

The assignment requires students to demonstrate mastery in analyzing rhetorical appeals in digital media (specifically ethos, pathos, and logos in a YouTube video and creator's page), creating a rhetorically informed Canva deliverable for a highly specific niche demographic, and producing a discussion post that integrates course theories. Below is a **Met/Not Met Rubric** for evaluating the initial discussion post submission (including the linked/uploaded Canva deliverable). Each criterion includes a strict, descriptive paragraph for **Met** only.

### **Video and Creator Page Description**

**Met:** The post opens with a concise yet thorough description of the YouTube video (including title, creator, main topic such as the critique of the press conference on Tylenol and autism claims, key participants referenced, and overall message) and the creator's social media page (detailing consistent patterns in content style like evidence-based medical debunking, educational tone, self-presentation through professional credentials as a board-certified physician, bio elements emphasizing clinical expertise over partisanship, and recurring themes across posts such as health misinformation correction, audience engagement via calls to consult doctors, and promotional links to podcasts or academies), providing specific observable details without unnecessary length or speculation.

### **Rhetorical Analysis: Ethos**

**Met:** The analysis rigorously establishes how the creator builds credibility by explicitly citing multiple concrete examples from the video and page, such as repeated self-identification as a board-certified, actively practicing physician with over a decade of experience; direct references to peer-reviewed studies (e.g., the 2025 Swedish sibling study of over 2 million children or the Harvard/Mount Sinai review); disclaimers clarifying non-substitution for medical advice; non-partisan clinical framing that prioritizes evidence over political opinion; and consistent professional presentation across social media (profile credentials, evidence-focused captions), demonstrating authentic expertise, relatability through direct audience address, and trust-building via factual transparency rather than mere authority claims.

### **Rhetorical Analysis: Pathos**

**Met:** The analysis precisely identifies the specific emotions targeted in the video (frustration and depression at politicized misinformation eroding public trust in healthcare, fear of real harms from untreated fevers during pregnancy such as neural tube defects or congenital issues, and urgency to protect vulnerable groups like pregnant individuals from misleading claims), supported by detailed evidence of contributing elements including the creator's exasperated yet measured tone of voice when debunking anecdotal assertions, somber music or delivery during discussions of declining healthcare trust, visuals contrasting blurred political clips with clear scientific graphics, and direct emotional appeals warning of consequences like fetal risks or societal "fall" from bad science, showing intentional emotional layering to motivate informed decision-making.

### **Rhetorical Analysis: Logos**

**Met:** The analysis meticulously outlines the logical claims and arguments presented, including the central thesis that correlation (e.g., observed associations in some studies) does not prove causation; detailed cause-and-effect reasoning explaining confounders like genetics, illness-related pain prompting Tylenol use, and untreated fever risks outweighing theoretical acetaminophen concerns; use of specific evidence such as large-scale studies showing no increased autism risk in sibling comparisons, stable or declining

Tylenol use amid rising autism rates, expert consensus statements urging caution rather than avoidance, and rebuttals to cherry-picked data or unsubstantiated opinions (e.g., “no downside” to avoiding Tylenol), all structured with clear progression from claim to counter-evidence to conclusion.

### **Connection to 2 Models/Theories from Class Discussions**

**Met:** The post explicitly names and accurately applies two distinct models or theories from the assigned Mbongi-related Health and Medical Rhetorics readings (post-dating the specified cutoff), providing direct textual connections and explanations of how each illuminates the video’s rhetorical strategies, such as linking one theory to the creator’s use of evidence-based discourse to counter politicized health narratives or another to the emotional framing of patient harm in medical misinformation contexts, with integrated examples from the analysis to show deeper theoretical insight rather than superficial mention.

### **Description of Canva Deliverable**

**Met:** The post fully describes a Canva-created deliverable (specifying format like infographic, flyer, or social media post designed in the free version) that distills verifiable key truths from the video or closely related topic (e.g., evidence on acetaminophen safety in pregnancy, risks of untreated fevers, importance of consulting physicians), explicitly states the extremely niche demographic targeted (e.g., “first-generation Black nursing students in Atlanta who are pregnant or planning pregnancy”), justifies why this demographic specifically needs the deliverable (addressing intersecting vulnerabilities like limited healthcare access, higher misinformation exposure in community networks, and pregnancy-related decision pressures in a Southern U.S. context), and details intentional design choices (color palettes evoking trust and calm, readable fonts for accessibility, culturally resonant visuals, clear layout prioritizing key facts) aligned with audience resonance.

### **Rhetorical Appeals in Canva Deliverable**

**Met:** The post demonstrates deliberate incorporation of at least two of the three rhetorical appeals in the deliverable design, rigorously explaining ethos (e.g., inclusion of creator credentials or cited study summaries to establish trust), pathos (e.g., empathetic visuals or language evoking concern for family health and belonging within the niche group), and logos (e.g., bullet-pointed facts, cause-effect explanations, statistics from sources), while confirming at least two credible Galileo-sourced references are directly cited in APA style within the visible design (not merely listed separately) and submitted alongside, ensuring appeals are tailored and synergistic to persuade the precise demographic effectively.

### **Overall Post Requirements**

**Met:** The entire initial post is typed in Times New Roman 12 pt. font, written exclusively in coherent paragraph form (no bullet points or lists as primary structure), meets or exceeds the 100-word minimum through substantive content, includes a functional link or upload of the Canva deliverable, and adheres to all submission guidelines without extraneous elements.