

Rhetorical Analysis Essay Example (APA Format)

In his 2019 TED Talk, *"The Power of Vulnerability,"* Brené Brown discusses the importance of embracing vulnerability as a source of strength in both personal and professional lives. Through her use of rhetorical strategies such as ethos, pathos, and logos, Brown is able to connect with her audience and persuade them to reconsider their perceptions of vulnerability. Brown's expert background in social work and research, combined with her compelling use of emotion and logical arguments, makes this speech a powerful call to action for embracing vulnerability as an essential aspect of human connection.

Brown's ethos, or credibility, is firmly established from the beginning of her speech. As a professor and researcher in social work at the University of Houston, Brown's academic background lends her authority on the topic of human emotions and vulnerability. She introduces her expertise early on by discussing her research on shame, courage, and vulnerability, positioning herself as a credible source. Additionally, Brown's calm demeanor and confident delivery add to her sense of credibility. Throughout the speech, she references years of academic research, which reinforces her reliability and establishes her as an expert in her field. Her academic credentials and research experience provide the foundation for the audience's trust in her insights.

Brown makes effective use of pathos, or emotional appeal, to connect with her audience on a personal level. She shares relatable anecdotes about her own experiences with vulnerability, allowing the audience to see her as more than just a researcher. Brown's storytelling approach humanizes the topic, making the audience more receptive to her message. One particularly emotional moment comes when she describes the shame and fear she feels when being vulnerable, which many listeners can relate to. By sharing her personal struggles, she encourages the audience to feel more comfortable with their own emotions. This emotional connection helps create a sense of empathy, making her message resonate more deeply with the audience.

Logos, or logical appeal, is another key strategy Brown uses to support her argument. She provides scientific research findings and data to demonstrate how vulnerability is linked to

courage, creativity, and personal growth. Brown discusses how people who embrace vulnerability are more likely to experience positive personal and professional outcomes, such as stronger relationships and increased resilience. This use of evidence from academic studies not only strengthens her argument but also appeals to the audience's logical reasoning. By offering concrete examples of how vulnerability leads to success and well-being, Brown makes a compelling case that vulnerability is an essential aspect of human experience.

Brené Brown's TED Talk, *"The Power of Vulnerability,"* effectively employs ethos, pathos, and logos to persuade her audience that vulnerability should be embraced rather than feared. By drawing on her credibility as an expert, engaging the audience emotionally through personal anecdotes, and supporting her claims with logical evidence, Brown presents a well-rounded and convincing argument. Her speech challenges the common perception that vulnerability is a weakness, instead framing it as a powerful tool for personal and collective growth. Ultimately, Brown's use of rhetorical strategies makes her speech a persuasive and impactful call to action for embracing vulnerability as an essential part of life.

References

Brown, B. (2019, June). *The power of vulnerability*. TEDxHouston.
https://www.ted.com/talks/brene_brown_the_power_of_vulnerability