

Gabriel Toledo Jr

COME 329

Professor Glantz

12/9/22

JD Vance for Senate

Intro

The JD Vance campaign ads contain emotional appeals to drive Americans to vote for him and to protect American values. He places personal experiences and views into his ads on certain situations that America is struggling with. It is interesting how JD Vance incorporates his own personal experiences to show Ohioans that he is just like them to help enhance his emotional appeal upon his audience. Using emotional appeals to steer audiences viewpoints on a candidate can be positive or negative, it varies how the message is conveyed and if it is ethical. JD Vance addresses crucial issues that are occurring in the state of Ohio and the country, but a couple of the messages that were stated aren't worded well. This can lead to a strong message sent out to the public with many people criticizing how it was stated. It is important to analyze emotional appeals in politics because they can either benefit the candidate or lead to controversy upon them and their political party.

Appeals to Basic Needs/Basic Values/Guilt

The idea of pathos in JD Vance's campaign advertisements to gain the votes of the people applies to the basic needs, values, and guilt of the community. The speaker uses concepts "to stir," "to move," "to excite," or "to rouse" the soul of the listener in order for them to be on the same level as him and be able to have that same energy (Rowland, 2019, p.87). Candidates use issues in America and the cause of them to help stir, rouse, and move voters to realize that

they don't deserve that type of country and that change is needed. Creating that sense of arousal and movement of change in certain aspects leads voters to believe that this candidate will help them improve society in a positive way. "Experiments have also shown that people are more easily persuaded if they share some similarities with the source" (Demirdöğen, 2010, p.195). In order to achieve persuasiveness in voters, similar characteristics or beliefs through emotional appeals must be shown to its audience which can lead to the four concepts in the people.

Citizens want someone they can relate to and that candidate that understands the issues that occur in the area because having someone that isn't able to relate, leads citizens down another path. "When the speaker's beliefs are true, the hearer will also be able to infer how the world is from what the says" (Wróbel, 2015, p.406). It is crucial for candidates to be able to state true beliefs because that will prevent confusion for their audience and won't leave the notion that they aren't a person of their word. The use of emotional appeals in campaign ads help enhance the message the candidate is attempting to convey for their audience.

Analysis

JD Vance incorporates plenty of emotional appeals that categorize under the appeals to basic needs, values, and guilt. In his ad *This Street*, he states, "but we had something then, that Ohioan kids don't have today...safety. Streets are exploding with drugs and violence, while liberals like Tim Ryan attack and defund our police." Humanity has basic needs that are a necessity to live accordingly and JD Vince focuses on the "need" for safety from crime and drugs. Security is needed in order to have safety in a community because if no security is present, crime is easier to perform without punishment. In addition, he states, "Tim, fight the criminals, not the cops." His appeal to needs of security is valid because Tim Ryan is in belief of defunding the police and possibly depriving Ohioans of safety in their streets. Despite the police

being a controversial topic for many, his focus on safety for Ohioans is the main focus and that kids in the future have that same experience he had when he was growing up in Ohio. Creating that notion of arousal to help prevent drugs and crime onto the streets of Ohio contains an answer and JD makes sure he is the answer to the issues. JD uses his own personal experience saying, “I was raised on this street. Where my grandma taught me that in America, kids can dream big.” Providing his upbringing in Ohio, residents are able to relate to him since being an Ohio resident and showing where he was raised. He incorporates the values of how America was built and that citizens are able to have the freedom to make their own decisions without following a code of how to live. In addition, he expresses the emotional appeal of guilt through his emotions and words as kids today have to worry about their safety while outside as drugs and crime terrorize Ohio streets. He is stating that grown ups should have some feeling of guilt for allowing people such as Tim Ryan in office and on the verge of depriving them of their safety.

In his ad *Heritage*, he states, “why are food and groceries getting so expensive? One reason is that we let communist China buy up American farmland, threatening our food supply and our national security.” Food, groceries, and homeland security are basic needs for humans in which there has been an inflation in the food market, making it more expensive to purchase necessities. JD also incorporates the appeal to guilt that “we” let China purchase farmland, claiming that we as a country had done this upon ourselves and that we are too blame for the increase of price on food and groceries. Additionally, stating that “Ohio gave a poor kid like me a fighting chance, but it won’t work for the next generation unless we protect what’s ours.” Relating himself on what Ohio has done for him creates this notion of values Ohioans should have for the next generation, along with creating that sense of guilt that the current generation has placed on the future. Finishing his ad off with, “I’ll stop communist China from buying our

farms. America should belong to Americans, not our enemies.” Finishing his statement with the basic needs and values Americans should have in their country to which American lands should be owned by its own people. Providing his emotional appeal that he is the answer to return the needs and values to citizens of America and that he will not let our enemies(China) win.

The final campaign ad *Are You A Racist?*, his claim that “Joe Biden’s open border is killing Ohioans with more illegal drugs and more Democrat voters pouring into this country.” The appeal to the needs of safety from the harmful drugs that have come over the border is terrorizing our country and putting lives at risks with the negative affects these drugs can cause. In addition, having that guilt for allowing for the presidency of Joe Biden and his policy for permitting an open border. He states that “the media calls us racist for wanting to build Trump’s walls,” urging that appeal to have the wall built in order to protect Americans from the dangers of smuggling across the border. JD would then get emotional and state, “this issue is personal, I nearly lost my mother to the poison coming across our border. No child should grow up an orphan.” Tackling all three appeals of needs, values, and guilt in this message, it creates this feeling of danger of the unknown objects being brought across the border in which it can be dangerous to society. In that, it also lays out the guilt of permitting child orphanages in America with these harmful drugs having an effect on adults with a good majority of them being parents. Concluding the campaign ad, he states, "because whatever they call us, we will put America first.” Providing to his audience that he will put the needs and values of Americans first, no matter what other citizens from different countries say about American citizens. Having that “need” for putting American citizens first and having the strong values of America being home of the free and as a united country with strong people that live within.

Discussion

JD Vances' messages to his audience target issues that have been occurring and focusing on America itself, putting the people and country first. The messages that were stated in *This Street* are somewhat effective in which drugs and crime is all over the country and not just in one specific area. I feel that many won't believe it is effective in which JD Vance is the answer to terminate drugs and crime in Ohio. Incorporating his own experience in Ohio streets can help elevate votes for him as he is worried for the future of the next generation and that kids should have a safe environment. This being ethical because he is concerned of the generations to come and that the drugs and crime is going to deprive the children of their safety. In addition, incorporating the values of his grandmother on how children should be able to dream big in America adds to it being ethical.

In the ad *Heritage*, it can be effective because we have seen an increase in prices in the market. It can lead people to believe that China shouldn't be allowed to have control of American farmland along with our national security being threatened. It is ethical because in the eyes of JD Vince, Americans should have rightful ownership of American soil and not a country that is across the seas with different governmental control. Concluding with the final ad, *Are You A Racist?*, this ad can go both ways in which it can be taken on a positive note but additionally on a negative note. The border wall topic is very controversial and is something difficult to find the ethical answer to. To some, JD's message is ethical but there will be people that believe it is unethical. I believe it is unethical because I feel that he is targeting the Mexican community and stating that all immigrants that cross the border bring some sort of poison that will harm American citizens. He states that this issue is personal and that his mother almost died from the poison that was brought across the border but not every immigrant brings harmful items. There have been harmful drugs brought across the border but the wall isn't going to stop

these drugs from being imported into the United States. There are plenty of methods to import goods into this country and not all immigrants are trying to bring harm but to live a better life here in America. This ad is both ethical and unethical but depends on the viewpoint of the audience in which it can be interpreted differently.

Conclusion

JD Vance had a lot of interesting campaign ads in which he incorporated emotional appeals into each one of them. Containing the emotional appeals of basic needs, values, and guilt, I analyzed how the messages conveyed these three emotional appeals and the significance of it. Using emotional appeals and being able to relate or share similar beliefs with your audience can assist in catching more votes. I explained how JD incorporated his personal life and how he is from Ohio to relate to his fellow audience members to gain that same ground as them and be that person they can relate to. He combines his personal life and emotional appeals to create a more effective argument on why he is the best candidate to be in the Senate.

Work Cited

Demirdöğen, Ü. D. (2010). The roots of research in (political) persuasion: Ethos, pathos, logos and the Yale studies of persuasive communications. *International Journal of Social Inquiry*, 3(1), 189-201.

Rowland, R. C. (2019). *Analyzing rhetoric: A handbook for the informed citizen in a new millennium*. Kendall Hunt Publishing Company.

Smith, C. R. (2003). *Rhetoric & Human Consciousness: A History*. Waveland Press.

Wróbel, S. (2015). Logos, Ethos, Pathos. Classical Rhetoric Revisited. *Polish Sociological Review*, 191(3), 401-421.