

Student Name

Prof. Potratz

English 100

05 October 2010

A Rhetorical Analysis of Steven Hayward's

"How to Think About Oil Spills"

In his article "How to Think About Oil Spills," published in the June issue of the *Weekly Standard* magazine, Steven Hayward argues that a withdrawal from offshore drilling in the wake of the recent Deepwater Horizon platform explosion would now be unwise. Hayward is an American author who has written many opinion pieces on public policy issues and has authored the book *Mere Environmentalism*. Hayward starts off "How to Think About Oil Spills" by touching on an earlier argument he had made about how offshore drilling technology has improved. His article goes on to talk about the lack of tradeoffs to offshore drilling, which he explains that there are few alternatives to oil being drilled offshore. Hayward continues his article by comparing the ecological effects of the Deepwater Horizon to other past offshore drilling disasters. The rest of his article is devoted to illustrating the hazards of overreacting to the BP oil spill and how the benefits of offshore drilling exceed the environmental costs.

Hayward's article tries to persuade his audience that there are no current alternatives to offshore drilling that can meet the America demand for oil. He does this by focusing on creating a relationship with his audience (most likely consisting of neo-conservatives) through the use ethos and connecting to their emotions through pathos.