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English 400

Mr. Howarth

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Promotional Analysis

 For my promotional assignment I needed to find a popular blog that dealt with the same topic that I was interested. So, I did some research and found a top 50 mental health blogs that I thought was very helpful in helping me find a useful and informative blog. The blog I chose was both informative and well known and followed.

 The blog I wrote to is called The Mental Emotional Health Blog. I sent an email to hopefully persuade Devin Hakala to post a link for my blog onto his blog. I told him and tried to explain that his blog does exactly what I want to do, which is, to help those who suffer from mental illnesses. Devin has been using his blog to help and reach those in need for about four years. He wants to spread awareness and discuss a mental illness which is what I want to do. That is why I chose this blog to advertise my blog.

 In the persuasion email I used ethos by telling him about my psychology background so that he would know that although my knowledge isn’t extensive I still have some knowledge on mental illness. I used logos by comparing our two blogs. Because we both have the same goal which is to spread awareness and help those who suffer with mental illnesses it makes sense and is logical for him to promote my blog. I also appealed to logos by telling him that although I am just up in coming in is logical to help someone in the same field because more people can benefit. I tried to appeal to pathos the most because I am an emotional person and like to appeal deep within a person not just in a logical way. I tried one way to appeal to emotions by making him feel a sense of responsibility towards those in need. Telling him that by helping me he would be doing something important would appeal to pathos. Also, I appealed to pathos by using the sympathy emotion. Wanting to help others and others needing help pull on the sympathy heartstrings of Devin. These are all ways that I used pathos, ethos and logos to appeal and persuade to the reader.

Sources

Hakala, Devin. "The Mental Emotional Health Blog." *The Mental Emotional Health Blog*. N.p., n.d. Web. 23 Sept. 2012. <http://mentalemotionalhealth.com/>.