

Rhetorical Appeal to CDC

Name

Institutional Affiliation

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The U.S. government relies on the Centers for Disease Control's (CDC) in providing information and direction on diseases that affect the population. The CDC has other operating components that focus on promoting health through diseases control. The center offers information that would help the public avoid diseases or prevent injuries that impact the physical health of a person. The CDC website has information on different diseases that can be accessed by any user. Attention-Deficit hyperactivity disorder (ADHD) is one of the diseases that have been addressed by the center. The information contained on the website regarding the disease includes the prevalence of the disease, causes, treatment, and risk factors. The information available on the website regarding this health problem has been drafted using rhetoric appeals of ethos, pathos, and logos to maximize its use by the public.

The website has made great use of ethos to appeal to the reader that the center is credible in providing information relating to health issues. The reader will easily find information in this website that portrays the center has a credible institution in promoting health, preventing disease and providing leadership on public health issues. The assurance from other agencies and health institutions concerning the mandate of CDC will easily convince the reader to trust and rely on whatever information contained in the website. The tone in which the article on ADHD has been written has an element of ethos that instills confidence to the reader. There is a consistent tone of formal tone in the article that is supported by factual information. There is no opinion used whatsoever, and acknowledgment of information from other authors creates an appeal to the reader (CDC, 2019). Ethos has been strengthened in the article through the use of medical terms such as metanoia which prompts the reader to find the meaning of these medical terms. The statistical information on the prevalence of the mental health issue, treatment data and diagnosis

is well cited which reinforces ethos in the article. The professionalism and approach of the article from the medical perspective gives reassurance that it was written after in-depth research by an expert with knowledge and experience on this health problem.

The reliance on statistical information to support the discussion in the article appeals to logos. There is logic in the article based on how information is presented in different sections. The article begins by providing information on the definition of ADHD and other necessary information that guides the reader in understanding the problem. The article is further supported by statistical information, and charts that improves the understanding of the reader while perusing the article (CDC, 2019). The decision by the author to provide statistics on the prevalence of the problem in different states helps the reader understand how this health issue is spread in America. There is a graph in the article that provides information on the prevalence of the health issue between 2007 and 2017 (CDC, 2019). The diagnosis report within this period is also provided and supported with figures on a table and a chart on the various states. The same is replicated on treatment available to children aged between 4-17 years (CDC, 2019). There is also evidence on research findings where participants to the various research give their opinion concerning the disease. All the information is backed but reliable sources and documented research work of various health institutions.

Pathos has been used on the website to provide persuasion on the various arguments raised by the author. The article has focused on providing factual and reliable information that is backed with evidence without consideration of the feelings it would generate. The author of this article did not aim at creating emotional appeal on the part of the reader after going through the website (CDC, 2019). The focus on precise medical information that is accurate ensures that facts do not move the reader or when they reflect on how people living with this condition suffer

and struggle in their daily lives. The article is informative and in no way prompts the reader to act in a way that can be considered to have generated emotions.

In conclusion, the CDC website that documents facts on ADHD that helps the reader have a better understanding of the health issue. Even though the article followed the standard practice of writing articles on health issues, the author achieved the primary goal of informing the public while making use of rhetorical appeals to convince the reader on the credibility of the article. The article appeals to its goal of providing information on ADHD with the use of ethos, logos, and pathos.

References

CDC. (2019). *Attention Deficit/Hyperactivity Disorder*. Retrieved from
<https://www.cdc.gov/ncbddd/adhd/facts.html>