

The Black Lives Matter Movement

In May 2020, a white police officer by the name of Derek Chauvin killed a black man by the name of George Floyd in Minneapolis. George Floyd's death sparked the black lives matter social movement since it was suspected that the incident was racially motivated despite the fact that George was unarmed and not acting in any violent manner against the group of white police officers who were questioning him. As a result of this tragedy, Americans all throughout the country eventually started the social movement known as "Black lives matter." Social movements are important because they consist of a large group of people seeking the goal of promoting or resisting social change anywhere in the world. Here are some examples of rhetoric people used in order to achieve those goals, and I will explain them to you why they're interesting.

Social media has definitely completely taken over the world. Anyone has the freedom to inform, entertain, and persuade however they want whether it's posting videos, tweeting comments about anything, etc. However, following the death of George Floyd, people around the U.S began sharing a video which surfaced that showed the events leading up to George's death. When I saw it, it was tragically heartbreaking. Reposting this video attracted a lot of attention, which encouraged individuals to start giving their thoughts in hopes that local officials will pay attention to the media in order to take action against Derek Chauvin, who is criminally responsible for the tragic death of George Floyd. Everyone around the globe used social media to

spread the message of justice and awareness. Delivering the message was extremely successful because the whole world was talking about it and referring back to the video of his death that was shown online. Pathos, one of Aristotle's three appeals, was used to persuade people by the video, eventually evoking certain emotions that would appeal to them, which eventually led to people feeling angry and sad as a result of the incident. The argument of whether justice should be served was put to the test for the citizens because since Derek was a police officer, the amount of power any officer has over a citizen can just prove how someone with higher power can overthrow people no matter what. I believe this was an effective use of rhetoric because the video was highly compelling to people all over the world when it appeared on social media, which helped to showcase what happened and what actions had to be done for justice to be served.

Poster signs are examples of visual rhetoric in which a person uses art to convey a message to a specific audience. During the black lives matter social movement, poster signs were used to raise awareness of the fact that racism is still prevalent and is not being dealt with responsibly in the aftermath of George Floyd's death. Protests were held outside Derek Chauvin's house in Minneapolis, with army officers guarding the perimeter. Burke's ideas of identification were also used as a rhetorical strategy in this situation. According to his theory, a speaker can create a shared sense of values, attitudes, and interests with an audience, which in this case the protesters all had the same purpose in mind: to put an end to police brutality and to fight for the justice system to treat black people fairly. Both rhetorical choices such as social media and protesting signs combine the strength of

both perspectives in order to form one strong argument because rhetorical strategies can improve communication by enhancing the power to be able to persuade others no matter what.