and physical survival. They are arguing that this change is a violation of human rights for indigenous people. Pathos is established by creating sympathy for the Inuit because they are having trouble surviving and their culture is in jeopardy.

Summary

The findings in the Toronto Star regarding the environment had a strong emphasis on the rhetorical devices logos, ethos and pathos. The political stance was important to note because it caused a certain bias in the articles. The most popular form of argumentation was the ad hominem and the arrangement of the articles followed the classical arrangement pattern.

The Toronto Star used many ethos based rhetorical devices to make their argument persuasive. Authority figures such as politicians, environmentalist and corporations were used to establish ethos. These authority figures have a well established ethos, hence enhancing the credibility of the articles. Unknown scientists were also used in a few articles and while they may be credible, it creates vagueness in the article because the reader is not certain who the scientists really are.
Along with ethos, logos was dominant in many of the articles. Scientific and statistical evidence was used to add credibility to the articles. Such evidence might be: “80 per cent of consumers would like to help the environment” from the article “Global Warming pitch on the front burner.” Logos was usually used together with ethos. When used together, the argument was usually fairly strong regardless if it was true or not.

Throughout the articles being reviewed, it is clear that the political stance of this newspaper is liberal. All the articles, especially the articles dealing with the environmental issues were supportive of Stéphane Dion and the Liberal party. The flaws in Stephan Harper and the Conservative party were continually pointed out. The Toronto Star became a more liberal newspaper when, Joseph E. Atkinson was appointed editor and also happened to be a chairman of the liberal party advisory committee in 1916 (“History,” 1996).

There was not much role of pathos in the articles. It heavily relied on logos and ethos to support their arguments. None of the environmental articles were playing off the emotions of the readers, and were not geared towards a greater audience. Most environmental articles swayed more towards business, politics and some science and technology.

The arrangement of the articles followed the classical arrangement pattern. The introduction (exordium) was at the beginning of the articles to create interest. The middle of the article stated proofs which included logos, ethos and pathos to support the arguments. The end of the articles was the conclusion which summarized the article and sometimes raised questions to the readers to inspire them to think about the topic afterwards.

The argumentation used most predominately was ad hominem. This was shown quite clearly in many of the articles dealing with politics. For example: Since Stéphane Dion is favoured by the Toronto Star, many articles exploit the faults of Stephan Harper
in order to hide the faults of Stéphane Dion. This was done quite often in order to make
Stéphane Dion look good in the eyes of the public.

In conclusion, the environmental articles found in the Toronto Star showed
emphasis on many of the rhetorical devices. Logos and ethos appeared most often in the
articles analyzed. Many authority figures were used to add credibility to many of the
articles. Most environmental articles relied heavily on facts and figures to support their
arguments. Pathos did not appear a great deal throughout any of the articles however the
audience of the Toronto Star is very wide. The arrangement of information in the articles
was important to make sure the articles got their point across clearly. The political stance
of the newspaper is liberal and heavily supports Stéphane Dion and his campaign. The
most common form of argumentation used, especially in the political articles, was ad
hominem, because the articles would attack an opposing politician’s ethos.

Conclusion

Newspapers use rhetorical devices to strengthen and promote their interests. This
is illustrated by the use of statistical evidence and authority figures. For example, in a
National Post article “HOT for green investors,” the article uses the opinion of experts
and financial figures to persuade the reader to invest into the changes in markets and
technologies that will accompany global warming. By providing these proofs, the article
appeals to the reader’s sense of logic or logos and his/her sense of trust in the argument,
via ethos, through the statements of so-called “experts.” As a result of these persuasive
techniques the article is able to successfully convey the global warming crisis as a great
opportunity for financial gain. Instances of pathos were used less than the other proofs.
An example of pathos was found in a Globe and Mail article “How global warming goes
against the grain.” Lester Brown (founder of Earth Policy Institute) invokes worry in the
audience by suggesting that the impact of global warming will be felt this summer as
there are no more food surpluses because grain production has fallen for the past six
years. Although the article is about the food shortages in Third World countries, there is a
connection made to the Canadian audience by stating that the US Corn Belt and the Great
Plains are also likely to be affected by climate change, which could cause high food prices and lead to urban riots and political instability. These proofs substantiate the newspapers’ interests, “spinning” the stories to create the papers’ desired audience reaction.

One rhetorical fallacy that was commonly seen in our analysis was *ad hominem*. A representative example was an article found in the *Toronto Star*. The article “Dion kicks off cross-country crusade” describes Stéphane Dion and the issues that his party plans to tackle. The article then tries exposing Stephen Harper as an unworthy candidate by describing some of the issues that the Liberal government will not attend to. A brief line at the end of the article states that Dion “brushed aside questions about his popularity” but this line is buried by the negative statements concerning Stephen Harper.

The findings of this rhetorical analysis project show that newspapers play a vital role in perpetuating their chosen political ideologies in society. Newspapers, along with other genres of journalism, construct the stories in order to sell their product to a specific market, while attempting to appeal to a larger audience. As consumers of journalism, we must take these findings in account when reading newspaper articles. We must continually be aware of these persuasive devices and make our judgements of the articles according to the ideologies the newspapers are trying to convey.
Works Cited

“History of the Toronto Star.” The Toronto Star. 1996. 6 March 2007