

## An Inconvenient Truth

To: Lynn Hall  
From: Scott Bedle  
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Subject: An Inconvenient Truth

The purpose of this memo is to relay an overview of Al Gore's movie An Inconvenient Truth and how he used rhetoric to portray his information on global warming.

### **Overview**

An Inconvenient Truth was a documentary film about Al Gore and his process and fight against global warming. Throughout the entire movie Gore is presenting his facts in front of college students and important people. When this film was produced he had already done his presentation of global warming and its effects over 1000 times in many different countries. Throughout the entire movie Gore provides facts and knowledge about the issue to get his point across using the different types of rhetorical strategies. The movie also helps portray a little of Gore's life and how he relates it back to his motivation for change in the world's stance on global warming.

### **Rhetorical Strategies**

Al Gore during his film used a mixture of rhetorical strategies to get his stance across to his audience. Throughout the entire movie Gore used a lot of Logos. Logos is the rhetorical strategy that appeals to logic.

#### **Examples of Logos:**

- Gore presents picture of many glaciers throughout the world and how much they have melted over the years.
- Gore presents multiple graphs of the levels of CO<sub>2</sub> in our atmosphere.
- Gore presents one of the first pictures of Earth from space and one from today to show the difference.

During the entire presentation Al Gore introduces many facts and ideas from his own research along with very qualified scientists, whom he is good friends with. Gore presents those facts of credibility using the rhetorical strategies ethos.

#### **Examples of Ethos**

- Gore presents the facts from a long time friend Roger Revelle about how Roger measured the levels of CO<sub>2</sub> and what these levels can be interpreted as.
- He presented the three misconceptions with global warming and scientists.
- Gore many times shows videos of presidents and senate members laughing at his ideas of global warming.
- Gore presents the research results of Lonnie Thompson's work on the composition of frozen ice in the arctic circle.

Although the above examples of rhetorical strategy may have helped Al Gore's persuade his audience, Gore used the strategy of Pathos the most throughout his entire presentation.

### **Examples of Pathos**

- Gore throughout the entire film mentions many times on how global warming is not a political issue but more a moral issue.
- Gore talked about how his son almost died at age 6 and related it to not wanting to lose something that we take advantage of so much.
- Growing up Gore's family owned a tobacco farm and when a family friend died of lung cancer his family shut down the tobacco farm. Gore related this to global warming by stating humans will keep living our lives until it hits close to home.
- Gore presented a picture of flood waters rising over the World Trade Center Memorial and related it to 9/11 saying "Never Again".
- Gore presented a multiple videos and audio from many natural disasters and related these disasters back to global warming.

### **Recommendation**

This film gives me mixed views and makes me split as to whether I would personally recommend this film to someone. The reason I would recommend this film to someone is to have them learn the facts and the credible information on global warming and this film gives many great facts related to the topic. The main reason I would not recommend this movie is that although I believe that in order to persuade one's perspective on a topic that Pathos must be used; I do believe Gore went above and beyond and brought up emotional connects that ruined the film for me. Although this was a great film, the pathos used definitely hindered its full potential.