Kim and Scranton can Persuade their Audience

No one does their life entirely perfect. There is always something that could have been done better but learning from this is how to move on. Sylvie Kim is a writer for the SF Weekly and an editor of Hyphen Magazine who wrote “The End of Spam Shame; On class, Colonialism, and Canned Meat.” This article is about her experience of being an Asian American who went through class-based discrimination of a food called Spam. Roy Scranton is a journalist, PhD candidate for in the Department of English at Princeton University, and a United States Army Veteran from Iraq. He wrote “Learning How to Die in the Anthropocene” which is about his experience in Iraq, and what the new world will be like if the people do not start to realize the world is coming to an end through climate change. Kim and Scranton’s articles are both about very different topics; however, they are similar in the way that both try to persuade their audiences to change their mindset. Kim and Scranton do this through the use of first-hand anecdotes and having well-chosen tones.

Kim and Scranton both used personal anecdotes to persuade their audience to change their thinking for the better. Kim shared, “that deliciousness was something I would deny in my early years in my predominantly white, middle class suburb” (2). She was so embarrassed to let others know she ate Spam, she would lie about it. The reason this personal example is used is because it is supposed to get the readers to feel sorry for her. She wants the readers to feel like it was unfair for Kim to experience this and encourage them to not allow themselves to put
someone else through this. Kim did make the assumption this would spark people’s emotions, but all readers may not relate or be able to connect to her experience. Scranton related his experience in Iraq to what he saw about Hurricane Katrina to persuade the readers. He stated, “This time it was the weather that brought shock and awe, but I saw the same chaos and urban collapse I’d seen in Baghdad, the same failure of planning and the same tide of anarchy” (2). Scranton compares his time in Iraq to Katrina because he knows not everyone will be able to picture what it is like in a war zone. He assumed most of his readers would be able to easily connect to Hurricane Katrina. He argues how people respond to these tragedies are the same way chaos breaks out in war. He knows that the people in the world do not want to go through this, and they need to understand how climate change is causing the problem. This persuades the reader to rethink about how climate change is impacting the Earth. Kim and Scranton both persuade their audience with the use of personal anecdotes even though their articles are about two completely different topics.

Kim and Scranton convince their audiences that they need to change their mind sets on their own topics through well usage of tone. Kim has a very passionate tone when talking about her experience of Spam shame. She believes food is a part of identity and for that to get taken away from someone is ridiculous (4). She feels very passionate about assimilation suppressing class because she experienced it first-hand. She shared her personal story about a case that she believes never should have to happen to anyone else. Kim having a passionate tone helps persuade the readers because it shows how much she really cares about the ending to food shaming. Her being passionate helps the reader believe her story and views which then helps the reader to believe her argument even more. Scranton uses a dark and negative tone throughout his article to convince his audience about climate change. He especially uses this tone when talking
about what the world will be like due to climate change. Scranton claimed in his article, “The biggest problem we face is a philosophical one: understanding that this civilization is *already dead*” (Scranton 7). Scranton uses a lot of negative word choice in his writing to create a dark tone. The reason he utilizes a dark tone is to scare the readers by telling them right now there is no way to fix climate change, but everyone needs to understand that it has no return. His dark tone makes his writing persuasive because it can scare the readers into wanting to find out more about this new world he talks about. No one wants to go into this dark unknown world, so it encourages the audience to think about what global warming is doing to Earth and to make them change their minds to worry about it. Kim and Scranton both used different tones in their articles and talked about different ideas, but both are used to persuade the readers of their own text to change their mind on an important topic.

Kim and Scranton both had two completely different articles, but they do still have one important similarity. Both articles persuade their readers they need to change their minds through the use of well-chosen tones and personal anecdotes. Kim used a personal story about being shamed for liking Spam, and Scranton used a connection to his experience in Iraq. These two article topics are not the only example of issues we have in the world. No one is perfect, but what is most important is we take our flaws and do our best to fix them. We change and adapt to become a better human to live in a better society.
Work Cited
