

Blackboard Assignment: Find an op-ed article (I recommend looking on The New York Times, The Atlantic, BuzzFeed, or Vice) and discuss the rhetorical situation. Be sure to include the terms from the Bitzer reading (such as exigence, genre, audience, tone, etc.), and provide textual evidence for your claims. Consider the ways in which the formal features of the article contribute to the author attaining his/her purpose. Be sure to include a link to your article!

Source: <https://www.buzzfeed.com/davecullen/stop-naming-mass-shooters-in-reporting>

To my understanding, Bitzer explains exigency as an issue or a situation that influences someone to speak up about it whether it be through speech or through their writing. In the article, "Let's Stop Naming Mass Shooters In Our Reporting," author, Dave Cullen, found himself in a state of exigence as he had a growing concern for the media's overuse of the shooter's name in mass shootings.

The type of genre being used in this article is expository as Cullen simply aims to get the reader from point A to B. He does this as he begins his article discussing the issue of giving mass shooters their moment of fame. He then goes on to explain why this only encourages future shooters as they too will crave a moment of fame from the media. They too will want their crime, along with their name, to be known to everyone. Cullen then proceeds to suggest an alternative way to cover these stories and provides a strategy he has used many times. His strategy was to limit the amount of times the shooter's name is being used and mainly refer to them as "the shooter", or "the perpetrator". Finally, Cullen ends his op-ed with a closing statement on how we cannot stop mass-shootings from happening, we can, however, take away their moment of fame.

In regards to audience, Bitzer writes, "a rhetorical audience consists only of those persons who are capable of being influenced by discourse and of being mediators of change". The audience which Cullen addresses are the media outlets that cover these stories about mass-shootings. Only the media outlets have the power to change the information they give to the public. So Cullen chose to address them in order to find a solution to this topic which he has had an ongoing issue with.

The tones Cullen uses to write his op-ed are accusatory as well as witty. Cullen's tone is accusatory as he addresses that the media has been wrongfully giving the shooter way too much attention while discussing the story. However, he keeps his language witty and informal which reveals the type of writer and person he is.