

Crystal C. Lang

Persuasion Final

May 11, 2005

1. ***Letter to the Editor***

A horse is a horse- of course

Crystal Lake, Northwest Herald- Though horses have never been known for human consumption here in the United States, horses are being slaughtered on American soil and distributed to foreign markets. So, what seems to be the problem? A horse is a horse, right? The problem lies in the possible extinction of wild horses in America. In response to the editorial, “Beloved Companion an American Icon-or Dinner on the Table”, experts have noted that drastic reduction in the wild horse population will jeopardize their future survival. Just think of it. Life without the supportive companionship of horses may have been somewhat difficult. Who would have supported the first transportation system? Who would have starred in the film Black Beauty? Who would have assisted the farmers plow their fields? Last but not least, who would have played Mr. Ed?

According to Maryann Mott, National Geographic 2005, only 37,000 wild horses and donkeys remain on public lands. Currently 24,000 wild horses and donkeys are housed in government round up facilities where they live in their own filth, which leads to death. The Wild Free-Roaming Horse and Burro Act of 1971, indicated restrictions that prohibited wild horses from being sold

commercially. Last December, a bill was passed which abolished all rights. According to Congress Representative, Nick Rahall, "This has overturned over 30 years of national policy on the protection and management of wild free-roaming horses and burros."

Legislation is necessary and we need your help. Representatives John Sweeney, John Spratt and Ed Whitfield have introduced the American Horse Slaughter Prevention Act (H.R.503), to ban horse slaughter on American soil and the international transport of live horses or horseflesh for human consumption. (S. 576) How can you help the innocent wild horses and burros of America? Contact your U.S. House Representative or Senator and demand the passage of the H.R. 503 and S. 576! For many Americans, wild horses are living symbols of the rugged independence of the United States' pioneering past. (Mott) Time is running short for our supportive companions. A horse is a horse of course, nevertheless, let us not sit back and watch the pioneers of the yesteryears be the dinners of our future. Contact your congress man today!

Contact information:

Congressman Richard Durbin or Senator Barrack Obama
House (or Senate) Office building, Washington, D.C. 20515-1317; Phone (202) 225-5905

2. Strategy and Tactics:

The thesis of the message is to get the attention of the audience members, through emotionally evoking their motives, values and belief on the subject. This will amplify their attitude and increase desire to learn more about the subject. The purpose of the message is to get the audience members to take action, and write a letter to their congressman concerning legislation of the H.R. 503 and S. 576. The audience that I have focused on is that of the McHenry County area. Particularly those who are affiliated with the local horse rights groups and also those who tend to read the letters to the editor weekly.

There were a variety of persuasive techniques and strategies that I used to gain the audience attention in this letter to the editor. The primary means of persuasion that I used was the **Elaboration Likelihood Model** of **central route**. In this situation, the reader considers the merits of the article. The reader weights the evidence, determines the values/motives of the audience, takes into consideration any counter arguments and is very engaged in the discussion. Along with the central route, I used the **Rational Model**. The rational model focuses on Beliefs, Attitudes, Values and Motives of the audience member. How the facts influence them, what they like or dislike, what they view as good or bad, and what is in it for them? I gained the attention of the audience by using **vividness**. I discussed how important horses have been to us in the past talking about Black Beauty, Mr. Ed, etc. I referred to these horses using the word “who” which we normally associate with humans. This gets the audience member emotionally involved and gives them a concrete image. I also used **credibility** as a persuasive technique

through citing credible sources from prominent magazines and supportive articles. To conclude the letter I relied on the persuasive appeal of **scarcity** mixed in with a little bit of guilt. I mentioned that time is running short and I also gained sympathy by mentioning that the great horses of the past will be meals of tomorrow. This gives the audience motivation to act and write the letter to their congressman.