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### Rhetorical Analysis

In this new era of digital we find ourselves using technology and the internet as a source that we use each day. That there has been a rise if all these things are helping students, educators, and everyone in general. In the aspect if technology is helping human behavior, intellect, and Communication. This has been something that many writers, thinkers, and authors have questioned and wrote about. Nicholas Carr, Naomi Baron, and John Perry Barlow have approached this exact topic through research and rhetorical methods to reflect their own purpose and eras. Nicholas Carr's "Is Google Making Us Stupid" talks about how the internet can erodes our way of thinking and warns us the capacity, Naomi Baron "Reading in a Digital Age" it talks about how studies show how screens change the ways we read and how we receive the information and John Perry Barlow "A Declaration of the Independence of Cyberspace" talks about how the internet has changed as a revolutionary space free from the government controls. All these readings/articles have addressed the relationship between digital technology and human behavior. They have separate ways to approach the audience, tone, and rhetorical methods. Through these readings, they use different techniques in logos, pathos, and ethos. Each writer builds their own unique argument with the world evolving in digital technology and human identity.

Each of the authors reflects their own historical moment and perspective on technology. Carr's purpose is to tell the audience to be cautious about how internet habits reduce concentration and analytical thinking. Carr also aims to reflect on, and alarm educated readers that depend on technology or the internet. Baron's purpose is to inform the readers about how digital readers' habits reduce concentration and comprehension, and Baron's purpose in this is for readers to reflect on their reading skills and critical thinking. Barlow's purpose is to contrast and revolutionary and that writing is at down with the internet age, Barlow's calls for liberation of cyberspace from the political regulation that portrays the web as a space of absolute freedom and creativity. Carr's way to get the audience of educated adults and digital users that are most likely to read publications like "The Atlantic". Baron addressed teachers, students, and academic readers familiar with the interest of technology and literacy. Barlow talked about how early internet users and policymakers used language that appealed to idealists and activists. Each writer argues that readers need to connect the values of a reader that Carr through relatable anxiety. Carr's writer appears in a period that grows in digital dependency that concerns cognitive overload. Baron's text responds to the widespread use of smartphones and readers;

multitasking and digital reading were common. Barlow's reflect the optimism of the early internet era when cyberspace was viewed as a frontier democracy and innovation. That their historical context is shaped in separate ways but also in their emotional tone and rhetorical urgency.

Carr builds ethos through references to respected sources like media theorists and historical thinkers, and his credibility as a technology journalist. Baron's ethos is her academic ability in linguistics, and her balanced approach avoids extremes. While Barlow's ethos resets on a moral level and visionary authority rather than professional ability that representatives of digital citizen rise against government oppression. Carr appeals to fear of nostalgia. His description of losing his ability to read deeply evokes anxiety that personalizes and cultural decline. Baron appeals curiosity and self-awareness. She invites the audience to question their own habits rather than their fears. Barlow's relies heavily on emotional freedom, pride, and rebellion. His passionate tone transforms technology into a symbol of human liberation. Each author's argument is powerfully tied to its moment in time. Carr's piece arrived when digital reading was replacing print, making his warning prompt and relatable. Baron's analysis fits the age of smartphones and online learning. Barlow's declaration captured the revolutionary energy of the internet's birth that gives his work historical significance as one of the earliest digital manifestos.

Carr's essay employs personal narrative, cause, and effect of reasoning. He begins with an anecdote about his own changing reading habits to humanize his argument, that supports it with research. His diction is intellectual but accessible, making his message credible yet relatable. Baron uses balanced tone and empirical evidence, quotations, and direct comparisons between print and digital reading. Her organization is methodical in reflecting her academic ethos. Barlow uses repetition and metaphorical language. While creating a world that all may enter without privilege or prejudice "To make his message poetic and forceful". The strategy he uses to aim is to inspire action rather than inform.

Through all three addresses the intersection of technology and human behavior, their rhetorical choices reveal different worldviews. Carr and Barron share skepticism about the digital age effects, but Carr is more emotional and nostalgic, while Baron is balanced and data driven. Barlow's stands apart, standing for the optimism of an earlier era when interest symbolized freedom rather than distraction. Together, their works illustrate the evolution of digital rhetoric, from utopian dreams to critical reflection. They also show how rhetorical strategies mirror cultural attitudes of enthusiasm in the 1900s, concern in the 2000s, and critical examinations in the 2010s. Each writer's style embodies the tension between technological innovation and human identity, showing that the digital age demands both celebration and caution.

Overall, Nicholas Carr, Naomi Baron, and John Perry Barlow each use rhetoric to explore the complex relationship between technology and humanity. Through their distinctive use of

ethos, pathos, and logos, through their awareness of audience and context, they shape the way readers understand the digital world. Carr warns of intellectual decay, Baron examines the adaptations, and Barlow envisions liberation. Their differences reveal how rhetorical strategies evolve over time and circumstances, reflecting changing hopes and fears about technology's role in shaping society and thoughts. These texts remind us that digital transformation is not only a technical shift but a rhetorical one, reshaping not just on how we think or read, but how we argue, persuade and imagine our shared future.

#### Word cited

Carr, Nicholas. "Is Google Making Us Stupid?" The Atlantic, July 2008.

#### Summary:

In this essay, Nicholas Carr argues that the internet is changing the way people think, read, and process information. He claims that constant online reading habits of quick skimming, browsing, and multitasking are weakening deep concentration and long-form critical thinking. Carr supports his argument through personal anecdotes, scientific studies, and references to media theorists.

#### Use in my Essay:

You used Carr's article to show how he adopts a cautious and concerned rhetorical stance toward digital technology. Your essay explains how Carr employs ethos through credible sources, pathos through anxiety about declining attention spans, and logos through examples of cognitive changes. You emphasize that Carr's purpose is to warn educated readers about over dependence on the internet in an era of growing digital distraction.

Baron, Naomi S. "Reading in a Digital Age." The Journal of Literacy and Technology, vol. 20, no. 2, 2019.

#### Summary:

Naomi Baron examines how digital screens influence reading comprehension, attention, and retention. Drawing from her research in linguistics and digital reading studies, Baron argues that reading on screens often leads to more shallow engagement compared to print. She encourages readers to reflect on how their digital habits affect their critical thinking and learning.

#### Use in my Essay:

In your analysis, you present Baron as a balanced and data-driven author. You explain that her rhetorical strategy relies heavily on logos of research evidence, comparisons between digital and print reading, and empirical studies. You also show how Baron's ethos as an academic

strengthens her credibility and how her tone is reflective rather than emotional. Her work supports your argument about how technology reshapes human reading behavior in the 2010s.

Barlow, John Perry. "A Declaration of the Independence of Cyberspace." 1996.

Summary:

Barlow's manifesting declares cyberspace as a free and independent digital space, separate from government regulation and control. Written during the early days of the internet, it reflects optimism about technology as a tool for liberation, creativity, and equality. The text uses poetic language, repetition, and emotional appeals to inspire readers and assert the internet's potential for freedom.

Use in my Essay:

You used Barlow's work to contrast early digital optimism with later skepticism. Your analysis highlights how Barlow uses strong pathos of freedom, pride, rebellion, and visionary rhetoric aimed at policymakers and early internet users. You also note that Barlow's historical context shapes his message, representing the hopeful and revolutionary energy of the early internet era.