

## Rationale

Spending the first half of the semester investigating the impact of unpaid internships, I came to the conclusion that unpaid internships are generally damaging to students more than beneficial for them. Though many people consider internships as their first step in their transition into business, unpaid jobs lack opportunities and provide for corporations to profit from free work without any guarantee of meaningful career growth. Free internships can exploit students, to which I am suggesting more regulation is required or even banning the whole practice in general. To help push for change, I chose to focus mostly on two main types of audience. One being college students going into the job market, and the other politicians who have the power to advocate for policy changes.

## Genre 1

I picked a post on social media and targeted college students for my first genre. Since this audience often makes fast decisions about internships without properly understanding and realizing the risks involved, I needed something that would grab their attention and share information quickly. Social media is working well because students already spend most of their time on these apps. I appealed to the audience through a combination of pathos and logos. Its emotional appeal is drawing attention to the students and the abuse they might be subjected to and their time and effort being seen as not being important. At the same time, I made points using logos, such as how unpaid interns are less likely to receive job offers compared to paid ones. This same language is very direct and simple, especially with students who communicate online already. I used the slides template in order to portray information in an organized manner that would appeal more to the eyes. I also used simple but still professional language so that no

one would have too much trouble understanding it. On the first slide, I added a question like a hook to further attract young people to pay attention to what I have said. This decision helped me fulfill my goal, because it helps students think critically before accepting unpaid work and potentially ruining what could've been a great opportunity for their career.

## Genre 2

For my second genre, I sent a formal letter to local representatives. This type of audience needs a completely different strategy because they tend to react more based on data, structure, and clear issues rather than emotion, although it could help. I emphasized logos by showing how unpaid internships are restricting lower income students and not delivering good job results. I tried not to use casual language and instead wrote in a more professional tone to create a sense of credibility. I made sure to write the problem but also provide solutions, like implementing restrictions or protections for interns. This direct approach matters because political leaders often respond to social issues when the issue is clearly said, especially in terms of larger social consequences. I also described the problem as one for fairness and economic opportunity, both of which fit in with the priorities of the people they represent. The feedback will show that this genre was strong in using logic and structure, but could use more focused policy examples or even existing legislation to be able to do more in terms of policy change. In my letter, I used bits and pieces of pathos when stating that we are the future of America. Although the priority of my rhetoric was focused on facts, emotional sentences like that might help in making this bill a priority to lawmakers. I also formatted the statistics in bullet points, making each of my statistics feel just a little bit more important.

### Genre 3

For my third genre I made a short article for a college paper. Although the audience is college students, it needs a longer and more credible reading than a social media post. I used the appeals of Logos and Ethos to construct my argument. Logos comes from being able to reference information with regard to unpaid internships, and ethos comes from how the article will present the information in a reasonable and educational way as if written for a journal. The article was organized so that I introduced the problem, talked about its risks, and placed ideas that students should think about before accepting an unpaid position. This structure will help guide the reader through the argument in a form that is similar to stages. I also tried not to evoke emotion so the article would sound more trustworthy. Being journalistic means you have to establish some sort of ethos, which makes the argument more persuasive to the readers who want to know what the newspaper is talking about. I chose the color of my headings and title to be red because the color popped out more, and because college students pay attention to more colorful things. I also placed an image on the left side to further attract the attention of people that even glance at this paper. The images and colors will allow for more people to actually pay attention to my writing. I also bolded the first letters in each paragraph as another form of catching people's attention.

### Conclusion

In all three genres, I made specific rhetorical choices based on audience, intent and context. The social post focuses on interaction and relatability, the letter uses logic and policy, while the newspaper article balances credibility with logos to further convince students. Each genre says the same thing but will change the delivery to meet the audience's expectations and be

more useful. This method acknowledges that persuasion is about the words you say, and when and where you say them.

On the whole, my selections worked to get to each of those audiences and to further my argument. Because of this, I could see where my argument could need fixing, particularly the use of more specific evidence and examples to support my answers. One might think that each genre is still very successful in prompting its audience to think again a bit more critically about unpaid internships and act on what they are doing and take measures on their future.