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Reflection 3: Heirlooms Redefined

Heirlooms can be a source of age-old storytelling used by the elders of a certain group, and some capitalize off these stories to create a beacon to others in that community to seek out their ancient stories, **an** that is what this author was trying to achieve through this article.

Using images of predominantly black families given their history of being enslaved and being denied any form of identification of their age or where they came from, an heirloom (such as a picture, a piece of jewelry, or even a quilt) would be very special in that it's an artifact of their family history up to that **point**. This implies that the target audience is, people from backgrounds that are largely a minority in where they are in the world and that they are the younger generations of a long line of a mostly undefined family tree, and the article wishes to inspire the younger generations to unearth their family treasures after being buried for so long.

The use of these images also falls under the three appeals Ethos, Pathos, and Logos. Logos is a bit unseen in this Article because there's a distinct lack of words. Still, the other two appeals are much more prominent, particularly Pathos, which is the use of pictures of the family and how they looked in their time, which can invoke an emotional response to the reader to possibly even seek out their old family pictures. It falls into the ethos category because, in this context, word of mouth is the most credible form of information, that being having stories and

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artifacts being passed on to generation and generation, and the stories haven't changed, just as their history hasn't **changed**.

While the article has a large amount of good in its core purpose, it is also guilty of having some rhetorical blind spots. One rhetorical fallacy is that of the either/or, that is the author shows old family pictures while stating the story of the pictures only while you click them. This implies that the author only expected the audience to only read 1 at a time or only needed a select few to finish a project/reading in question, and never considered that one might need all those sources, making it very tedious if that is **the** case. One other fallacy is that of sentimental appeal, only showing off family pictures and heirlooms, while ignoring a much bigger issue: these families only have what are essentially trinkets to know anything about their ancestors and their past, such as a quilt being your **whole** family story