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Rhetorical Strategies: Legally Blonde 2

Legally Blonde 2 is about a young often ditzy lawyer named Elle Woods who embarks on the journey to get animal testing banned shortly after finding out that her dog's mother is, unfortunately, being used for testing. She feels so passionately about this problem she moves to Washington D.C so that she can have Bruisers Bill passed. As Elle tries to get her bill passed she uses rhetorical strategies such as Pathos, Logos, and Ethos to make a change.

Pathos appeals to the emotions and ideals of the audience and elicits feelings that already reside in them. Elle first uses pathos when she represents her bill in front of congress, Elle plays on their emotions when she pinpoints a congresswoman and a man who both have very deep relationships with their dogs. Elle tells the congresswoman the lipstick she uses comes from a company that does animal testing company then imagine if it was her dog that was being tested on the congresswoman felt so strongly she begins to cry. Then a conservative republican congressman whose own dog is in love with bruiser another male lets out such a big emotion and says no matter how much he loves his hair perfectly slicked no amount of cosmetics is worth his dog's happiness. I found this strategy interesting because politicians are viewed as very serious people so to see them evoke such emotion was a bit refreshing. I also find it interesting that before when Elle used data and logistics to make the committee understand they didn't take her seriously but when she spoke with passion and emotion it was a turning point for the bill With this strategy, I think Elle was trying to accomplish making the committee see how she feels the

point was for them to look at this bill through a perspective of their own life. Elle appealed to the committee because there was a part of them that could relate to her passion to ban animal testing.

When an author relies on logos, it means that he or she is using logic, careful structure, and objective evidence to appeal to the audience. In *Legally Blonde 2* logos is used throughout the entire movie. For Elle to even write Bruisers Bill she had to not only gather data but format it and use logic. A few examples of when Elle uses logos would be when she shares the data she has found while at the salon with the congresswoman which helps her gain a vote on the committee or when Elle chases down a senator and discusses the logistics of her bill. I find this strategy interesting because no one expected Elle to know as much as she did it was quite an underdog story. The purpose was not only to be heard through her passion but sometimes if people hear numbers or just facts about a certain topic it can persuade them more rather an emotional component would. In these examples, Elle applied to them by giving them facts you can't deny something that is proven to be true while backed up with a great amount of evidence. With this strategy, Elle was trying to accomplish making the committee see the importance and growing need for her bill. Since being in Washington and trying to get the attention of government officials Elle had no other choice but to bring her bill and tons of data and logistics to back up her point that animal testing should be banned.

Ethos focuses attention on the writer's or speaker's trustworthiness. Throughout this movie the only thing that can prove Elle's credibility is Sally Henson because she is in favor of Elle's issue and they are both fellow Harvard graduates. But when congresswoman Sally Henson then takes back her vote to Elle people start to question who Elle is. Sally Henson is seen as a very nice always helpful and fellow dog lover so when she burst into the courtroom rejecting

Elle's bill it was quite shocking. It raised questions such as does Elle care about animals or what did Sally find out that made her change her mind. I find this strategy interesting because instead of Elle using this strategy it was the villain of this movie Sally Henson. Also I found this even more interesting because rather than taking Elle's side and while being known as a very nice and lawyerly do-gooder person the people of Congress sided with Sally Henson. The purpose was for Sally to use her powers to basically make Elle seem degradable. Sally applied to them by using her sweet and charming demeanor while still showing a sense of care towards Elle knowing she has hidden intentions. Sally Henson was trying to accomplish getting Elle's bill revoked because it would benefit the middle and lower classes not the rich and wealthy such as herself.