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Rhetoric analysis essay

How often do you click and share an article online? Do you stop to think if the article is 100 percent true or if the site can be trusted? Do you worry about spreading fake news, but what even is fake news? Authors Álvaro Figueira and Luciana Oliveira bring up the issue of fake news and how it is impacting society. Both authors Figueira and Oliveira are college professors with PhD's Firgueira focuses on web based learning and Oliveira specializes in language literacy and culture. The article explains how the purpose of fake news is to captures readers attention to promote views or sales without consideration of the facts and if the story is even true. Information, valid or not, spreads at extreme rates digitally or through other news outlets and has an effect on us as readers. Fake news persuades us to hate this person or believe a lie about someone because we trust that the article is valid and we fail to differentiate between trusted articles and fake news. In "The Current State of Fake news: Challenges and Opportunities" the issue of fake news is presented through the use of logical examples, statistics, and a professional tone.

The term fake news started trending during the 2016 presidential election and has become a pressing issue for readers and particularly millennials as stated by the authors. Fake news affects us all but according to the article it primarily impacts the millennials who cannot differentiate between real and fake news. This is an issue because millennials and other young

adults use social media and digital devices as their news outlets and if they can't tell what is real or not then they don't fully understand what it is they are sharing and how it will impact others. Then they go on to say how "the authenticity of this information" (Figureira, Oliveira) affects us as a society and our businesses. Stressing that wrong information can be detrimental and be spread to millions within a few minutes. The appeal to logic and the explanation of how fake news negatively affects us allows the readers to fully grasp how important it is that we recognize fake news and work towards eliminating it.

This article is directed towards millennial's who are "tech savvy when compared to parents" but still lack the ability to determine whether the article is fake or not (Figueira, Oliverira). It also gives specific statistical studies that show how fake news impacts 31 percent of kids from 10-18, and that these kids share the fake news articles then find out later that they aren't true but the damage is done the information has spread. With our access to information at our fingertips it is easy to understand how devastating false information can be. I have seen articles in news outlets that come out with these big attention-grabbing headers and then the article goes on to talk about this story and the article will say something like sources say but then wont explicitly say who their sources are. The statistics presented by the author let the readers see the facts and are able to trust what the author is presenting. Statistics give the authors a certain amount of credibility, facts can't be argued because they come from a study performed. It also reinforces the idea of how real articles will have facts with citations compared to the fake news articles that won't state where they get their information from.

Fake news has caused college student to cite false websites according to one professor's personal encounter. This epidemic will be addressed and the author provides two reasonable ideas that will help us control the spread and the effect of fake news. The logical appeal to two

solid solutions gives the readers a solution to the problem purposed by the authors instead of just harping on the issue. One of the solution purposed is human intervention which would consist of (increasingly demanding attention, regulation and active monitoring) as stated by the authors. The other solution is a fake news algorithm that would detect article that lack facts and are misleading. The only issue the authors have with the algorithm is that algorithms are used to spread fake news so an algorithm would need to be better than the ones already in place. The authors tone throughout discussing the solution remains objective and factual. There is no anger or emotions involved with this article that would make them look less credible, instead their tones suggest to the readers that the authors truly care about the dilemma at hand and are looking for solutions on how to solve the issue with fake news.

Overall the authors explain how fake news is a real issue in today's society this is shown through their use of facts and statistics, logical examples and a professional tone. All of these appeals help persuade the readers that Fake news is a pressing issue and that it needs to be dealt with. The authors effectively persuade the readers that this is an important issue. They explain how fake news negatively affects us as readers and how it also negatively effects whoever the story is about. With us as readers failing to be able to clearly see what is fake and not we are just as bad as those producing the fake news. We need to be able to identify what is fake and what is real. We need human intervention along with the idea of algorithms to prevent these Fake news URLs from mass producing inaccurate information. If we can get rid of fake news all together then it will benefit society. There won't be misleading article that don't actually tell you what is going on in the world and the news will be factual based and everyone will be on the same page getting information that can be proven. False articles should be left to the gossip magazines that

we all understand aren't factual. The authors have given us as readers a task that we should all

work towards achieving.

Work cited page

Figueira, Álvaro and Luciana Oliveira. "The Current State of Fake News: Challenges and Opportunities." Procedia Computer Science, vol. 121, 2017, pp. 817-825.