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Engl 1A sec 17

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**ASB Proposal Rhetorical Analysis: Solar Power on a Hopi Reservation**

**Audience & Purpose:** Debby Tewa—Hopi solar power pioneer, will be my target audience. At this point I just want her to consider the possibility of working with us. I’d need that before the project can continue.

**My ethos**: Because I’m reaching across the science-humanities divide, I emphasize what we have in common: we both care about the planet, teach college students as a way to shape the future, and support experiential learning. I mention the environmental studies component of some classes I’ve taught to show I have some relevant knowledge. I also describe the study-abroad summer class I designed and led, since this ASB project is similar. I try to show that I share her values and have done enough research to qualify myself to start the ball rolling, even though I’m bringing experts in her field on board to be her primary collaborators.

**Pathos**: I want her to feel proud that her good work is being recognized, and I’m hoping she will be intrigued by the prospect of meeting some new people in her field who might be able to share new perspectives and maybe new technical knowledge with her. I want to be clear, though, that we are coming to learn from *her*, which I hope will show respect. The project should benefit her career and community, but I wanted to be clear this is *not* set up in the spirit of charity. I also want to connect with her strong values of stewardship of the earth and the power of education and technology to bring economic development and a sense of restored pride and sovereignty to a historically oppressed people (Native Americans), but I tried to be subtle.

**Logos**: This element has to be tentative, since I don’t have the experts on board yet, but I discuss some details of the Oaxaca ASB that Diana Victa runs so she can see I am following a workable model--one that can become an annual event, possibly bringing economic benefits to her community in the long term.

**Research:** My research of Debby Tewa began with profiles of her that all had different emphases. 1) a workplace profile from the Sandia website when she worked there gave details about a program they have to supply solar to Native American customers and gave some details about her training; 2) the *Heroes of the Environment* profile gave more about her personal history and emphasized her role in getting other Indians interested in solar; 3) the *YES!* profile by Winona LaDuke added more about how Debby’s work fit with Hopi values. 4) A recent, in-depth article called “Native People Offer a Solar Alternative to Fossil Fuels” gave a lot of good data on how Hopis’ work with solar power was providing a model for other tribes who want power they can control. It also put it in context of the whole DAPL controversy. 5) I also researched a possible leader of the project, Dr. Dustin Mulvaney, to get details about his research to tempt Debby Tewa to collaborate. The two websites listing his research were the chief sources.