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In this rhetorical analysis I will be delving into the three effective ways; strategies, purposes, and approaches author Anne Gold uses in her article “Why Self-Esteem Is Important for Mental Health.” The author posted her piece on the National Alliance on Mental Illness website to get her message across for those who may be curious about mental health, as well as people who are scientific figures. Within this article, Gold speaks on where low self-esteem falls on the spectrum of mental illness. Gold states “low self-esteem is not categorized a mental health condition in itself…” (1) With this being a starter of the text, the reader already knows that she will begin to speak on how self-esteem is linked to mental health, without being an actual category. The author also speaks on the affects self-esteem has on mental health and building it. The audience can vary between teens and young adults battling self-esteem issues. Being that this text is specifically posted to the National Alliance on Mental Illness, reveals that the audience could also be those in the science and psychological field. Although this text isn’t as lengthy as a textbook or journal piece, it’s informative and straight to the point. Gold doesn’t wait to make the approach of her topic, instead she delves right into subject and right away grabs the readers attention. The author does this by including the topic of her discussion in the title of her article; this instantly reels the audience in while hinting at the purpose of her piece.

Before the author even gets to the first paragraph of her text she’s already clear and concise with her readers. Just by the title “Why Self-Esteem Is Important For Mental Health” the reader automatically knows what the article is solely going to be about and the point(s) the author will discuss. Gold uses several different strategies to make sure she easily gets her message across and to stay focused on the theme of her text. In the first body paragraph, the author defines self-esteem through another article in the United Kingdom, titled “Teenage Minds.” While Gold is presenting the definition of self-esteem she also uses it to compare those who have high self-esteem versus those with low self-esteem. For example, Gold defines having low self-esteem as having “negative feelings about themselves, believing that they are not worthy of love, happiness or success.” (1) As the article continues, the author uses a different kind of technique. Instead of continuing with a first body paragraph the author begins to go into detail about her topic by offering another text on “research linking low self-esteem to mental health issues and poor quality of life.” Gold then decides to change her text format from body paragraphs to bullet points, she bullets three main components of how low self -esteem affects mental health; in this case poor relationships, addiction, depression and anxiety. Bullet pointing is another useful strategy Gold uses to keep the readers attentive, this also prevents the writer from creating an oversaturated informative piece.

The introduction got right into the point. “Someone with low self-esteem has negative feelings about themselves, believing that they are not worthy of love, happiness or success.” (1) from this quote we can see the informative approach the author takes just before embarking on the subject, which concerns millions of people throughout the world; as it is common that people face self-esteem issues. The author’s purpose of creating this article was to be informative on the topic of self-esteem in correlation to mental health. Gold does something with her piece that differentiates her writing from others; she doesn’t include statistics or hard facts. Her purpose of keeping the article straight forward while still being informative is to keep the attention of her targeted audience, teens and young adults. Gold also offers tips to building self-esteem, this is another perfect example of her purpose in writing this article. Gold didn’t just throw information to the audience, she offered ways to help with the topic in question. This form of writing reveals the author’s use of ethos, Gold establishes trust when she includes effective ways of self help. Another massive component in creating this piece is how the author makes her approach. If she wants to reel in her targeted audience, the title and introduction are critical parts of the text that needs to be worded correctly. Author Anne Gold does just that. Within the title (as mentioned before) includes the topic of her discussion so that readers know what they’re getting into before they even take a glance at the first sentence.

Overall the author constructed her article a certain way to get the main point across. Gold does this by identifying what her strategy would be, establishing the purpose of her writing this article and lastly, what kinds of approaches she would take when it came to addressing the issue of low self-esteem and mental health. There were other factors which played a role in formulating her text such as language and the medium. Gold used formal language throughout the entire piece, we can assume she used this kind of language in particular because of the platform she selected to share her article. The medium— platform rather, was online on a national alliance website for mental illness. Being that the article was found here reassures the type of audiences she chose to cater to. The author also reveals that she has also gone through depression and anxiety in her past, this restrengthens her use of pathos and ethos because she’s able to create a line of empathy, given the issues she’s dealt with in the past. This also creates a bridge for connection between the writer and reader.