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### **Rhetorical Appeals in Fahrenheit451**

Rhetorical appeals influence literary works comprehension, persuasiveness, and authority. They rely on the audience to determine whether the writer successfully attained his purpose. Besides ethos, pathos, Kairos, and logos, the rhetorical situation comprising of audience, speaker, writing, message, and purpose also aids in comprehending literary works. Kairos regards establishing situational setting and a pivotal moment for a convincing argument. Logos aids in persuading an audience with logic or reason such as facts, statistics, literal analogies, and authorities while ethos depends on a writer's or speaker's authority to convince the audience attained by the former sounding unbiased or fair or by inducting their background or expertise. Kairos, logos, and ethos feature in Fahrenheit451 to make themes and the plot convincing and compelling. This essay delineates rhetorical appeals in Fahrenheit451 basing on their setting, importance, intention, and effectiveness.

Kairos in Bradbury's *Fahrenheit451* bases on predominant issues in early 20<sup>th</sup> Century including McCarthy epoch censorship, mass-media influence, and the nonconformity to the reading culture. The writer utilizes the themes to exhibit the era's manifestations including government power and book suppression reinforcing the message's meaning. For example, Bradbury (82) cites "We need to be really bothered once in a while; since when you were really bothered ...concerning something essential or something real?" the writer utilizes the quote to relay his awareness concerning grave thinking stipulation and the linked smugness perils. The timeliness of the latter depicts from how Bradbury cautions the audience regarding inert media

consumption. *Fahrenheit 451* issues a warning as Bradbury fears reading culture suppression and the globe's fascinations with entertainment and superficiality. Kairos application reinforces the message urgency. Montag's revolution relevance depicts how it takes place when the society is on the edge of war, and he realizes the associated importance of knowledge preservation. Effectiveness of the rhetorical appeal exhibits from aligning of the real-world happenings with the novel's themes, showing its application contemporarily. ▾

▾ Logos depicts though Faber as he abounds as the only one with reason. Faber employs a simile to contrast books to receptacles, indicating that the latter feature as containers of memories, knowledge, and ideas. Bradbury (78-79) cites, "Books were only one type of receptacle where we stored a lot of things we were afraid we might forget." There is nothing magical in them; at all...magic is only in what books say...stitched the patches of the universe together into one garment for us." Bradbury relies on Faber to explicate books' significance as knowledge conduits and not just decorations. The above logical thinking facilitates the author to neutralize Beatty's manipulation and reinforce the advantages of thinking autonomy. The logic application contributes to plot development as Faber morphs to Montag's mentor and utilizes reason to direct him. Faber's inclination to reason shows the quote's effectiveness as it provides transparency during turmoil, ignorance, and emotion. ▾

Bradbury utilizes ethos aligning with his authority and the character to profile how the audience perceives knowledge, authority, and rebellion in a dystopian setting. The author employs Captain Beatty to depict ethos as the latter confronts the protagonist Guy Montag after he commences to question firemen's role in burning books. Bradbury indicates "You're not so simple as you appear...you're intelligent, and you've been considering the world, but the world is simple. It is the thing you don't understand that create the problems." ▾ The author uses the quote to show Beatty as an authoritative figure, as he portrays himself as an intelligent person with

high moral standing to influence Montag's perspective. Beatty's ethos abounds as influential as he is not only the fire chief, but doubles –up as well-educated as he utilizes his literacy by citing literature to influence Montag's thinking. Bradbury likely utilizes Beatty's ethos to underscore blind authority hazards and the truth manipulation. He attains the latter by relying on Beatty's credibility to justify oppressive control, and critique how the government exploits their position and knowledge for harmful purposes. The rhetorical appeal obscures Beatty and Montag's relationship as the latter previously respects the former, but Beatty's manipulation of his credibility establishes tension. Ethos utilization expands the audience comprehension of the main themes such as knowledge, censorship, and conformity. The author applies ethos successfully as he convinces the audience regarding the government's authority in influencing opinion and sustaining control.

■ In conclusion, the essay explicates rhetorical appeals in *Fahrenheit 451* basing on their setting, importance, intention, and effectiveness. The essay determined Kairos in Bradbury's *Fahrenheit 451* bases on predominant issues in early 20<sup>th</sup> Century including McCarthy epoch censorship, mass-media influence, and the nonconformity to the reading culture while logos depicts through Faber as he abounds as the only one with reason as employs a simile to contrast books to receptacles, indicating that the latter feature as containers of memories, knowledge, and ideas. Last, Bradbury utilizes ethos aligning with his authority and the character to profile how the audience perceives knowledge, authority, and rebellion in a dystopian setting.

## **Works Cited**

Bradbury, Ray. *Fahrenheit 451: Fahrenheit 451--the Temperature at Which Book Paper Catches Fire and Burns*. New York, Simon & Schuster, 2003.