

### Supplementary Material

TO: Drs. Hoermann-Elliott and Williams

FROM: Sierra Student, Freelance Contributor

DATE: September 11, 2019

SUBJECT: *Denton Record-Chronicle* Article Analysis

In this opinion-editorial, "[The county shouldn't hide from its past, but it should make a good first impression](#)," the author is most likely an unnamed news staffer, listed as "Denton Record-Chronicle Editorial." This paper, *The Denton Record-Chronicle*, is the primary print news source in Denton. In light of County Judge Andy Eads making an announcement regarding the confederate monument still standing on the Denton Square, the writer is arguing that the monument 1) reflects the Jim Crow-laden history of the county and that 2) erecting a second monument in remembrance of two lynched men is the first step in a slippery slope situation headed toward alienating new residents. The author asks the question, "Is that really the first impression we wish to present as our community experiences historic levels of growth and change, welcoming new residents every week?" He or she answers this question by saying suggesting that any monuments representing a lynching be erected outside of the Square.

#### Hook

In the beginning, the writer hooks the audience by recalling a December 2013 news story about the Florida Capitol building's decision to display a Hanukkah menorah among Christmas trees, which in turn led to requests from residents to display non-religious holiday decorations. These decorations, in the writer's opinion, were "tacky, kitschy, [and] irreverent."

#### Larger conversation

Although the anonymity of the writer prevents him or her from making appeals to ethos on the grounds of specific expertise, the reader can see in several places that this writer fancies him or herself something of a lay expert on the subject of public displays. By citing the aforementioned Florida Capitol building's experience, this writer demonstrates that he or she is aware of recent events regarding public displays and monuments, such as the one in question. Additionally, the writer recounts past rulings by county judges regarding the Confederate monument on the Denton Square, and these rhetorical moves establish his or her credibility by illustrating his or her awareness of past legal precedent. Therefore, the writer exhibits both local and national knowledge of the issue in order to be able to speak on the topic convincingly.