

The rhetor of this Facebook post, Kristina Musachio, is not only an advocate for the Crohn's and Colitis Foundation, but she is also one of 1.6 million victims of the disease herself, making her perspective unique to the situation. Because she is inflicted with Crohn's personally, she has first-hand knowledge of what it means to have this disease, and all that comes along with it, and therefore serves as an ethotic representation of her fellow sufferers. Musachio is speaking out to anyone who comes across her post, specifically her family and friends that she is associated with on the social media platform, as well as the surrounding Facebook community members of those friends, that may have shared the post on their own pages. In addition to her intent of raising money for the foundation, the timing of her post is significant because November is Crohn's and Colitis disease awareness month. Accordingly, the post was published in October to provide adequate time to obtain the donations so they could be received in the month of the diseases awareness.

The argument presented is one of the utmost importance to the author: hoping that the intended audience is inspired by her words to share her message, and donate to her campaign. To effectively communicate this inspiration, the rhetor utilizes sinister diction as a tool in employing her rhetorical appeal of pathos. For example, the words "insidious" and "chronic" were used as descriptors for the disease that the author suffers; with their near malicious connotation, the reader is evoked with a sense of revenge and justice towards the subject, encouraging them to take action. A relatively informal writing style is used, establishing a more personal connection with the audience, paired with the primary greeting of, "Hi Facebook friends!" acquaintanceship is implied and communicated through the work. Declarative sentences provide accurate

and informative details about the motivation of the author: "It is so important to me that awareness and education about invisible chronic illness is shared throughout the community I have here on Facebook". The initial impact of the post was one of curiosity, accompanied by possible ignorance if an audience member was never previously exposed to the subject matter. After further research, the reader would have come across the shocking abundance of society that is affected by Crohn's and Colitis, developing a more profound and urgent impact of empathy and previously unknown understanding.

### Works Cited

O'Brien , Sarah, and Emily Downward. "Statistics."

InflammatoryBowelDisease.net, 2017, inflammatoryboweldisease.net/what-is-crohns-disease/statistics/.

