

Cleaning Up Our Oceans
Camryn Baenen
COME 324
St. Norbert College
Dr. Kim Smith
December 10, 2021

The topic of this paper is ocean pollution and the problems and solutions that come with ocean pollution. There is more and more plastic being added into the ocean each day. On average, there is one truck full of plastic being added to the ocean each minute and by the year 2050 there will be more plastic in the ocean than fish. This is a major problem in the world, and it doesn't just have to do with the oceans, it's the rivers and the great lakes too and this problem needs to be addressed and fixed immediately.

The topic of this persuasive ad campaign is cleaning up our oceans because of the major problem that is ocean pollution. The purpose of this campaign is to bring awareness to ocean pollution and give people major and minor solutions to help fix this problem. Everyone should be aware of what is going on around the world, especially when it has to do with ocean pollution because that will affect the rest of the world for as long as the human race is present. It is proven that “chemicals in the water can circle back to us and cause serious harm” (Brunker, 2021.) The more that people contribute to ocean pollution the more people are going to get seriously sick and sometimes even injured.

The artifact present is a persuasive infographic, it is the easiest way to show people that there is a problem in the world without too many words to overwhelm them and it gives simple problems and solutions to said problem. On one side of the infographic, there is a column that shows the problems that happen to the world when ocean pollution is so bad in our waterways like it is today. On the other side of the infographic there is another column that shows some solutions that people can do to help keep ocean pollution down to a low and help keep plastic usage even lower. Here is the link to said infographic.

<https://create.piktochart.com/output/57044091-ocean-pollution>

To appeal to the audience, there was pathos used in the infographic. Because ocean pollution is such a major problem in today's world and everyone has contributed to it in one way or another it's going to pull out a kind of guilty emotion and even a fearful emotion. These emotions are pulled out of the infographic because in the infographic there is a fact that says "the 5 most common items found in clean ups are all single use plastics." (Brucker, 2021) This makes any reader that is looking at the infographic feel guilty because many people do use single-use plastics like plastic water bottles and plastic straws. Almost all of these plastics sink to the bottom of any type of water and it's very hard to clean up.

Logos are also used in the infographic, because there is a column that shows solutions that can be done to help clean up the oceans, and keep some plastics out of the ocean. That column appeals to the reader's logic and rationality because they have to think about what they can do to make the oceans clean and they really need to look at how much plastic is being used and how it ends up in the oceans like a lot of other garbage.

Ethos is not being used in the infographic because this was all based on outside research and off of other peoples findings and not original findings or research. It does impact the overall persuasive message because some people may think that it is not as credible as it could be because there are no actual field sources where someone went out into the ocean and saw all the plastic and harmful chemicals in the ocean. It is all based on other sources that have actually gone to the oceans and saw the harmful effects of pollution and plastic.

The infographic that was made is structured as a problem and solution infographic and shows major problems with ocean pollution and then solutions that people can contribute to so it can help with the pollution. Narrative is not being used in this infographic because it isn't a story to tell. It is a real life problem that needs to be solved and people can only do that by not using so

much plastic and watching how they throw away things. Evidence is a major contributing factor to this information because there is evidence in the infographic that proves that there is a problem with ocean pollution. One example of evidence being used would be “over 100,000 marine animals die each year from ingesting plastic.” (Brucker, 2021) This shows that the plastic in the ocean is causing animals to die because their stomachs cannot break down plastic just like any other human being. Framing is also being used in the infographic. There is a reference in the infographic that reads that we need to recycle properly to help with the downfall of ocean pollution. This is framing because it is a super easy thing to do and most people do not have a problem with recycling. Conclusion drawing is also very prominent in the infographic, the main conclusion is that ocean pollution is a problem that needs to be solved. It is the main point of the topic because there is a clear list of problems and a clear list of solutions that can be done to help. Primacy also occurs in this infographic because the message is brought out the right way when you see the infographic. You see the message is to “clean up our oceans” right in the title, it is a clear and easy way to understand what the message is. Recency is not being used because since the message is clear and right out there, you don't have to dig for it.

The attitude that the infographic is trying to portray is that ocean pollution is at an all time high and something needs to be done about it. I hope that people look at this infographic and really think about their habits with using plastic, and realize that there needs to be a change with how much plastic we use. Since the plastic in the water ways is killing marine animals, there needs to be a change on how much is getting put into the waterways and people need to see that. So hopefully the ad kind of tugs at the heart stings and something clicks in their head that there needs to be a change.

Some of the peripheral cues that are utilized in the persuasive infographic are how the infographic is easy to navigate since there are few words on it, it isn't overwhelming for the reader, and it catches their attention. Another peripheral cue that is being used is the emotional response. Since marine animals are dying from plastic ingestion, it makes people feel guilty for using these types of plastics. There is a little bit of a central route as well. Central route is being used based on argument quality. The infographic argues that there is a problem with ocean plastic that needs to be solved, and it gives a quality argument on how that problem can be solved.

Cleaning up our oceans needs to be in order for the human race to continue to survive. Too many marine animals are dying every year due to plastic ingestion and even the water that they live in is contaminated from water runoff. Things need to be done, and action needs to be taken in order for things to change. Throughout the paper, and artifacts there are clear problems and solutions that can be taken into consideration to make our oceans cleaner, and not just oceans, it can be any major waterway. So look at the problems, then take a look at the solutions and help contribute to cleaning up our oceans.

Work Cited

Brucker, D. (2021, July 22). *30 ocean pollution facts, stats, and solutions*. Rubicon.

Retrieved December 7, 2021, from <https://www.rubicon.com/blog/ocean-pollution-facts/>.

Hollaway, L., Jambeck, J., Moss, E., & Dubey, B. (2020, May 26). *How to reduce plastic and other ocean pollution simultaneously*. World Resources Institute. Retrieved December

7, 2021, from

<https://www.wri.org/insights/how-reduce-plastic-and-other-ocean-pollution-simultaneously>.

Hutchinson , B. (2021, August 12). *7 ways to reduce Ocean Plastic Pollution Today*.

Oceanic Society. Retrieved December 7, 2021, from

<https://www.oceanicsociety.org/resources/7-ways-to-reduce-ocean-plastic-pollution-today/>.

Ocean pollution and marine debris. Ocean pollution and marine debris | National Oceanic and Atmospheric Administration. (n.d.). Retrieved December 7, 2021, from

<https://www.noaa.gov/education/resource-collections/ocean-coasts/ocean-pollution>.

Perloff, R. M. (2021). *The dynamics of persuasion: Communication and attitudes in the twenty-first century* (5th Edition). Routledge.