

Certainty

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The way in which we communicate to one another in today's world has evolved in several different ways. From Thomas Jefferson writing the declaration of independence, to Martin Luther King Jr.'s "I Have a Dream" speech, and even Taylor Swift encouraging us to shake it off. Although the way in which we communicate to each other has changed drastically one element remains a certain constant throughout history, rhetorical appeals. The use of ethos, pathos, and logos prove evident in our daily dialogue. Aristotle, the cunning philosopher and scientist, was the first person to illuminate these rhetorical appeals. Tony Robbins, a motivational speaker and life performance coach, helps individuals overcome their fears by applying intriguing techniques taught by Tony himself. This inevitably leads to my artifact chosen for my rhetorical analysis, an interview Tony Robbins conducts explaining how certainty is a key component to success.

Tony begins his influential lecture with a particular audience in mind. Not only is his audience the two gentlemen in the room with him, John Reese and Frank Kern, but also any person who is struggling financially and seems to have little to no confidence. The age group being targeted would be approximately 18 years of age or older. There is no barrier for old aged men and women because they too could fit the description Tony is targeting. The evidence of ethos is prominent because we see Tony appeal to his credibility numerous times within his lecture. "I had this audience of about 15,000 people... I was doing what I loved, rocking the house, everybody's going crazy and they go 'your stocks worth 400 million bucks right now'" (Robbins, 2013). This builds Tony's credibility because first impressions of 400 million dollars in a day and an audience of 15,000 people leave us in astonishment. We instantly believe Mr. Robbins must be doing something right to have accomplished these goals. The primary rhetor in

this interview is Tony Robbins, but we also acknowledge secondary rhetors John Reese and Frank Kern because they too give input to the point of discussion.

Which brings forward multiple valid questions. What point is being conveyed by the primary and secondary rhetors? What problem, or better yet exigence, is attempting to be solved rhetorically by these intriguing men? The exigence in this interview proves to be the lack of motivation for people to follow through. In particular, people who buy the software invented by Frank and John to make a fortune, but can't seem to apply the fundamentals to succeed. The point being delivered by the primary rhetor, Tony Robbins, is how envisioning "results in our head that [make] us feel certain as if it had already happened" leads to us having "absolute certainty that makes [us] tap [into our] full potential, take massive action, [and obtain] massive results." This formula is to blame as to why the rich get richer and the poor get poorer. Ultimately the exigence being addressed affects millions of Americans that have little to no willpower to rely on to inevitably grant them their success.

This holy grail Tony refers to fills the audience with motivation and willpower. Something about what he's saying fills me up with more than one emotion at once. At first I tend to feel excitement when he's explaining this cycle as if this was the one ingredient missing to lead to my success. Then as he continues to show resounding evidence that how the state of mind can affect a person and their success, I'm overwhelmed with anxiety to put this practice to use. Tony appealing to my emotions in such a way is proof that he intentionally uses pathos to persuade me in favor of his remarks. Although much of what Tony is saying is day to day logos, it's how he's saying it that lights a fire within me internally. The tone in which he utters his words appeals to my emotions automatically because from the get go we see Tony as an enthusiastic,

intellectual rhetor that is full of ambition. To top it off, Tony shows mild humor when referring to his big horse teeth that can pull semi trucks.

Logos, the most prominent use of persuasion, is used constantly throughout the course of this interview. Facts given by Tony reinforce the ideas he's trying to convey. For example, he mentions a study done on basketball players who struggle on the free throw line due to a level of uncertainty. The study selected three groups of men, one who practiced a set number of free throws daily, one who didn't practice at all, and one who envisioned perfectly made free throws. "It's not practice makes perfect; it's perfect practice makes perfect as corny as that sounds" (Robbins 2013). At the end of this six-week long study the three groups were tested on their free throw percentages. Shockingly to our belief the group envisioning perfect practice surpassed both groups when shooting free throws. Another great example given by Tony, that can be done upon reading this analysis, is testing your own abilities. Standing vertically with both feet planted extend your arm parallel to the marching surface with your index finger pointing directly in front of you. Now turn as far clockwise as you can go and remember your results. Now close your eyes and envision yourself lifting your arm and turning clockwise twice as far as you did before. Then envision your body turning an entire 360 degrees as if you were an owl. Upon opening your eyes reevaluate your results and on average most individuals perform better than they did the first time. These are all strong examples of logos that lead us to believe that our state of mind and how certain we are affects our outcome.

These rhetorical appeals and constituents lead me to address by far the most influential topic thus far, constraints. As you may know this entire interview is being filmed with many camera angles and even those fancy white umbrellas make an appearance for better lighting. This proves the biggest constraint of all because we can infer that the way these men are acting is indeed all

for camera footage and appearance plays a big role in this particular matter. Pollution of character and even body language is affected when a camera is put on anyone no matter how much experience is gained. Also, cameras tend to make people shy and submissive. This leads us to believe that valuable information or better yet thoughts were left out of the rhetorical situation due to shyness or anxiety. Another constraint I seem to notice is John Reese. Both John and Frank reached out to Tony for help in regards to their customers not following through. Time and time again we see John Reese interrupt or talk over Tony Robbins as if he already had the solutions solved himself.

The effectiveness of Tony's rhetorical appeals throughout his interview pose a strong argument that cannot be denied. In contrary rhetorical weaknesses seem to be obsolete. The reason being is because Tony Robbins is a highly motivated and dedicated individual who has had much experience dealing with these types of problems. Seminars, one on one interviews, and even personal life coaching has been his forte growing up. This makes the chance for a rhetorical weakness difficult to find. Nonetheless I was able to dissect at least one from this interview, and even in Tony Robbins himself. The fact that he is passionate towards what he is saying makes his words appear to be flying at a million miles per hour. This sometimes leaves the audience dazed and confused. This is evident in many of his interviews and seminars. Although in the end Tony is extremely effective at achieving his goal in relation to his audience. We digest what he is saying and know that being absolutely certain in any field is the key to a successful and progressive career.

References

Robbins, T. (Director). (2013). *Tony Robbins no 1 - Why People Don't Do What They Are Supposed to Do to Succeed* [Motion picture]. United States of America: Kenneth Dunstan.