

Quick analysis of this listicle: [5 Reasons Hillary Clinton Would Make a Great President](#)

1. Ethical appeals:
 - a. All the research indicates author has done her homework.
 - b. Published on Bluenation, so left-leaning audience who may not think Hillary leans left enough. So author focuses on Hill's lefty highlights—that focus shows she is interested in the same things the readers are.
 - c. Author shows a sense of humor with both figures and GIFs
2. Pathetic appeals:
 - a. The animated GIFs of Hillary with captions like “don't hate me cause I'm fab” are both humorous and evoke a sense of admiration, appreciation, perhaps even affection. In another one, the caption reads that Hillary believes in championing “the freedom and dignity of every human being.” These positive ideographs evoke a sense of pride and identification with Hillary. The image of Bill playing he sax again evokes a sense of affection and identification—who doesn't want to be associated with this cool dude?
 - b. Passionate language: The heading “It's about damn time” uses passionate language to evoke hope and pride. Also this one: “Clinton has made it her life's mission to ensure the world knows one simple thing: that 'human rights are [women's rights](#) and women's rights are human rights.” More ideographs. Evoke a sense of hope and pride.
3. Formal topics and stases:
 - a. Stasis: value. (She is running, no disagreement about how to classify it; question is would it be a *good thing* for her to win?)
 - b. Formal topic of Difference: “Here's a list of her accomplishments that make us all look lazy” –contrasts her accomplishments to ours. Also again when listing her position: she differs from anti-vaxxers, who are “stupid.” (←negative ideograph, there)
 - c. Formal topic of Example: tons of examples of her achievements and causes she has championed.
 - d. Formal topic of Cause/Effect: electing a woman to the white house will change our history for good bc “a new generation will grow up with an altered view of what a woman can do.”
4. Figures
 - a. Analogy: “To say that [Hillary Clinton](#) is qualified is like saying that baconized grilled cheese is delicious.”
 - b. Metaphor: “she has never stopped making cracks in the glass ceiling.”
5. Ideographs: freedom, dignity, human rights, women's rights, equality—all positive and evoke a sense of identification and perhaps admiration.