

THE PENNSYLVANIA STATE UNIVERSITY
SCHREYER HONORS COLLEGE

DEPARTMENT OF COMMUNICATION ARTS AND SCIENCES

THE THREE PERSPECTIVES TO ENVIRONMENTAL COMMUNICATION: FINDING
INFLUENCE THROUGH RHETORICAL ARTISTRY AND ETHICAL DECISION MAKING

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SPRING 2019

A thesis
submitted in partial fulfillment
of the requirements
for a baccalaureate degree
in Communication Arts and Sciences
with honors in Communication Arts and Sciences

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ABSTRACT

The communication of sustaining the earth is becoming increasingly important as the strains on the earth become tighter. When studying the communication of sustaining the environment, three perspectives can be used to understand the differences in the realms in which we find it. Environmental communication is found at the government, business, and individual levels. Changing the mindset or actions of a government, business, or individual through the use of communication occurs when a speaker's message influences an audience. Influencing an audience often requires unique strategies under each perspective of environmental communication. To identify where this influence can be found or how it can be accessed, examples of each perspective will be analyzed by reviewing its rhetorical artistry and ethical decision making. If environmental communication can access influence through agency, rhetorical artistry, or ethical decision making, an audience will be more likely to engage with the message and interact with the environment more sustainably.

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ACKNOWLEDGEMENTS

The Thesis of Connor J Dautrich was reviewed by the following:

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Chapter 1

Background: Why Sustainability?

As early as the 1960s, scientists around the world had begun researching the causes and consequences of environmental degradation for the first time in history. As environmental issues became more obvious, research technology advanced, and the ability to disseminate information to the public increased, people began to consider the benefits of a sustainable approach when interacting with the environment. This new perspective led to the growth of grassroots organizations, scientists, intellectuals, and activists in the environmental scene. This surge in environmental awareness and engagement led to many governments entering into negotiations that led to unprecedented international environmental agreements (Elliot).

Based on the amount of research conducted in the 70's up until now, the need for sustainability practices and activists can be explained by three drivers: population growth, the intensely growing usage of resource rate, and climate change (Carroll).

According to the United Nations, the human population will reach 8 billion people by 2025 and 10 billion people by 2083. As the amount of people on earth grows, the amount of resources needed to sustain humanity grows with it. Some of the population, as it stands today, is already struggling to get by, as there is still an abundance of people without the resources needed to reach full health and nourishment. If we are going to successfully provide the needed resources for 10 billion people, businesses, governments, and individuals must focus on

advancing sustainability practices to create more resources and leave the world a better place while doing so (Carroll).

Trends have shown that the population is not only growing, but people are also using resources at a higher rate than ever before. In fact, there would need to be five earths if the entire population consumed like the average American. So, essentially if every person consumed resources like the average US citizen, the earth's resource supply would fall short (The Sustainable). Also in America, there are movements of people rising into the middle class that demand more resources than when they were in the lower class. If the middle class rises and the people comprising it demand more resources, then there will be even more strains on the environment to meet the higher amount of resources demanded by the new middle class members. This phenomenon can be found in other nations that are experiencing similar trends (Carroll). As individuals' resource usage rate rises across the world, the need for conservation, innovation, and effective environmental communication also rises.

Finally, through many decades of enduring an industrial-focused mankind, the earth has experienced consequences from the mighty footprint humans are leaving behind. Water levels are rising alongside global temperatures, mainly due to harmful greenhouse gases that are emitted into the atmosphere and trap heat. Common greenhouse gases include water vapor, carbon dioxide, and methane (Carroll). There has been a recent push to reduce and reverse the effects of climate change from some businesses, individuals, and governments as climate data and its effects grow more alarming. As a result of the effects of climate change, the need for sustainability and awareness is vital.

Chapter 2

Introduction: The Three Perspectives of Environmental Communication

As the research reflects, individuals and businesses are in dire need of incentives and motivators to incorporate sustainability in their everyday life. Effective communication is a key element to encourage others to act more sustainably. Environmental communication can be used to either increase awareness, incite action, or both. For example, researchers must present their findings to the public in an effective way and industry leaders must strive to communicate the value of making profit and having a sustainable purpose simultaneously. Sustainability activists must utilize rhetorical artistry and emphasize ethical decision-making when communicating on these environmental discoveries and investments.

Environmental communication can be broken down into three categories or perspectives: the individual perspective, the business perspectives, and the government perspective. *Each perspective is defined by which audience the speaker is trying to influence.* If one's message is focused towards a government, then he or she is operating under the government perspective, if the message is focused towards businesses, he or she are operating under the business perspective, and if the message is focused towards individuals, he or she is operating under the individual perspective. Therefore, the government perspective covers any environmental message communicated to incite change in a government entity to create laws or other government action. For example, an individual lobbying to convince the senate to support the passing of the Clean Air Act is environmental communication that would be categorized at the

government level. The business perspective covers any environmental communication to incite environmental change in a business or multiple businesses. For example, an executive of a publicly traded, high market-value corporation giving a press release urging other businesses to adopt new sustainability goals would fall under the business perspective. Finally, the individual perspective encompasses any communication to incite environmental change in an individual person or multiple individuals. For example, an environmental activist giving a speech on how people can help the environment in their own home by exhibiting proper recycling methods would be considered environmental communication in the individual perspective.

The message, audience, medium of message, and rhetorical strategies often differ greatly between the three perspectives. Furthermore, change that occurs by influencing an audience can be less widespread as the agency of an audience decreases. For example, if a speaker under the government perspective can influence their government audience to act more sustainably, his or her communication could result in the creation of laws and enforcement of those laws through punishment like fines or jail time. On the other hand, communicators under the individual perspective do not have the ability to have their communication lead to laws. Therefore, audiences at the individual level do not have as much agency to make as much change as do audiences at the government level. Agency levels are highest at the government perspective and lowest at the individual perspectives. Agency levels at the business level can be viewed as somewhere in the middle of the spectrum, because businesses can utilize investor interest to incite change from other businesses, as we will see in more detail later.

There are occasions in which speakers under the individual, business, and government perspectives are so compelling and persuasive, that influence is accessed, and positive results follow. Analyzing these successful environmental communicators and the methods they utilize is

important to identify characteristics of speech and decision-making that inspire individuals to live their lives and run their businesses or governments sustainably. The following sections will take an example from the government, business, and individual perspectives and analyze each message's content and motives of said content to aid in understanding how each perspective works. If communicators can identify and practice successful strategies and decisions in each perspective, mankind can be more prepared to use effective communication to curb the environmental challenges the future bears.

Chapter 3

The Government Perspective

Overview of Tools

Virtue ethics, inspired mainly by famous philosopher Aristotle, is a broad term for theories that emphasize the role of character and virtue in moral philosophy rather than either doing one's duty or acting in order to bring about good consequences for solely oneself (Trianosky). The key difference between deontological ethics and virtue ethics is that deontology focuses on a person's duty to act, while virtue ethics focuses on the rightness of the act itself. Therefore, a person practicing virtue ethics would make the decision they believe is right, not because it is their duty or because of the selfish consequences the act will bring, but only because it is right or just. Aristotle said, to practice virtue ethics during decision making processes, "one must act as a virtuous person would act in the situation you are in." Someone who is virtuous would exhibit qualities like empathy, respect, trustworthiness, justness, and care (Trianosky). Virtue ethics will be used to understand Senator Maria Cantwell's motives for pushing the Clean Air Act to the government of the United States.

According to the Stanford Encyclopedia of Philosophy, "an agent is a being with the capacity to act, and 'agency' denotes the exercise or manifestation of this capacity (Schlosser)." Agency has a broad scope of meaning and has seen a lot of deliberation and research. In the capacity of environmental communication, agency is referring to the ability of an audience to act according to a speaker's message, which would most likely be an act of increasing environmental awareness or sustainability practices. If an individual, business, or government has high agency, then it will be easier for them to hear a message and take action on that

message. On the contrary, if an audience has little agency, then either their actions will be less widespread and have less of an effect or it will be difficult or impossible for them to act at all. Agency will be used to describe how a government audience can take a message, act on it, and observe that act become widespread across the nation it governs through laws and statutes.

Logos is one of the three Aristotelian appeals, along with pathos and ethos, and can be thought of as an appeal to logic and is a way of persuading an audience with reason, using facts, data, and figures (Logos). For example, using census data to show how many people are below the poverty level to prove minimum wages need to be raised is an example logos as a rhetorical tool. Logos will be used in the rhetorical analysis of Senator Cantwell's speech to the Senate of the United States.

Pathos is another Aristotelian appeal and is used to persuade an audience by appealing to their emotions, using pity, suffering, and sympathy (The Art). The "I Have a Dream Speech" by Martin Luther King Jr., is an example of an oration that heavily utilizes pathos. King talks about police brutality, racism, death, poverty and other emotional topics seeking to evoke sympathy from the audience to, in turn, incite societal change. Pathos will also be used in the rhetorical analysis of Senator Cantwell's speech to the Senate.

Senator Cantwell's Clean Air Act Speech to the Senate

Maria Cantwell, a democrat from Washington, assumed office in the Senate of the United States on January 3, 2001. She has sat on multiple committees including the Senate Committee on Energy and Natural Resources. On April 6, 2011, Senator Maria Cantwell delivered a speech on the floor of the Senate encouraging congress to vote to keep the Clean Air Act in legislation (U.S.).

The Clean Air Act is the comprehensive federal law, adopted by every state by 1975, that regulates air emissions from stationary and mobile sources. Among other things, this law authorizes EPA to establish National Ambient Air Quality Standards (NAAQS) to protect public health and public welfare and to regulate emissions of hazardous air pollutants (Summary). In 2011, many members of Congress and the Senate sought to dismantle the Clean Air Act. In an effort to keep the Act in legislation, Senator Maria Cantwell went before the rest of the Senate to fight for its legitimacy and necessity as an administrative statute under the EPA (Fuller). Her speech, as the following analysis will reflect, exemplified outstanding rhetorical artistry and ethical decision-making and will be used as an example of the government perspective of environmental communication.

Ethical Analysis

Virtue Ethics in Government

As stated in the overview of the tools we will be using for the analysis of this speech, Virtue Ethics is the broad philosophical idea for theories that emphasize the role of character and virtue in moral philosophy rather than either doing one's duty or acting in order to bring about good consequences for solely oneself (Trianosky). As a Senator fighting for the Clean Air Act, Cantwell is, in turn, fighting for the future of America's environmental state. This statute will provide no income to the government and, in fact, will incur a colossal amount of costs for the government and put an increased burden on business through stricter regulation. Any benefit to the Clean Air Act will be seen in the long run, meaning one supporting this does not fixate on the

short-term payoff, but the rightness of creating laws, backed up by evidence, that keep the sanctity of our environment intact. In her speech, Senator Cantwell says,

“There have been other attempts to overturn The Clean Water Act, The Endangered Species Act, and the Superfund Cleanup Act and sometimes they get as far as bills or only a hearing, sometimes we [Congress] have votes on them but these things all have one thing in common: it is about the greater good versus special interest. And time and time again, congress has ended up wisely on the right side and has rejected these proposals by special interests. The environmental protections that we have continue today because we’ve stood up to fight for them (Cantwell).”

Here, Cantwell cites other attempts to dismantle environmental laws created to protect our air, water, and land and implies, through her arguments, that those against these bills lack the virtue to see past the money special interests have to offer and to focus on the rightness of protecting our nation’s environment.

When she compares the decision to vote for environmental protection to a battle between special interests and the common good, she exemplifies a sense of character that supersedes special interests and focuses on empathy for the earth and the people who will be negatively affected by the detriment of a polluted earth in the future. Furthermore, Senator Cantwell cites that keeping these laws in place has not been easy. The Senator and her colleagues that have voted and communicated to keep these laws in place did so through adversity. She insinuates that only because there are virtuous people in government that fight for these environmental acts is it possible for the government to have these protections in place. If congress-people only focused

on the utilitarian cost and benefits of the laws or their deontological duties to special interests the environment would surely be ignored.

Also, later in her speech, Senator Cantwell states that, “I am certain that there is a bipartisan solution that we can all agree to (Cantwell).” This shows a great deal of respect for other government officials who firmly stand as Cantwell’s opposition in this matter. She argues that, by working together, the greater good can be achieved with a solution that satisfies all representatives of our nation’s population. As stated earlier, Aristotle said that respect for others and acting in ways that are just and right is at the heart of a person practicing virtue ethics. Therefore, Cantwell does not only fight for what is right because it is right, but she also shows a great deal of teamwork and understanding for the other side, knowing that those qualities are virtuous as well.

Virtue Ethics is extremely important when considering the government perspective of communication, because, without the virtuous, topics of concern may be overlooked if officials are only concerned with the logistics and short term benefits of an action. Senator Cantwell embodies someone who practices virtue ethics very well in this speech. She uses her message to praise those who practice being virtuous and challenge others who do not to access their virtuous side and do what is right for the nation.

Rhetorical Analysis

Logos

The overview of the tools that will be used to do our rhetorical analysis for the government perspective covered that logos is used to persuade an audience by appealing to their

sense of logic. In her speech, Senator Maria Cantwell utilizes logos to create a more impactful message to her government audience, the US Senate. For example, in her speech to the Senate, Cantwell states,

“It [The Clean Air Act] was very important in helping consumers and car buyers save money as much as \$3,000 over the life of the car because we have made them more fuel efficient (Cantwell).”

By giving hard data on the amount of money automobile users save, the audience can better visualize the effects the Clean Air Act has on the average American. Cantwell implies that, without this legislation and regulation, businesses would not have made their cars more efficient and car users would not enjoy these cost savings.

Also in her speech, Cantwell uses more facts and research to create a better message to her audience when she says,

“The facts speak for themselves and according to some comprehensive reports the clean air act will save our economy \$2 trillion by the year 2020. And even more importantly, The Clean Air Act will cumulatively save 4.2 million lives by 2020 (Cantwell).”

This excerpt of Cantwell’s speech is quite compelling because she effectively combines pathos and logos in one message, by citing hard data accompanied by an emotional appeal. When the Senator says the overall US economy will save \$2 trillion by the year 2020 she again attempts to persuade the members of the Senate through a staggering cost savings datum. However, when she goes on to add that the act will also save 4.2 million lives, she utilizes facts and logic once more, because saving 4.2 million lives is logically better than not saving 4.2 million lives. Also, she appeals to the emotions of the audience, because human deaths are emotionally tragic. Even

though these hypothetical deaths would be emotionally tragic, her message implies that, by supporting her arguments, those deaths can be averted and human lives can be saved.

Logos is very important when crafting a message to an audience that relies on hard data, research, and evidence to form opinions. By citing cost benefits and the saving of millions of human lives, Cantwell creates a more appealing message. Furthermore, by utilizing a pathos-logos hybrid argument, the Senator employs something of a “double whammy”, which, in turn, aids in her efforts of persuasion.

Agency

The ability for an audience to make actual change, if influenced, also known as agency, is very important when crafting a message. In the case of Senator Maria Cantwell’s speech to the senate, the audience has the power to make widespread change if the speaker’s stance is adopted. Furthermore, Cantwell reminds the Senate of this fact in her speech when she says,

“There is a way to reduce carbon pollution and transition to a 21st century economy and we [US Government] should get about that... we [US Government] can do it and protect consumers while we go (Cantwell).”

This excerpt serves to show the audience that, by simply voting to turn down the dismantlement of the Clean Air Act, positive environmental change can be achieved. This high level of agency inherent in the US government is clearly identified by Senator Cantwell in her language and, by specifically stating to the audience the amount of change that can be made through their authority as lawmakers, she effectively urges the audience to make the right choice and to use their power to benefit the environment of our nation.

Government Conclusion

According to current legislation, the Clean Air Act is still a law enforced by the Environmental Protection Agency (Summary). So, Senator Maria Cantwell's speech regarding the Clean Air Act on the floor of the Senate was successful and, therefore, provides a good example to understand the dynamics of the government perspective of environmental communication. As stated earlier, each perspective is unique and requires a speaker to draw certain strategies to adhere to the audience of each perspective. In the case of the government perspective, Virtue Ethics provides a strong framework for communicators looking to inspire lawmakers to pass environmentally beneficial laws. Often times, fighting for the environment is not easily done and can cost extraordinary amounts of money. Therefore, only those who are virtuous enough to identify the need for these policies and to fight for said policies will manifest a decision-making process that stands by the environment. For environmental activism to continue at the government level, speakers need to communicate the requirement to see past short term gains and focus on the rightness of keeping our earth healthy.

In regards to the rhetorical side of the government perspective, *logos* is most likely used more frequently than the other Aristotelian appeals. The reason for this is that lawmakers must see facts and figures that encourage them to support this bill. It is policymakers' jobs to use logic in their decision making and not rely solely on emotions. For example, a senator will be more inclined to support a speaker who cites research and evidence that a proposed action is feasible and effective. Simply saying "it is the right thing to do" will not be enough to gain support, even if it is a truthful statement. Because of this, communicators at this level can combine their virtuous nature with evidence and facts to create an impactful message to the government.

Perhaps the most important aspect of the government perspective is its high level of agency. The audience under the government perspective, usually government officials, policymakers, and government agencies, has the ability to make widespread change if an environmental communicator's message is adopted and acted upon. Not only will the environmental change be widespread, but it will also be enforced through regulations and the possibility for punitive repercussions if these environmental policies are not adhered to. This high agency makes the government a very important audience for environmental communication, as the most change can be made with the least effort under this perspective.

Because of this, environmental communication can be successful if it is constructed using virtue ethics decision-making and logos. If a message is successful and acted upon under this perspective, change will occur at unmatched levels and the environment will subsequently experience benefits nationwide.

Chapter 4

The Business Perspective

Overview of Tools

The Ethical Scene is used in communication to describe a situation in which ethical judgement is needed. The Ethical Scene is said to have five characteristics: 1) *exigence*, or an arisen problem, 2) a *moral issue* that marks a sense of controversy, 3) possibly the most vital, the actor in the scene must possess the *agency* to act in this particular scenario, 4) the actor must feel a sense of *obligation* to act, and 5) the actor must effectively *communicate* their judgement of the Ethical Scene (Browne). The Ethical Scene will be used to analyze Apple Inc.'s decision to communicate their sustainability efforts to the public.

The Deontological Ethics school of thought consists of ethical theories that place special emphasis on the relationship between duty and the morality of human actions. Deontology is derived from Greek and directly translates to the science of duty. In communication, Deontologists focus on their duty to act rather than the habits of the actor in their orations and writings (Britannica). Deontological Ethics will be used to explain Apple's choice to make it their duty to manufacture, recycle, and package sustainably.

Utilitarianism is a theory arguing the aim of action in a given scenario should be the largest possible balance of pleasure over pain or the greatest happiness of the greatest number. In the case of ethics, the moral action is the one that maximizes utility. This theory differs from Deontological ethics. Say, for example, a father's son is very sick and needs expensive surgery. A Utilitarian would deem it ethical to lie or steal to get the money to save a human life. The Deontologists would deem the act of lying inherently lacking a sense of duty and rule it out of

the question (PSY). Utilitarian Ethics will be used to explain the incentive Apple, and all financial enterprises, have to practice Utilitarianism in business.

Ethos, a rhetorical tool, is an appeal to ethics and is used as a means of persuading an audience through the authority or credibility of the persuader, be it a notable or experienced figure in the field or even a popular celebrity (YourDictionary). Ethos will be used to analyze strategies that Apple's sustainability director, Lisa Jackson, utilizes to effectively communicate her message to her audience.

Logos, another rhetorical tool used earlier, is an appeal to logic and is a way of persuading an audience with reason, using facts, data, and figures. Logos would most likely be used when a climate scientist attempts to persuade the public that the global temperatures are rising, as it would be most convincing in this case to use facts and figures to prove his or her point (YourDictionary). Logos will be used to assess the quality of Apple's messages on their sustainability efforts and their effects on Apple's audience.

Finally, leadership is defined as the ability to influence a group of people or organization. Competition, on the other hand, can be described as the activity of attempting to better another person or entity (Britannica). Leadership and competition will be used to interpret why Apple's messages in the interview with Lisa Jackson will push other corporations to run their business processes sustainably.

Lisa Jackson Interview on Apple's iPhone

Apple, Inc., the world's largest technology company by revenue, produces consumer electronics, computer software, online services and is headquartered in California, USA. On August 31, 2017, the iPhone X was unveiled to public for the first time. As usual, Apple focused

on its usability, speed, and design when creating the new phones. However, Apple decided to add a new strategy in creating and marketing their phones by incorporating sustainability in their manufacturing, transportation, and packaging processes (Apple).

Lisa Jackson, the former head of the EPA under the Obama Administration, now head of sustainability at Apple, speaks in an interview about Apple's sustainability approach to the iPhone, setting a precedent in the industry (Apple). As Lisa Jackson reviews Apple's approach, she utilizes rhetorical devices and ethical judgements to incite action from other businesses. The interview served to create shareholder value, but, by spreading awareness, it also represents a great example of effective communication to show that sustainability is the future of business and to motivate competitors to follow suit.

Ethical Analysis

The Ethical Scene

The Ethical Scene can be used to explain the need for Apple to communicate their sustainability perspective and goals to the public, due to the existence of an ethical dilemma. As stated earlier, the Ethical Scene has five stages that an actor must progress through to engage in communication in ethics. The ethical dilemma facing the actor, Apple, can explain why Lisa Jackson did the interview, which was their form of communication in ethics.

Stage one: Exigence

There must be a problem facing Apple. In this case, the environmental issues facing the entire world is the problem. The population is growing, people are using more resources per capita than ever before, and climate change has already had

negative effects on the planet. Also, in the past, businesses have neglected their responsibility to operate sustainably. The exigence for Apple originates from these issues.

Stage Two: Issue

The Ethical Scene requires an issue or controversy. Apple's issue, as a business, is the decision to either take a slight hit on the bottom line or enhance and communicate their sustainability efforts. As a company, they must take a collective stance on one side of the controversy.

Stage Three: Agency

The actor in the Ethical Scene must have agency or the ability to act in that particular scenario. As one of the world's largest companies by revenue, they have a lot of influence and entertain many ears when the company makes any statement or developments. Apple has the financial and logistical means to communicate their ethical judgements in the context of sustainability. Therefore, Apple has the agency to act.

Stage Four: Obligation

Apple must feel a sense of obligation to act. Apple's environmental statement on its website reads, "We strive to create products that are the best in the world and the best for the world (Apple)." The company feels a sense of obligation, as an industry leader with an abundance of money, to find a remedy for the exigence they've identified.

Stage Five: Communication

The Ethical Scene ends with the actor engaging in ethics communication. The

interview with Lisa Jackson is Apple's form of communication. They identified exigence, analyzed the moral issue and chose to stand with sustainability, utilized their ability to act, felt an obligation to act, and finally, through Lisa Jackson's interview, acted.

The Business Struggle: Integrating Deontological and Utilitarian Ethics

Businesses are always focused on cost-benefit analyses to determine the projects they take on. Corporations', board of directors', and other stakeholders' support relies on maintaining a good bottom line. This forces businesses to adopt a utilitarian approach. When speaking about sustainability at the company in an interview, Apple Inc.'s sustainability director states:

“[The apple business process] was not designed to reuse material... not only do you have to remake the material, but you have to make it cost effective... The problem with saying jump and how high? Yeah, anyone can do anything, but it costs money and we have to be willing to pay this money. [Sustainable practices] will not be cost effective on day one (Jackson).”

Here, Lisa Jackson gives context on the reality that most sustainable practices are not cost effective either at first or at all. Most business practices are not designed to meet the sustainability standards the world's population is going to require in the future (Carroll).

Although taking a loss on a project to increase sustainability efforts defies the assumptions of utilitarianism based on a cost/benefit standpoint, businesses must have a sense of obligation to make these investments regardless of the utilitarian viewpoint.

To do this, Apple and other industry leaders must find a happy medium between Utilitarianism, to remain financially operational, and Deontology, to fulfill their obligation to use

their influence to make the world a better place. In the interview, Lisa Jackson emphasizes Apple's newly adopted shift to a Deontology approach in sustainability, "We strongly believe that if what we do matters, it should show up in our products (Jackson)."

This statement conveys Apple's opinion that, if they intend to be an organization that utilizes their influence in a positive way, then their products and processes need to possess qualities that have positive effects on the world. Lisa Jackson and Apple's criteria for identifying businesses that have positive impact, relies on tangible results on the core operations of a company, not merely statements of intent. In another part of the interview, Jackson says, "[Our Head of Product marketing] insists that environmental aspects of our product is part of our story (Jackson)."

This interview served to make it clear to other businesses and stakeholders that Apple is taking action to balance their Deontological and Utilitarian obligations, which can be best viewed as their solution to the analysis done during the *issue* stage of Apple's Ethical Scene. Moreover, as responsible activists argue for business sustainability, Apple communicated to the public their ethical decision to strike this balance, pushing other businesses to further practice Deontological ethical decision making.

Rhetorical Analysis

Ethos

Once Apple made their ethical judgements, it was time for them to communicate. Their instrument for communication was Lisa Jackson's interview. Apple wants to optimize the effect their sustainability message has on their audience which, in this case, mainly includes other

businesses, as it falls under the business perspectives, but also includes investors, and the general public. Therefore, it is crucial that sustainability activists practice favorable rhetorical approaches.

In her interview, Lisa Jackson, speaks on behalf of Apple, which alone allows her to utilize ethos, or an appeal to credibility. According to CNBC, the average American household has at least two Apple products. Also, 64% of all Americans own an Apple product (Liesman). Apple's breadth on the world, especially America, is immense. It is a company people trust and give a lot of money to. This corporate prestige gives Lisa Jackson ethos in her interview and, thus, the message is more impactful on an audience.

As mentioned earlier, Jackson says, “[Our Head of Product marketing] insists that environmental aspects of our product are part of our story (Jackson).” Stating this during the interview shows the audience that top executives at Apple believe Jackson's message is important. As the Head of Product Marketing at a company of such status, his stamp of approval pushes Jackson's audience to find the content credible and impactful.

When speaking about the government's part to play in creating a more sustainable business world, Lisa mentions the need for government standards to require businesses to operate with the environment in mind. Before speaking about the subject, she preempted her thoughts with, “As a former regulator [with the Environmental Protection Agency] (Jackson)...” Vocalizing this experience to her audience leads them to believe Jackson is knowledgeable on the topic of government, business, and the environment. This is another good use of ethos in her speech and, again, Jackson appeals to the audience with a sense of credibility, increasing the chances of a more impactful message.

Logos

Along with the rhetorical tool, ethos, Lisa Jackson also draws from a number of statistics and facts in her interview regarding Apple's sustainability measures. Logos, or an appeal to logic, can be used to enhance a conveyed message by assuring an audience with hard data and quantitative measures. In her interview, Jackson says,

“We set about focusing on the carbon intensity of aluminum, for example, by cutting down on waste, increasing renewable energy and using hydro-powered smelting. As a result, the carbon intensity of the iPhone 8 is 11% less greenhouse gas per gram than the iPhone 7 and 83% less than the iPhone 6 (Jackson).”

By giving her audience data points, they can more easily imagine the positive effects Apple's sustainability measures are yielding. They effectively relay to the audience Apple is helping the environment. Also, by showing these facts, Jackson and Apple are proving to other business leaders in sustainability that positive environmental numbers can be obtained simultaneously with positive financial numbers. Thus, providing these facts and data gives the audience a more meaningful experience and will be more likely to practice Apple's messages in the future.

Business Leadership & Competition

The final artistic tool Lisa Jackson and Apple utilizes to impact businesses and incite action is their ability to draw inspiration through their leadership and business competition. In the interview Lisa Jackson says, “One of company's planet-minded decisions were to use smaller, efficient packaging and engage suppliers in committing to source 100 percent renewable power.” (Jackson)

As a leader in their industry, Apple can set these high standards, like the one above, for other businesses. If Apple sets a precedent in their sustainability standards, then stakeholders of other companies will want to see the same out of their business. This effect is emphasized by competition in business. Apple's competitors will be looking to not just meet Apple's unprecedented sustainability standards, but overcome them and create their own precedent. This sense of competition is the same phenomenon that led to a man on the moon and it can have big implications in the business sustainability realm.

Leadership and competition is Apple's best tool in persuading others businesses to adopt the same ethical decisions they adopted. This aids in Apple's ability to not just make a more impactful message, but to also give the audience a direct incentive to act on the message.

Business Conclusion

The Apple company was faced with an ethical dilemma that many businesses are facing: implementing business practices that reflect Apple's duty as an industry leader to operate sustainably and satisfy cost benefit requirements companies must abide by to remain financially stable. This is never an easy task and often does decrease the bottom line of a company. However, Apple made the decision to use their technology and resources to effectively couple the company's sense of duty with its need to generate acceptable profits and then communicated their decision to the public.

In doing so, Lisa Jackson and the entire Apple corporation reflect both credible and logical argument configuration to support their ethical decision to practice sustainability. They present data that persuade other business leaders that it is possible to run their organization

sustainably and maintain a good profit level. They used their status as business experts to ensure the audience would understand the credibility of the arguments made during the interview.

Because they practiced advantageous rhetorical artistry, Apple was able to effectively convey their message to their audience that their business is sustainable and other businesses can, and should, be sustainable as well.

Even speeches and other works with good rhetorical artistry and sound ethical judgements can fall short in having a real impact on the audience. The speaker must give audiences a reason to act a certain way. In the case of the Apple interview, leadership and business competition can explain that final hurdle Lisa Jackson and Apple leap over to truly urge others to act. They used their status as an industry leader, made sustainability investments, and set a market precedent that sustainability has value. Now other companies may feel highly incentivized to follow suit if they wish to satisfy shareholders who value sustainability and to remain financially sound in an extremely competitive marketplace.

All people must live sustainably, but in the efforts of sustainability persuasion and communication, *influence is key*. Businesses that possess the power to influence other businesses to act, must make good ethical judgements and run their enterprises with the environment in mind. If businesses of influence can couple this sense of good judgement with effective communication, there will be positive results and humanity will be one step closer to fulfilling its collective goal to live comfortably on this planet for centuries to come.

Chapter 5

The Individual Perspective

Overview of Tools

To fully understand the individual perspective, it is important to review the concepts that will be used to analyze the ethical decision making and rhetorical artistry of the speaker under this perspective. First, the public sphere is an important concept in communication and democracy. Originally postulated by Jürgen Habermas, the public sphere can be defined as the realm of communication open to all citizens focused on sharing public opinion (Habermas). This area of communication is essential in a democracy so its citizens can share ideas and gain knowledge to vote and act more intelligently. The public sphere involves the sharing of ideas outside of the influence of any government. Therefore, a debate on the street about politics would be an example of the public sphere, while a congressional hearing would not. There are three characteristics to satisfy for communication to be considered in the public sphere (Habermas). The first requirement is that communicators in the public sphere must have free access. In the United States, which is considered a democracy, we have the constitutional right to freedom of speech. The ability to be free from government punishment or regulation when speaking one's opinions is essential to the existence of the public sphere. The second characteristic of the public sphere is that members must leave private interests aside. Therefore, an argument on the street about who is at fault for a car accident is not communication within the public sphere. This characteristic is important because personal interests are not helpful when

communicating about the common good, which is the ultimate goal of the public sphere. The third characteristic of the public sphere is that the rules for deliberation within the sphere must manifest a sense of civility. Essentially, this means that, for communication in the public sphere to be successful, members must have mutual respect for each other, look to find common ground, and understand other's opinions, rather than debating just to fight for one's own opinions. Habermas urged people of a democracy to utilize the public sphere to be free from ideas or propaganda from a government, deliberate about topics that are pressing within a particular nation, and use what they gained from deliberation to be better citizens and better voters (Habermas). The public sphere will be used to explain how Lauren Singer was able to freely communicate her ideas to individuals to allow for the betterment of the environment.

According to Merriam Webster, protest can be defined as “a complaint, objection, or display of unwillingness usually to an idea or a course of action (Protest).” Of course, for a person to protest a certain action, a set of guidelines to go about it in a responsible and effective way can result in a more peaceful and impactful message. In his letter from Birmingham Jail, Martin Luther King Jr. famously laid out a framework for the ethics of protest communication as a strategy for nonviolent dissent against racism in the United States (King). However, this framework has come to be applied to any area of protest communication. King states that in any nonviolent campaign, there are four basic steps. The first is possessing a moral obligation in obtaining a collection of facts about the topic at hand. For protest to be successful, a communicator must ensure that they are knowledgeable on the subject. The next step is manifesting good faith and the openness to negotiation. In any protest in communication, orators should possess civility, respect to the other side, and a realization that a compromise may be in order. The third step is self-purification of one's own motives. This step basically encompasses

the idea that a protest communicator must be sure that their motives for protest are just and moral. The fourth and final step within King's framework is action. This is when a protestor uses communication to protest something (King). In the case of this thesis, a protestor would take action by communicating about how individuals interact with the environment and how they can change those actions for the better. We will use Martin Luther King's framework for protest communication to understand Lauren Singer's ethical decision-making processes in protesting the amount of waste people produce.

As stated earlier, Ethos, a rhetorical tool, is an appeal to ethics and is used as a means of persuading an audience through the authority or credibility of the persuader, be it a notable or experienced figure in the field or even a popular celebrity (YourDictionary). Ethos will be used to explain how Lauren Singer utilizes her past experiences in waste reduction to create a more impactful message to individuals.

Logos, another rhetorical tool used earlier, is an appeal to logic and is a way of persuading an audience with reason, using facts, data, and figures (YourDictionary). Logos will be used to understand how Lauren Singer uses data and fact to communicate an impactful message to her audience.

Pathos is another Aristotelian appeal used earlier in this work and is used to persuade an audience by appealing to their emotions, using ideas like pride, suffering, and sympathy (The Art). Pathos will be used to analyze how Singer draws on the emotions of her audience to influence them with her dialogue.

Lauren Singer's Ted Talk on Leading a Zero-Waste Lifestyle

On the 27th of May in 2015, Lauren Singer gave a Ted Talk to a live audience about her experience in living a zero-waste life. She explains methods in how she maintains that lifestyle and covers the benefits that her lifestyle can have on an individual and the environment. Her message serves to provide a personal anecdote to prove that this lifestyle is not only easily possible to lead, but also beneficial in many realms, including environmental and economic realms. Singer's Ted Talk received over two million views and those viewers engaged in almost three thousand comments, showing this message had a large impact on the audience (Singer). We will analyze this Ted Talk by Lauren Singer to gain a better understanding on how the individual perspective of environmental communication works and what strategies can be employed to create a more influential message under this perspective.

Ethical Analysis

The Public Sphere

In her Ted Talk about her zero-waste life, Lauren Singer utilizes a realm of communication mainly found only in democracies like the United States. As stated in the overview of tools, the Public Sphere is defined as the realm of communication open to all citizens focused on sharing public opinion. By making the ethical decision to utilize the public sphere, Singer effectively shares her ideas freely with individuals in the audience and individuals watching at home in hopes to make the world, specifically the environment, a better place. To analyze her use of the public sphere, it is important that all requirements laid out by Jürgen Habermas is satisfied in her communication.

Firstly, does Singer's communication have free access? By communicating via a Ted Talk that is posted online for all to see, her message can be characterized as possessing free access for people to view and act upon. Moreover, her communication is not censored, filtered, or regulated by a government entity. Her language is her own and, thanks to freedom of speech, she will not be persecuted for speaking her mind and offering her insights to the public.

Secondly, does Singer leave her private interests aside? By focusing not on promoting herself or any sort of product for financial gain, she leaves private interests at the door and focuses on the common good. She communicates her message that people should lead a life with less waste for the public's and the environment's sake, not for the sake of herself. By satisfying this requirement, Lauren Singer communicates a message that serves to lead the people of this world in a helpful direction and to provide knowledge on how this life can be accomplished.

Thirdly, does Singer's communication techniques manifest a sense of civility? In her efforts to influence others to live a life that produces less waste, she utilizes techniques that do not harm, ostracize, or offend others within the Public Sphere. A Ted Talk is a well-known mode of civilized information sharing where people can share their research and ideas to the public in a way that includes all. Her communication is not argumentative, nor does it attack anyone. If it did, her message would offend the audience and likely would lead to people being less influenced by her ideas. Therefore, by utilizing civilized communication tactics, her message is more impactful.

The Public Sphere is very important in environmental communication because it leaves special interests at the door, allows all people to be involved, and does not serve to offend or attack others. The individual perspective relies on this realm of communication, so individuals can discuss the benefits and harms of certain actions that involve the environment to make

changes for the better and be free from the intervention of more powerful entities like the government.

Ethics of Protest

Postulated by Martin Luther King Jr. in a letter from the inside of Birmingham jail, a manual of the ethics of protest communication is a framework for effective communication that serves to change the actions of others. Lauren Singer's communication fits this framework well and satisfies the requirements King lays out. The following paragraphs will cover these requirements, how Singer's communication manifests this framework, and how this framework makes her message more impactful.

The first requirement for the ethical communication of protest is a moral obligation to the collection of facts on the matter at hand. In her Ted Talk, Lauren singer says, "Waste is a really big problem. In fact, the average American person produces approximately 4.4 pounds of trash per person, per day (Singer)." This fact relayed to her audience shows that Singer has done her research on the amount of waste people produce and, through this, proves that there is clearly a problem that needs to be remedied.

The second requirement is a good faith effort. Lauren Singer does not attack her audience members, who most likely do not live the lifestyle she is advocating for. But instead offers solutions to guide them. She says, "Let me break it down for you and tell you some of things I did to try and make this transition a little easier (Singer)." This statement is her showing a good faith effort, because she makes it clear to the audience that she is going to work with them by outlining methods on how to live this lifestyle.

The third requirement is self-purification by assessing one's own motives. This step is essential for grasping the underlying meaning of one's own message. Singer's language never consists of personal gain or promotion, but the common good. If her motives were selfish or misguided, her language could influence people in ways that are not beneficial to society. However, in this case, her motives are for the common good as it seeks to reduce the world's waste production and, in turn, her communication and the effects it may have will help instead of hurt.

The final requirement for effective communication in protest is taking action. The Ted Talk serves to satisfy this requirement as it is her form of taking action to protest the amount of waste individuals create.

Protesting the action of individuals, through communication, in an effort to change their behavior for the betterment of the environment is a crucial part of environmental communication. However, communicators could utilize Martin Luther King's famous framework to protest in a safe and productive way. If communicators use their efforts to offend or ostracize people who are not living sustainably, change is not likely. By ethically dissenting individuals' waste habits through her Ted Talk, Lauren Singer provides an impactful message to her audience and moves society one step closer to behaving in ways that sustain the environment.

Rhetorical Analysis

Logos

In her Ted Talk on a zero-waste lifestyle, Lauren Singer utilizes facts and research to back up her arguments and make her message more impactful. Mentioned earlier, she says,

“Waste is a really big problem. In fact, the average American person produces approximately 4.4 pounds of trash per person, per day (Singer).” This data point is appealing to audience and reflects the need for a change in behavior. Furthermore, in her Ted Talk, Singer says,

“I wouldn’t live this lifestyle if it was difficult. In fact, the benefits of this lifestyle far outweigh any of the negatives. The first benefit is that I save money. So I save money when I make my own food and products because I’m not paying for embedded costs of packaging (Singer).”

She uses this language as an appeal to reason from her audience. By breaking down the logic of how one can save money by employing strategies to use less waste, she makes her arguments more impactful to her audience. Facts, figures, and other logos strategies can help an audience visualize what their actions will result in more easily.

Pathos

Appealing to people’s emotions, or pathos, is a rhetorical strategy that communicators employ to influence others by touching on subjects such as empathy, pride, personal values, and more. Lauren Singer uses pathos in her Ted Talk to urge her audience to live a zero-waste life. In her speech, Singer says,

“We as human beings have the right to products that are safe for our homes and our bodies and the environment... I live a zero waste lifestyle because it aligns with everything I believe.. I want to be remembered for the things I did when I was on this planet and not for the trash I left behind (Singer).”

Most people appreciate the idea of safety and often feel anxious when safety is not present. She draws from this idea of safety in the household and the environment to make the point that zero-

waste life is better to her audience. People often experience cognitive dissonance in their life that results from a discrepancy between the beliefs they hold dear and the actions they actually perform. Singer argues that audience members who believe the environment should be helped, but do not act in ways to help it, can eradicate this cognitive dissonance and live a life that aligns with the principles they possess. Additionally, there are people who feel it is important to accomplish something in the time they are alive for the betterment of themselves and society as a whole. However, many of these people are unsure or unaware of what it is they can or want to accomplish. Singer's final statement, in the excerpt above, gives audience members an exact blueprint of ways they can accomplish a zero-waste lifestyle in hopes to fill this gap in their lives and to better themselves and society. Giving an audience a means to access a sense of self-worth on this planet has the potential to inspire them and, in turn, influence them to change their actions and live a zero-waste life.

Ethos

Lauren Singer has many experiences that give her the credibility to not only discuss the benefits of a zero-waste lifestyle, but to also provide step-by-step instructions to do so. In the very beginning of her speech, Singer says,

“This [16 ounce mason jar full of trash] is the all of the trash I have produced in the past three years... I live a zero-waste lifestyle and have for the last three years... This all started when I was an environmental studies major at NYU (Singer).”

By starting off her Ted Talk by immediately proving her credibility to the audience, she shows that she is well versed in the topic and has successfully led a zero-waste lifestyle for a few years. A communicator who talks on a subject in which they have little credibility, or ethos, will be less

likely to persuade an audience. By seeing it from an audience perspective, it makes sense. Why would an audience member listen to a communicator who has no experience in the field in which he or she is communicating and, furthermore, why would they adopt this lifestyle if they have no proof it is even possible? To ensure that the audience knows that she has experience and that the lifestyle is possible, Singer communicates a statement rich in ethos in her first few sentences. Therefore, the audience will be more attentive and trusting for the remainder of Lauren Singer's Ted Talk. To further her ethos, she even goes on to say that she attended a highly-regarded school, New York University, and studied a topic that is directly related to the message she is communicating to her audience. This will also build trust in her audience that her points are accurate and that her actions are driven by intelligent decisions rooted in educational fortitude.

Individuals are flooded with information at all times and sometimes struggle to decide who is best to listen to or what ideas are best to adopt. Therefore, successful environmental communication relies on communicators who are not only credible in what they are saying, but who also prove that credibility to an audience at an early stage of their speech or writing.

Individual Conclusion

Communicators under the individual perspective must take into consideration the differences in perceptions and personalities of the individuals in their audience. Because of this, there is no clear cut rhetorical strategy to use when communicating to individuals about sustaining the environment. This differs from the government and business perspective, which, ideally, favors logos over the other two Aristotelian appeals. Some individuals prefer logic, some react more to emotional appeals, and some rely on the past experiences and credibility of the

speaker. Therefore, one must gauge an audience to see what strategy may be best. However, to cast a wide net, it may be most effective to use all three rhetorical strategies, ethos, pathos, and logos, in one's speech and writing to satisfy the preferences of all of the different individuals.

Without the implementation of a democratic society, the public sphere would not exist, or would at least be very hard to access. However, in the United States and other democratic societies where freedom of speech is supported, environmental communicators must use this realm of communication to further their efforts to influence individuals to act sustainably by urging them to change their ways or to communicate the positive environmental developments of other individuals. The public sphere is a place for people to share their opinions on the environment free from the influence and regulation of special interests and the government. This is crucial in the development of individuals to keep the health of the environment in their minds and to be more knowledgeable on the behaviors that can help or hurt the environment.

If a communicator decides to create a message that serves to change or protest the ways or thoughts of individuals, then they must consider the ethics behind doing so. Simply berating people to act differently is not an effective way to communicate this. Like Lauren Singer in her Ted Talk, one must employ the framework Martin Luther King Jr. postulated in his letter from Birmingham jail. If communicators go about their protests ethically, their message will be more likely to have an impact on an audience.

Although the level of agency of individuals to make change is less than the agency under the government and business perspectives, there are still more individuals on earth than there are businesses or governments. Therefore, environmental communicators must not overlook the individual perspective of environmental communication. If communicators can relay their message ethically and with effective rhetorical artistry, then individuals can be influenced to

make changes in their lifestyle in favor of aiding the environment. If all individuals on earth make even the slightest change for the better, the environmental problems we face today will experience a great deal of progress.

Chapter 6

Discussion

Our world's environment is experiencing a great deal of strains due to the actions of past and modern day individuals, businesses, and governments. According to Carroll, population growth, the growing intensity usage of resource rate, and already present climate change are the main drivers of the deteriorating state of today's environment. (Carroll) If we as a human population strive to reverse this overarching trend resulting from these drivers, then people need to communicate the progress being made and the methods people can use to change their behavior to succeed in reversing the deterioration of the environment. Changing the state of the environment is deeply rooted in the successful implementation of environmental communication.

Environmental communication can be found in three different realms, or perspectives: the government perspective, the business perspective, and the individual perspective. Remember each perspective is about who a speaker is looking to influence. Therefore, if one's message is focused towards a government, then he or she is operating under the government perspective, if the message is focused towards businesses, he or she are operating under the business perspective, and if the message is focused towards individuals, he or she is operating under the individual perspective. The amount of change that can be accessed if a message finds influence in the audience is different in each perspective due to agency discrepancies. Agency levels are highest under the government perspective, due to their vast authority and power, second highest under the business perspective, and third highest under the individual perspective. Also, each

perspective is unique and often requires different rhetorical strategies and ethical decision making models.

The government perspective's rhetorical strategies should, more often than not, lean towards logos. This is because governments, ideally, will rely on logic, fact, and research when making laws and regulations. The ethical decision-making under this perspective must involve the ideas from virtue ethics. This means communicators hoping to influence lawmakers must communicate in ways that supersede personal interests and look to better society and the environment, simply because it is the right thing to do. If environmental communication is successful under this perspective, change can be vast due to the high agency levels the government manifests.

The business perspective's communication also mainly relies on logos for a rhetorical strategy, due to the cost-benefit requirements businesses must satisfy to achieve the bottom line they hope to achieve. However, ethos also has a lot of influence under this perspective. We can see this in Lisa Jackson's interview. Jackson was the former head of the Environmental Protection Agency, so her communication to other businesses has an increased impact. When an environmental concern surfaces, businesses perspective communicators must utilize ideas from the ethical scene to identify the problem and act on it. Also, communicators looking to influence businesses must create a message that integrates deontological ethics and utilitarian ethics. Essentially, businesses must integrate their duty to the environment they preside over with the cost-benefit concerns businesses must have to stay financially healthy. Moreover, if industry leaders do choose to act sustainably, then they can use business competition and investor demands to coerce other businesses to adopt more sustainable business processes. This phenomenon allows businesses, especially industry leaders, to possess a good deal of agency.

Due to the many differences in the perceptions and personalities of individuals, communicators under the individual perspective may need to employ an eclectic rhetorical strategy by using all Aristotelian appeals to experience the most impact on an audience. Individuals respond to facts and research, as well as the credibility of the speaker. The aspect of the individual rhetorical strategy that most differs from the other perspectives is the use of pathos. Individuals respond to messages that draw on emotions, as much as they respond to messages that draw from previous experience and logic. The public sphere is also very important under this perspective as it allows individuals to debate and deliberate aspects of the environment free from the influence of more powerful entities like special interests and governments. Furthermore, if communicators under this perspective look to protest the ways of individuals in the hopes to change their behavior for the betterment of the environment, they must protest ethically. If they do not, messages will not be impactful and can be dangerous as it may result in violence or unproductive arguing. Although agency levels are low for audience members under this perspective, it is still very important because there are far more individuals in the world than there are governments and businesses.

Effective communication can result in many positive results. In regards to the environment, it is crucial that communicators identify which audience their message is looking to influence and utilize rhetorical strategies and ethical decision-making models that are most effective under the perspective they are operating under. If communicators do this, the world and its inhabitants will be one step closer to making behavioral and psychological changes that serve to mend and vitalize the deteriorating environment all people on earth enjoy for generations to come.

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EDUCATION

The Pennsylvania State University

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Bachelor of Science in Finance, Smeal College of Business

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PROFESSIONAL EXPERIENCE

Story Partners, LLC

Washington, D.C.

Strategic Research Intern

May 2018-August

2018

- Worked for a client based, globally ranked public relations firm consulting for publicly traded corporations, private companies, and non-profit organizations, with a focus in the energy sector
- Conducted economic and political research using industry databases, news articles, social media, market research papers and data, and SEC filings to give clients a strategic edge in matters ranging from future relations with investors to configuring a favorable legislative environment
- Presented analytics to Alabama Power's communication department to improve company management

Department of Military and Veterans Affairs

Fort Indiantown Gap, PA

Data Analytics Intern

May 2016-August 2016, May 2017-

August 2017

- Analyzed contractor data, ultimately saving the DMVA, Pennsylvania, and its taxpayers nearly \$10,000
- Used Microsoft Excel daily, created cost analysis sheets and databases for DMVA inventory and future projects
- Utilized advanced budgeting and forecasting strategies for multiple warehouses holding approximately \$20,000 of inventory at a time for the Bureau of Environmental Management

Penn State's Asset Management Group

University Park, PA

Analyst

September 2015-

August 2018

- Used trading techniques for securities such as options, futures, and equities and developed skills in fundamental analysis, technical analysis, and valuations, using models from free cash flow to Black Scholes, to allocate money and invest intelligently
- Developed and pitched innovative strategies with the Derivatives and Commodities sector team of The Penn State Asset Management Group to utilize for the hedge fund's portfolio

CLUBS, ORGANIZATIONS, AND ACTIVITIES

Penn State Lion Lines

University Park, PA

Alumni and Donor Caller

March 2018-

August 2018

- Contacted alumni and donors to maintain healthy donor relationships and to keep them informed about Penn State news and events
- Solicited donations over the phone for Penn State Future Funds and philanthropic groups on campus

Penn State IFC/Panhellenic Dance Marathon (THON)

University Park, PA

Rules and Regulations Committee Member

October 2016-February

2017

- Sat on a committee devoted to identifying and enforcing proper behavior and event safety during Penn State's THON event, our nation's most successful student-run philanthropy
- Attended the 48-hour dance marathon devoted to raising money for pediatric cancer

INTERESTS, SKILLS, AND AWARDS

Community Involvement

- 200+ hours of community service at locations ranging from my hometown in Reading, PA to Puttur, India

Eagle Scout Award

March 2014

- 200+ hours of community service at locations ranging from my hometown in Reading, PA to Puttur, India

Interest in Technology

- Understand and have experience in Visual Basic and Tableau to utilize for work and personal analytics