

# **Web Rhetoric Analysis of** **www.wholehealthmd.com**



**Assignment #4**  
**DSGN 3010**  
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- 5 Logo element: The text of the links are transferring a factual knowledge to the users about the linked pages.
- 6 Logo element: The textual content of the link introduces the content of the linked page.
- 7 Pathos element: The picture of the bowl makes the viewers exciting and interested in the link.
- 8 Logo element: The short introduction about the website in a text format is representing the available facts of the website.
- 9 Pathos element: This artistic picture attracts the clients to read the short introduction.
- 10 Pathos element: Layout elements such as rectangles and dotted lines are helping the viewers to read the web page easier.
- 11 Logo element: The contact information are factual items, but it may be also argued to be Ethos as it shows the credibility of the website.
- 12 Ethos element: *Privacy Policy* states the credibility and reliability of the website.
- 13 Pathos element: The white/empty area of the page helps layout the website.

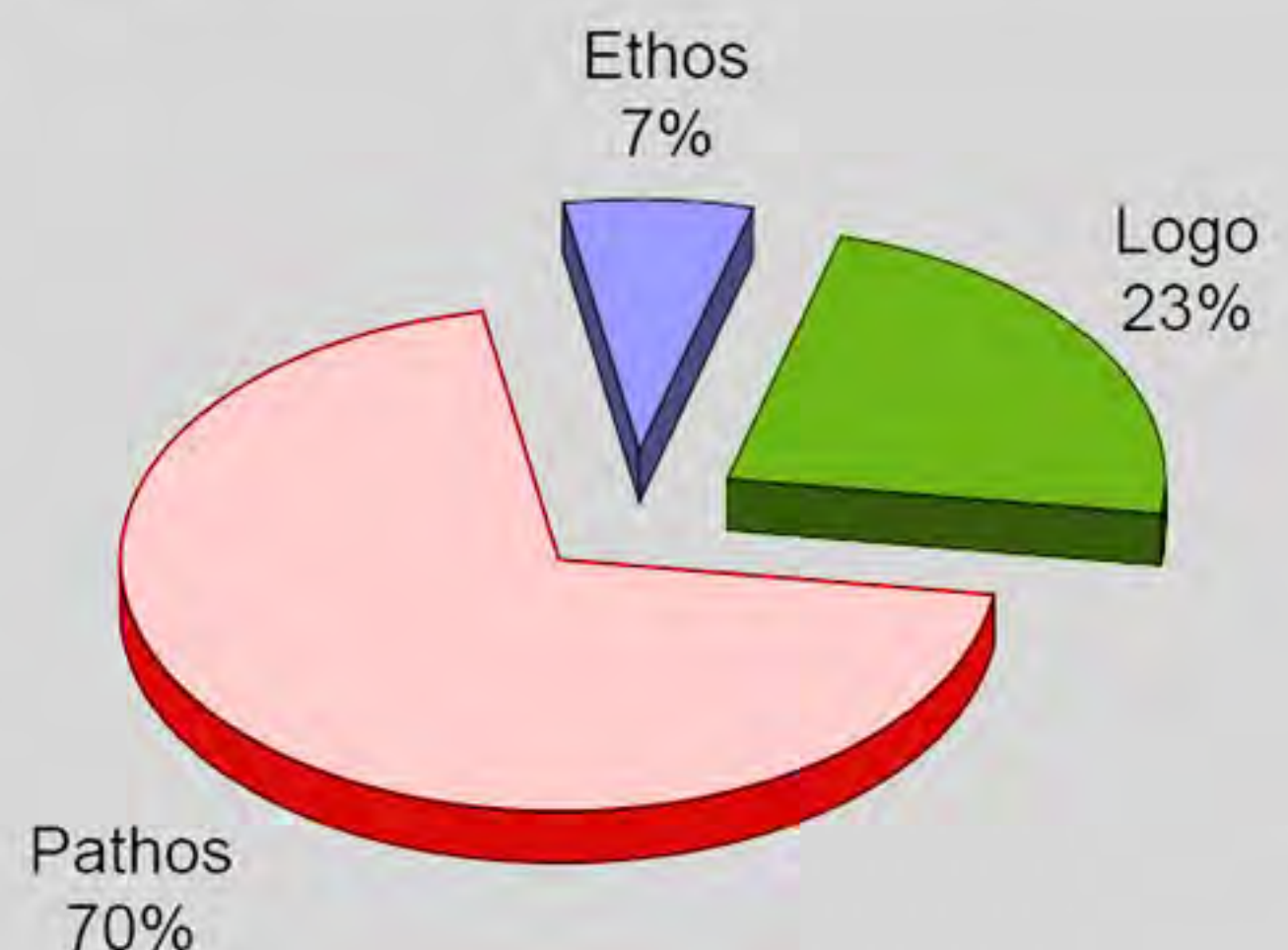
1 Ethos element: The logo of the website resembles the authority and credibility of the website. Usually familiar logos can increase the credibility of a site. Although the typographical elements of the logo and the graphical component of it indicates the nature of the aestheticism, the final consequence of the company's logo can be considered as the credibility of the website. Therefore the logo of the website has been considered as Ethos while it contains Pathos in it.

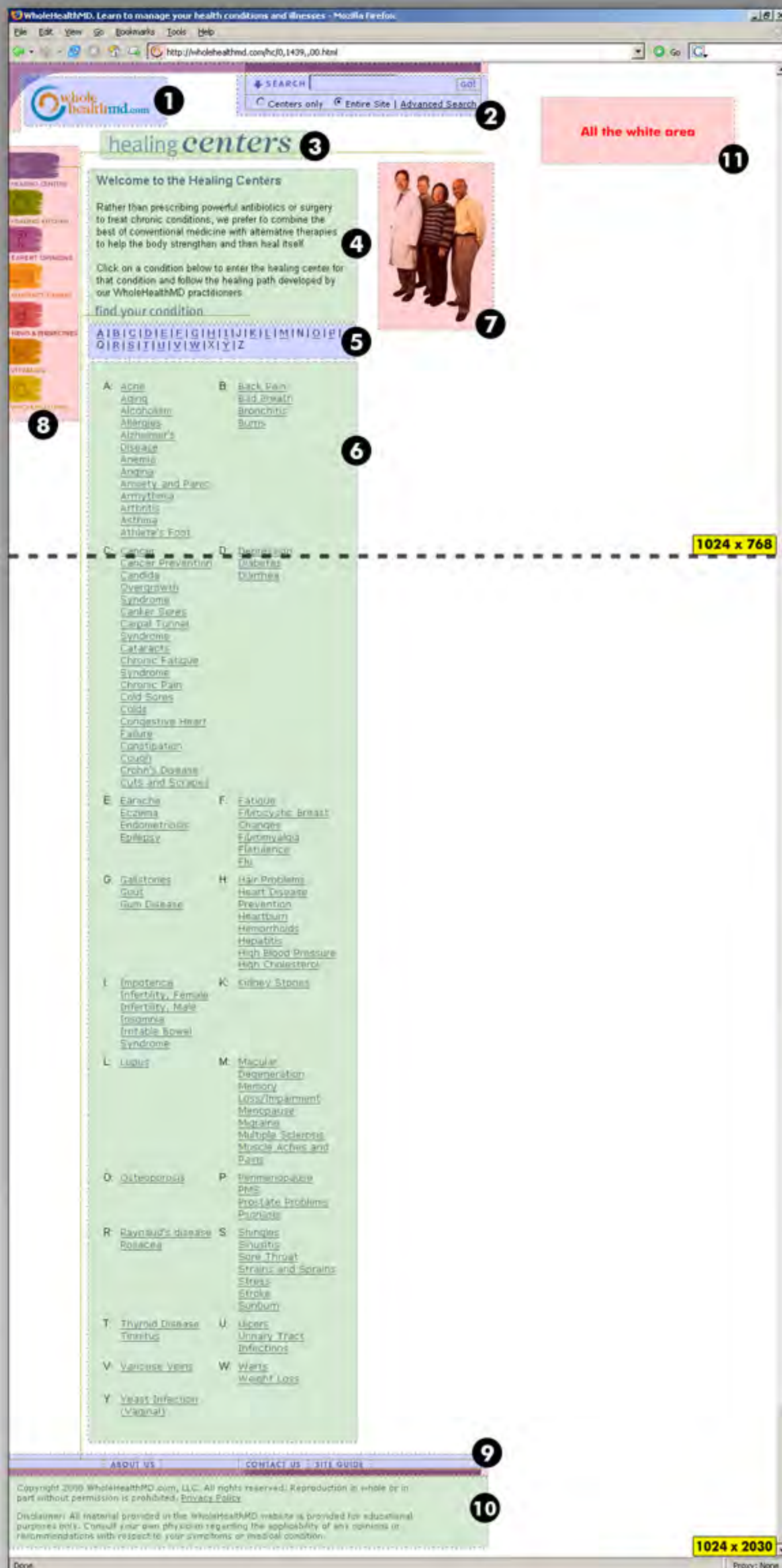
2 Ethos element: A search functionality usually represents the professionalism of the business, because it means that the website includes many pages and it requires search capabilities in order to find a particular page.

3 Mix element: This area can be considered as a compound of Ethos, Pathos and Logo. The pictures are Pathos and the textual elements are Logo (facts). But the combination of both of them is introducing the website's real doctors and will increase the credibility and reliability of the website. Therefore, the Pathos and Logo conclude an Ethos.

4 Pathos element: Colorful icons are all aesthetic.

## E/L/P Breakdown of Screen Elements





3 Logo element: The header is showing extra information about the content of the page.

4 Logo element: Contains actual facts.

5 Ethos element: Indexed content represents the credibility of the website and the organized data structure provided by the website.

6 Logo element: The list of the links is providing facts to the clients.

7 Pathos element: The picture of the medical staff (considering them not to be members of the website) is for attracting the viewers and making the website beautiful.

8 Pathos element: Please refer to P1 for details. (The text provided in between the pictures can be considered as Logo).

9 Ethos element: Having About us and Contact us links on the page will increase the reliability of the website and also attracts the trust of the clients.

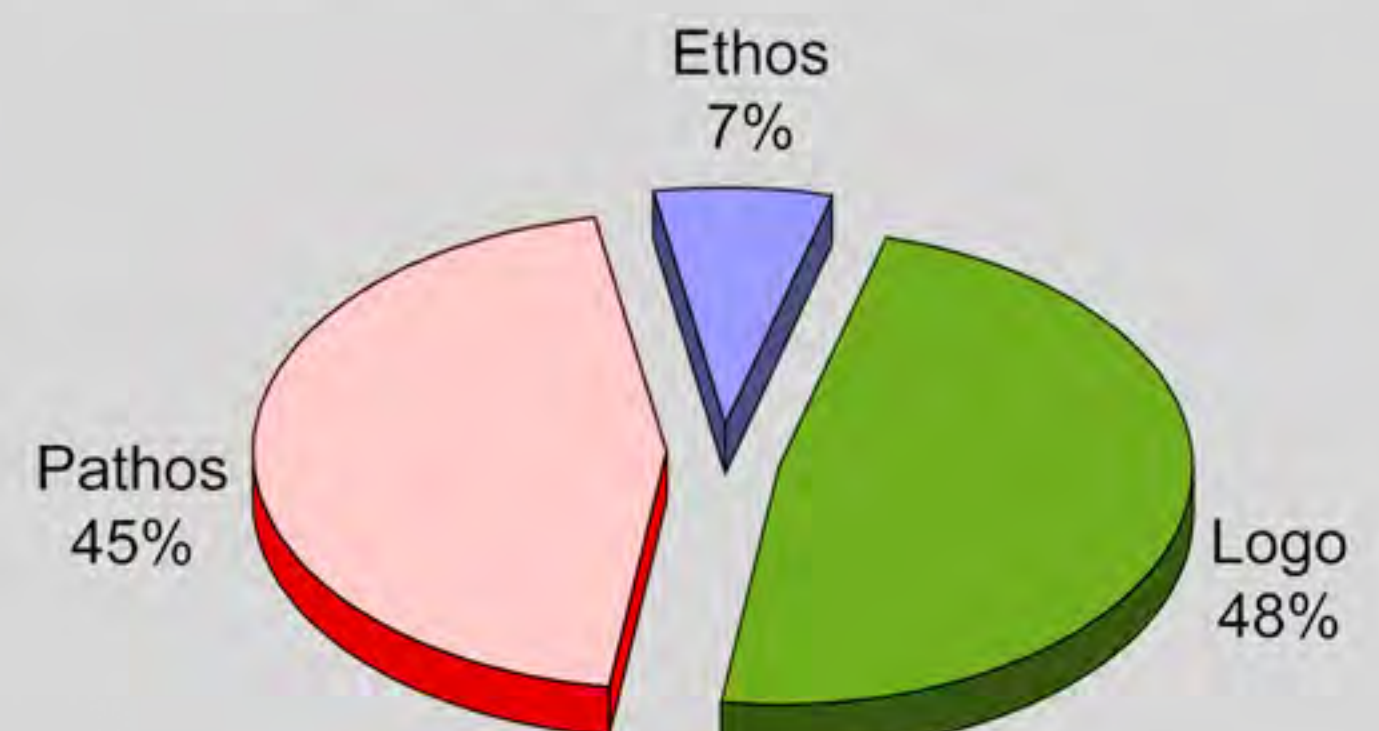
10 Logo element: Please refer to P1 for details. (Privacy Policy link can also be considered as Ethos).

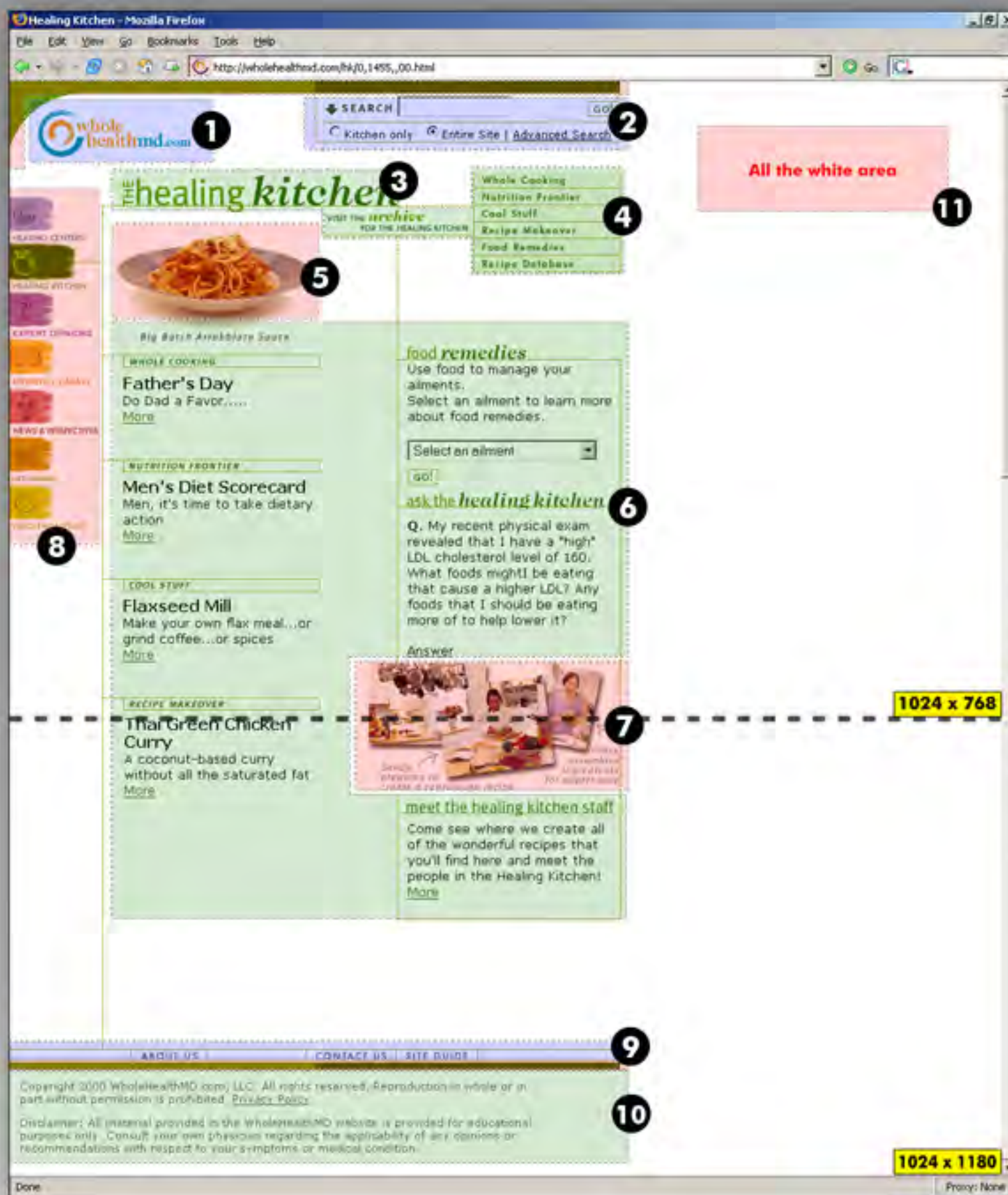
11 Pathos element: Please refer to P1 for details. (Attention: All of the white area has been considered as Pathos and therefore the percentage for Pathos is considerably higher than it seems.)

1 Ethos element: Please refer to P1 for details.

2 Ethos element: Please refer to P1 for details.

## E/L/P Breakdown of Screen Elements





**7** Pathos: Including the pictures of cooking increases the emotional sense of the users. Clients will be persuaded to cook and follow the instructions of the website.

**8** Pathos element: Please refer to P2 for details.

**9** Ethos element: Please refer to P2 for details.

**10** Logo element: Please refer to P2 for details.

**11** Pathos element: Please refer to P2 for details.

**1** Ethos element: Please refer to P1 for details.

**2** Ethos element: Please refer to P1 for details.

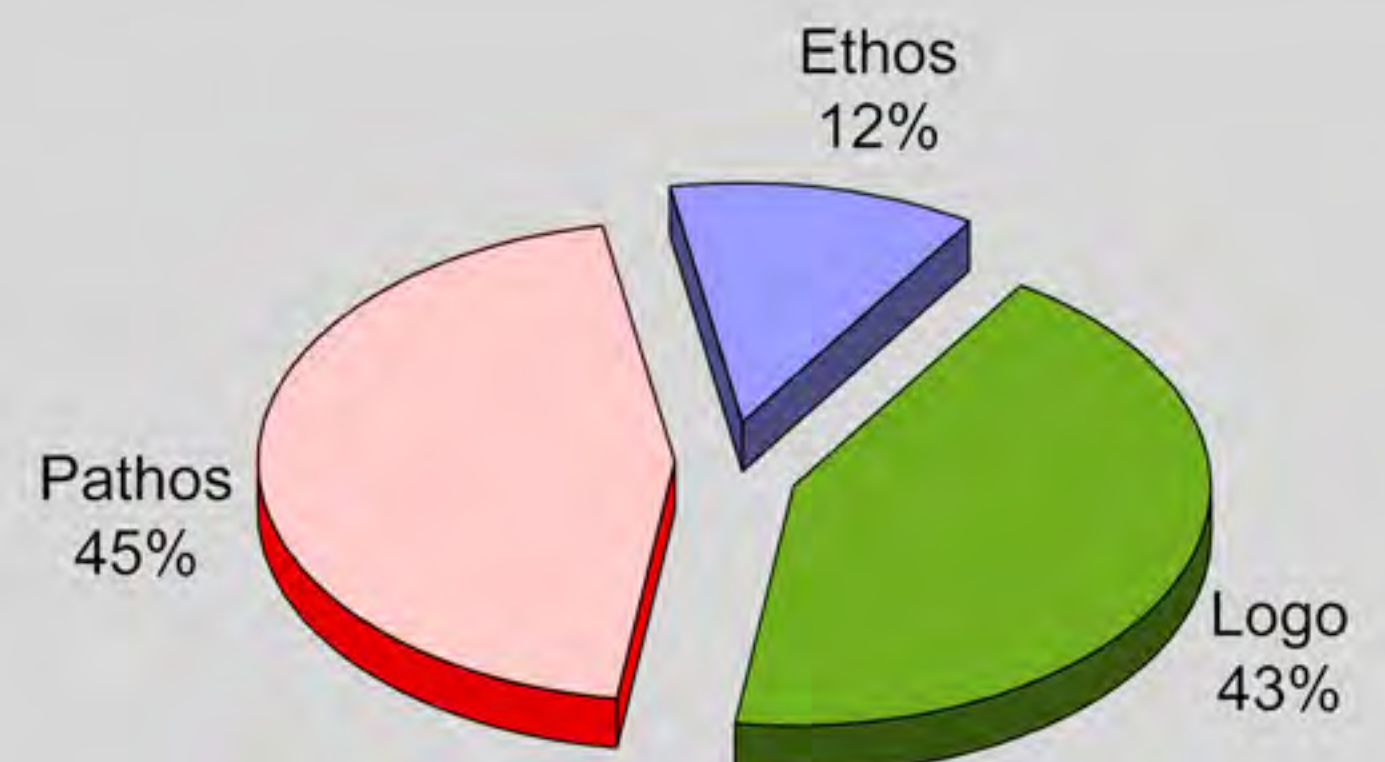
**3** Logo element: Please refer to P2 for details.

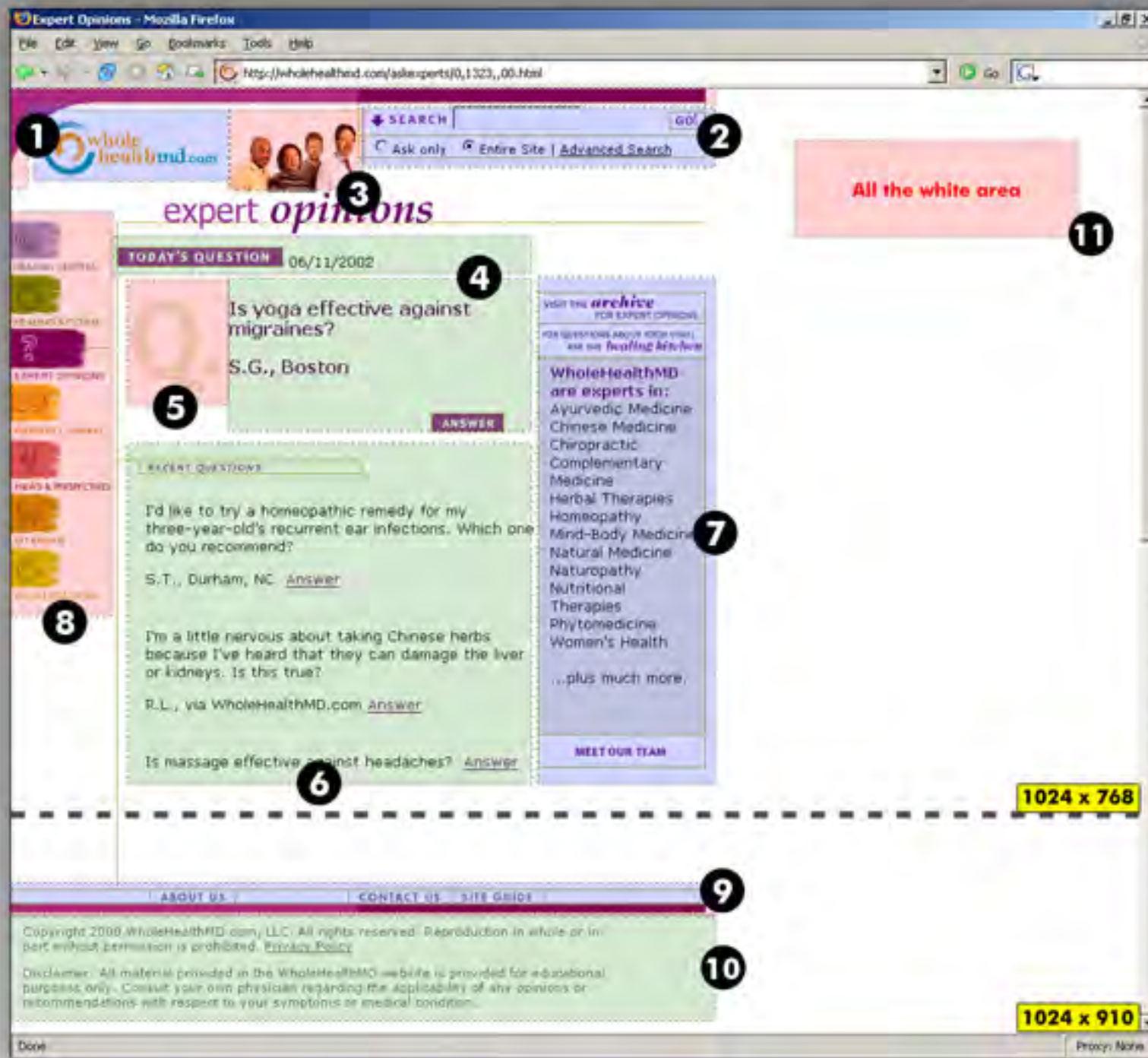
**4** Logo element: Although having a list of archived articles increases the credibility of the website, the actual links for the archived categories are simple facts about them.

**5** Pathos element: The picture of a macaroni dish attracts the client to the page. The semiotic of the picture also reminds the client to food and kitchen which is the topic of this page.

**6** Logo element: The presented content of this area contains a sample story of all available categories in this section. The snapshot of the stories represent the actual facts and information about each category by a sample.

## E/L/P Breakdown of Screen Elements

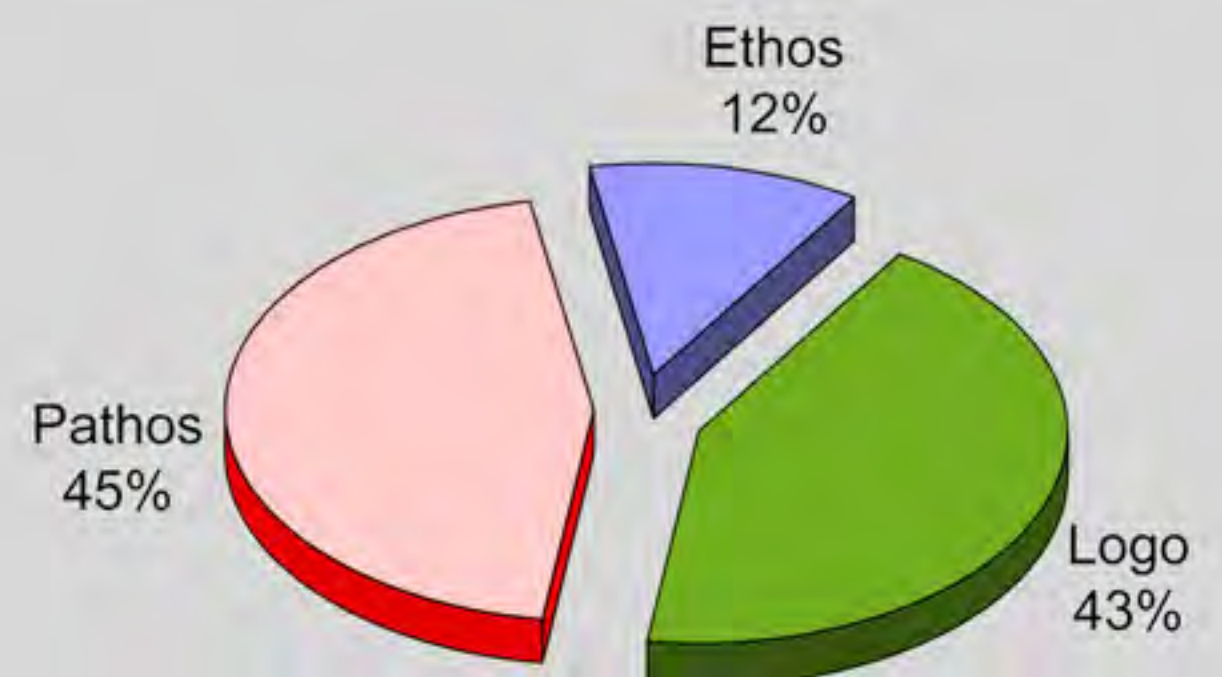


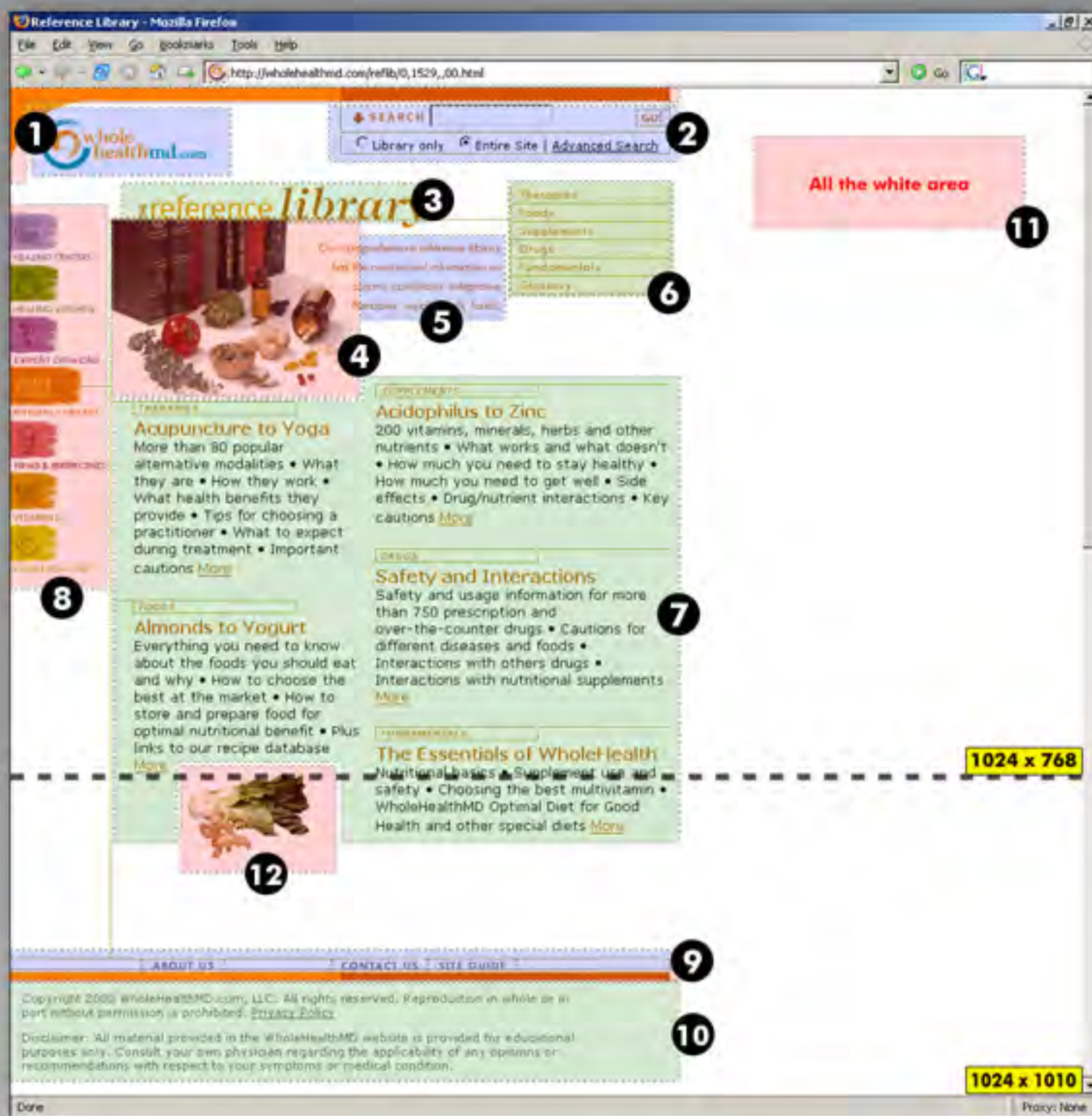


- 8 Pathos element: Please refer to P2 for details.
- 9 Ethos element: Please refer to P2 for details.
- 10 Logo element: Please refer to P2 for details.
- 11 Pathos element: Please refer to P2 for details.

- 1 Ethos element: Please refer to P1 for details.
- 2 Ethos element: Please refer to P1 for details.
- 3 Pathos element: Pictures of medical staff will attract the users. It represents the content of the page about the experts' opinions in a symbolic manner.
- 4 Logo element: Title and abstract of the content will introduce the users to a short overview of the page content.
- 5 Pathos element: Although the uppercase Q could be considered as Logo, the shape, form, color and opacity of the Q character reminds the viewer Questions in an emotional manner. This element can also be considered as Logo, but the combination and size of it resembles more designing and layout rather informational facts.
- 6 Logo element: The detailed sample questions is giving the clients more factual information about the content of the site.
- 7 Ethos and Logo element: This area contains facts about the website, but the fact are directly related to the authority and reliability of the website. It actually gives more information about the credibility of the website. Therefore it can be considered as both Logo and Ethos.

## E/L/P Breakdown of Screen Elements

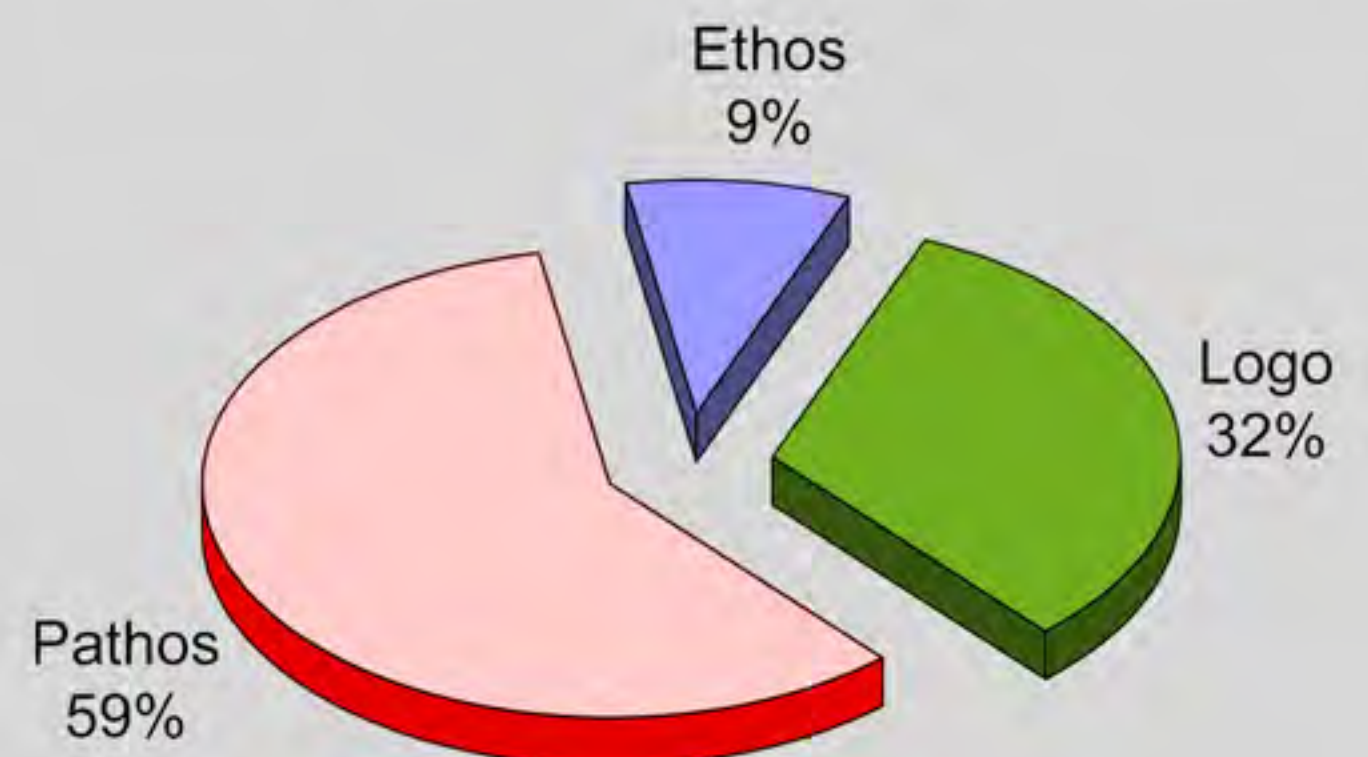


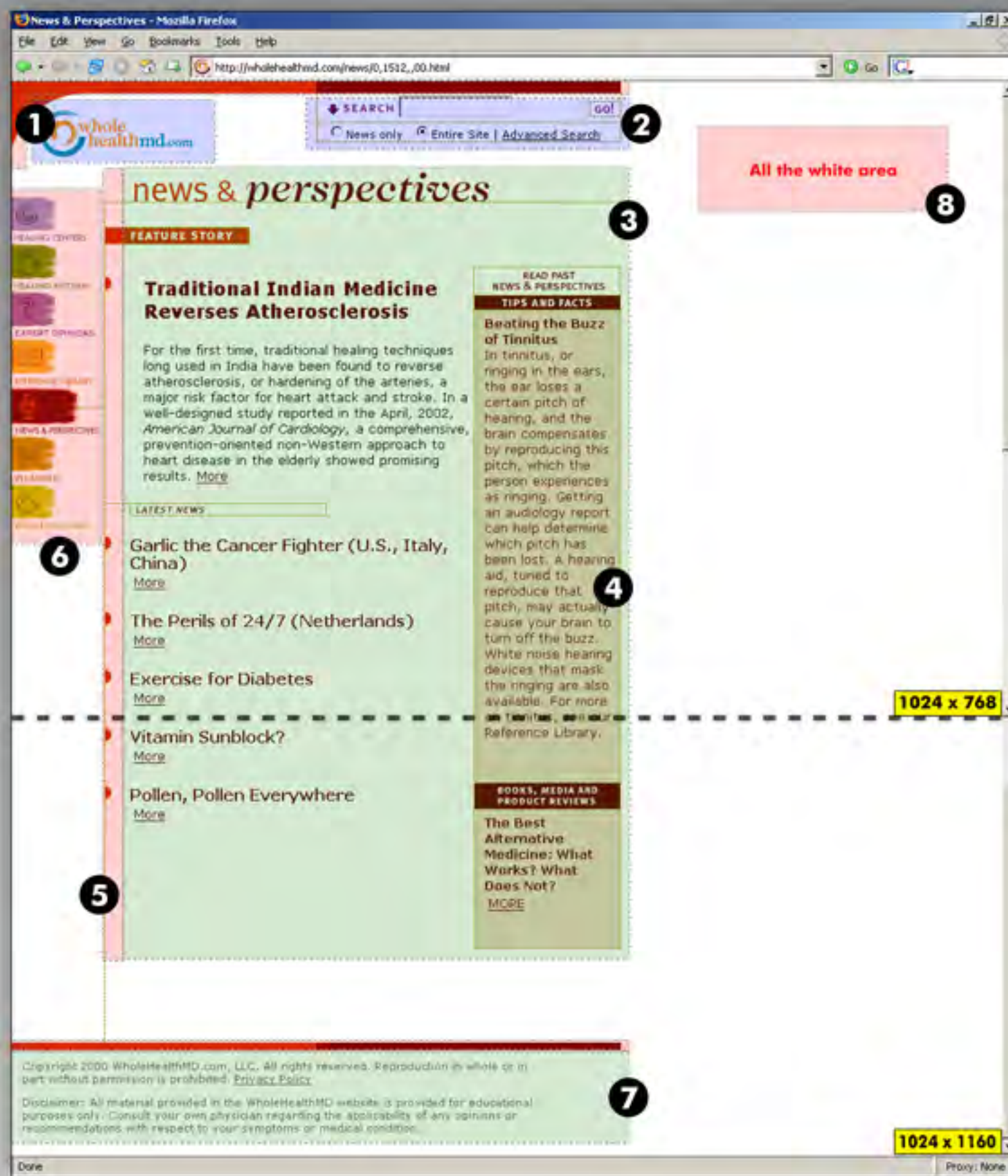


- 8 Pathos element: Please refer to P2 for details.
- 9 Ethos element: Please refer to P2 for details.
- 10 Logo element: Please refer to P2 for details.
- 11 Pathos element: Please refer to P2 for details.
- 12 Pathos element: The picture of Roman Lotus and Potatoes attracts the clients to search more about the dietary habits in the library reference of the website.

- 1 Ethos element: Please refer to P1 for details.
- 2 Ethos element: Please refer to P1 for details.
- 3 Logo element: Please refer to P2 for details.
- 4 Pathos element: The picture contains of several books and symbolic elements of website's content. The picture will make the viewers interested in the content of the page and attracts them to the available information.
- 5 Ethos and Logo element: Although the content of this area includes textual information which could be considered as Logo, the content of this area more or less about the reliability and credibility of the the library references of the website.
- 6 Logo element: Please refer to P2 for details.
- 7 Logo element: This area contains the textual content of the website which is purely informative for the clients.

## E/L/P Breakdown of Screen Elements

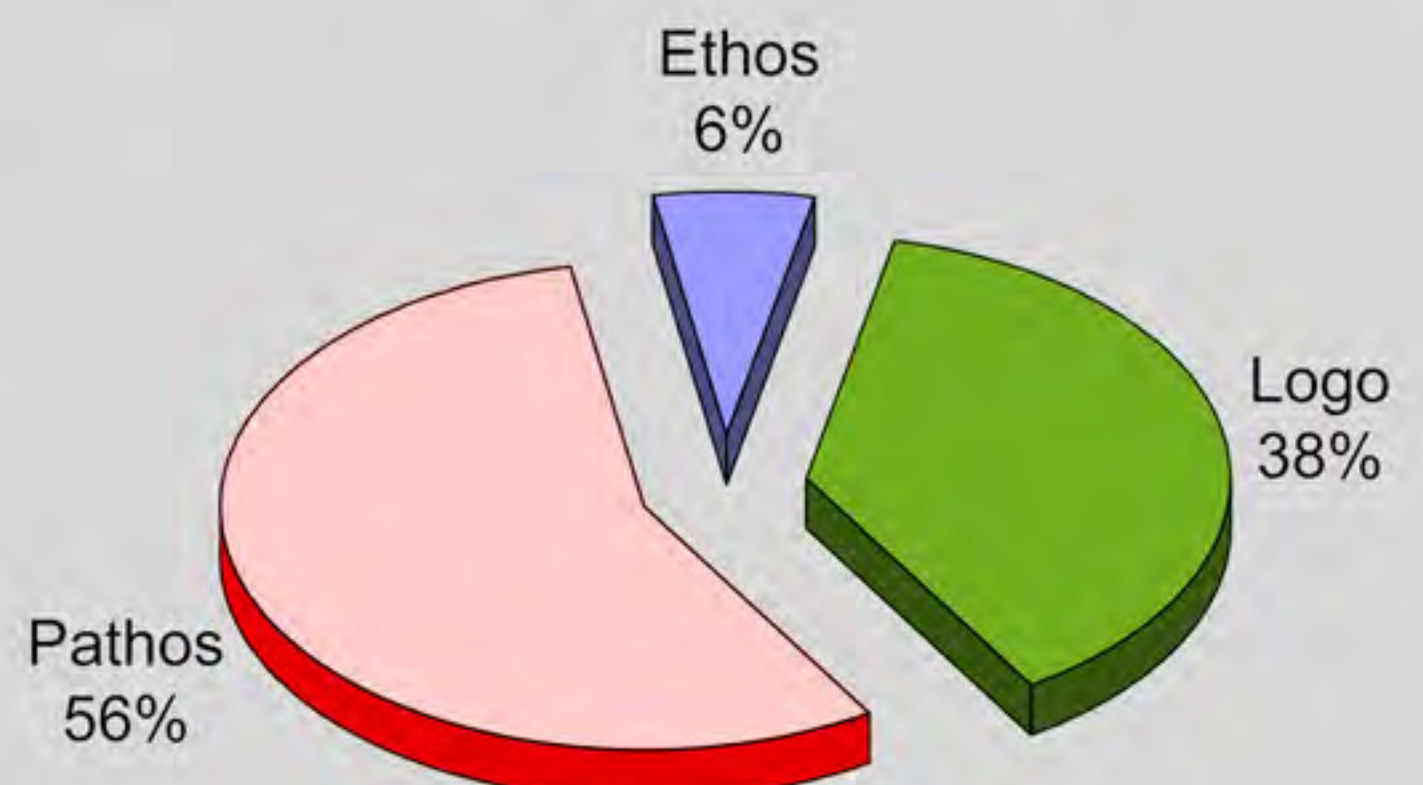


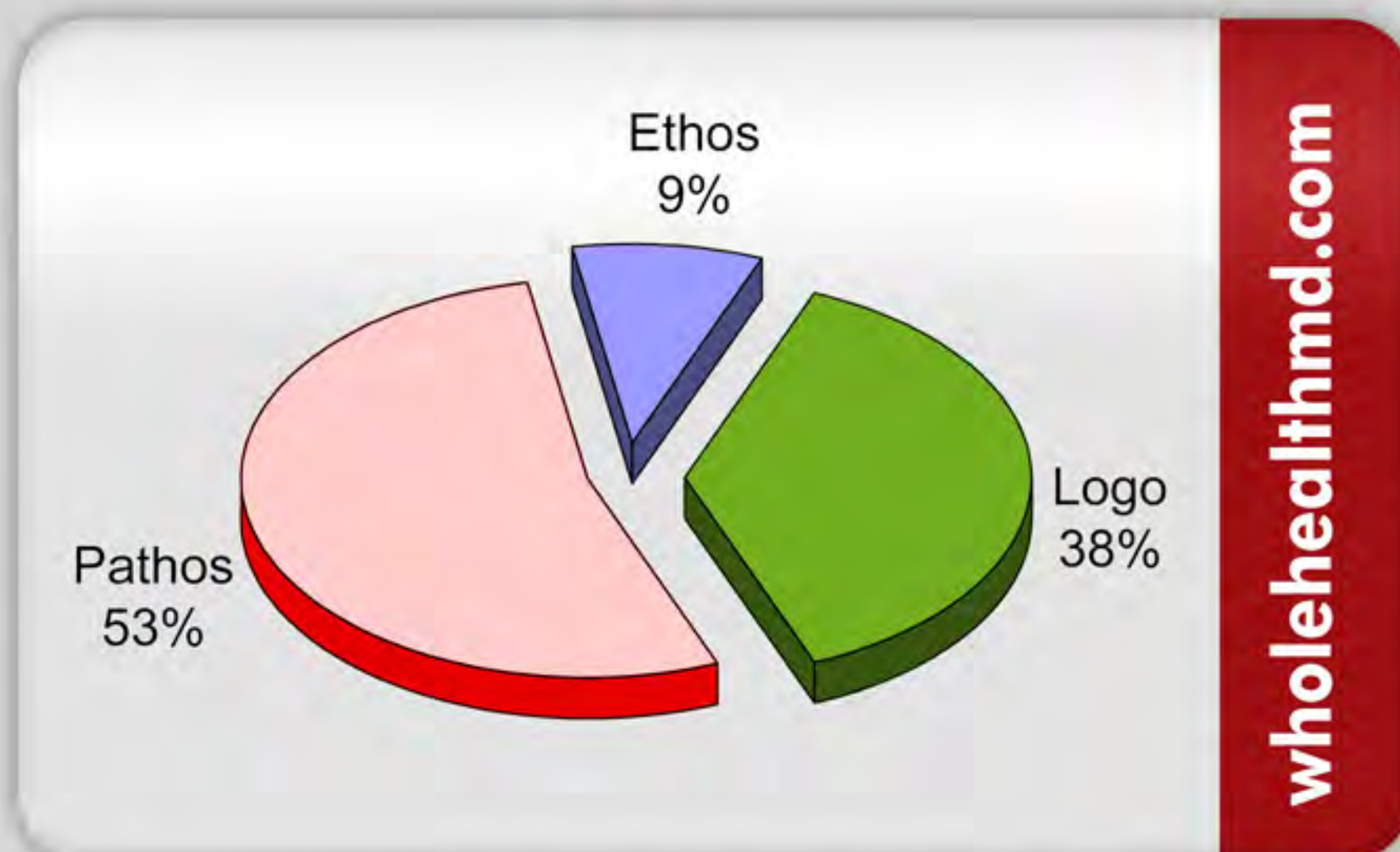
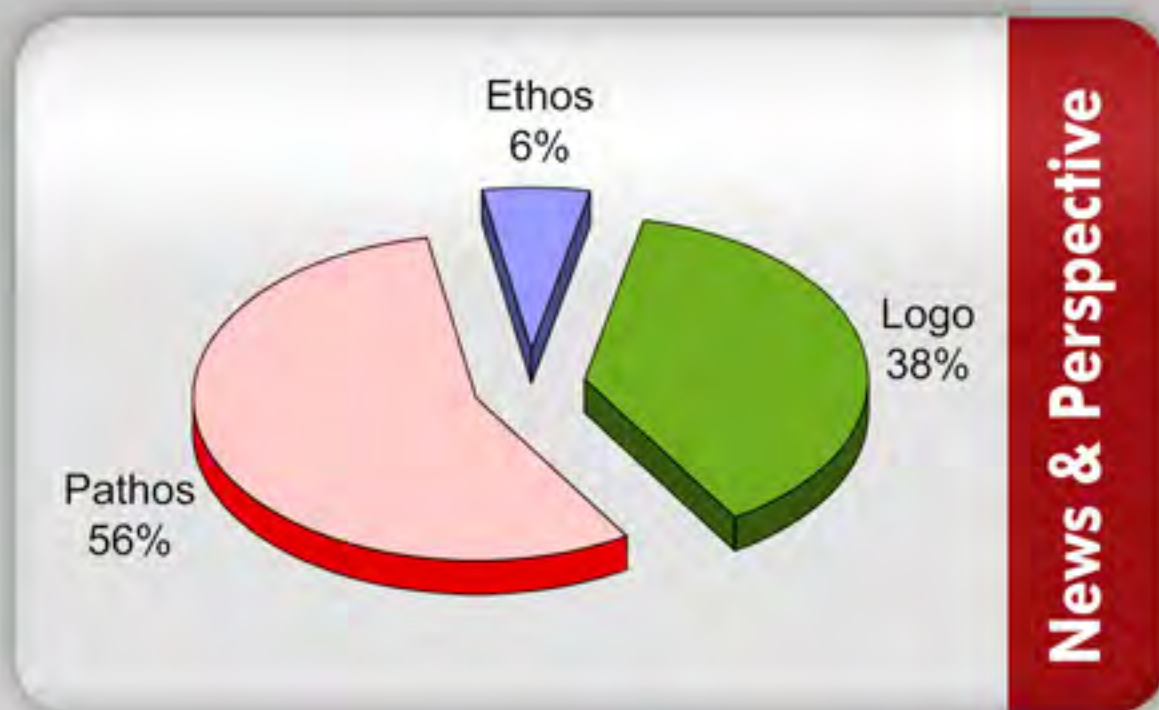
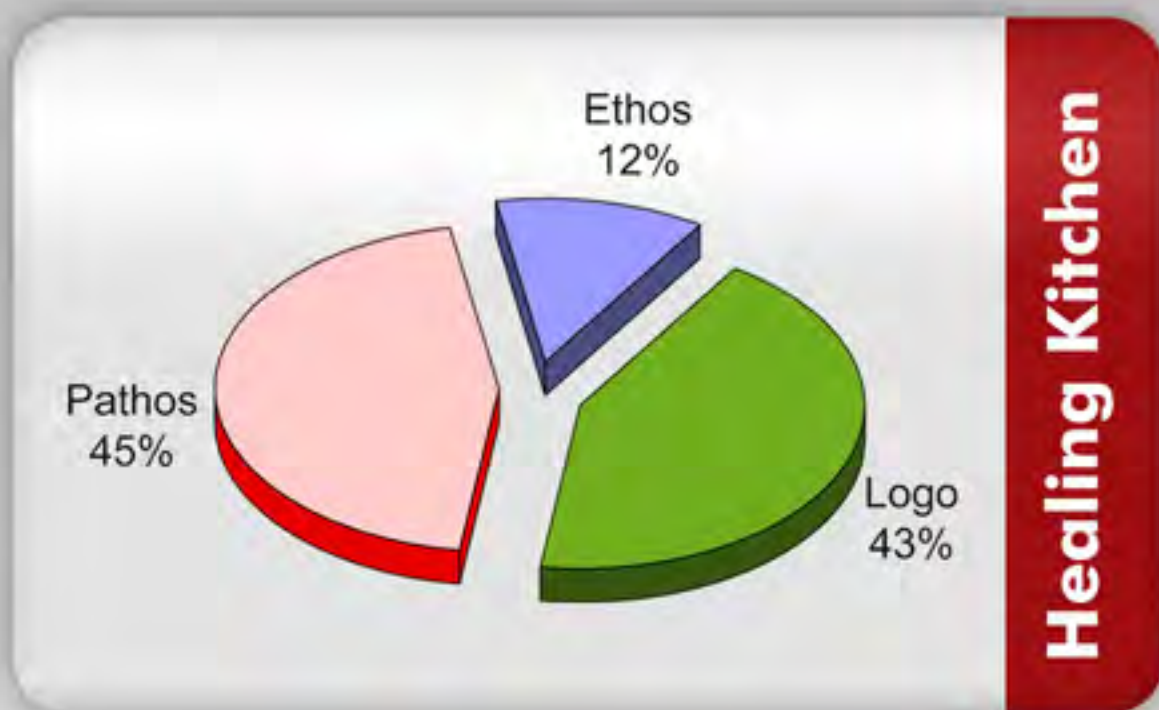
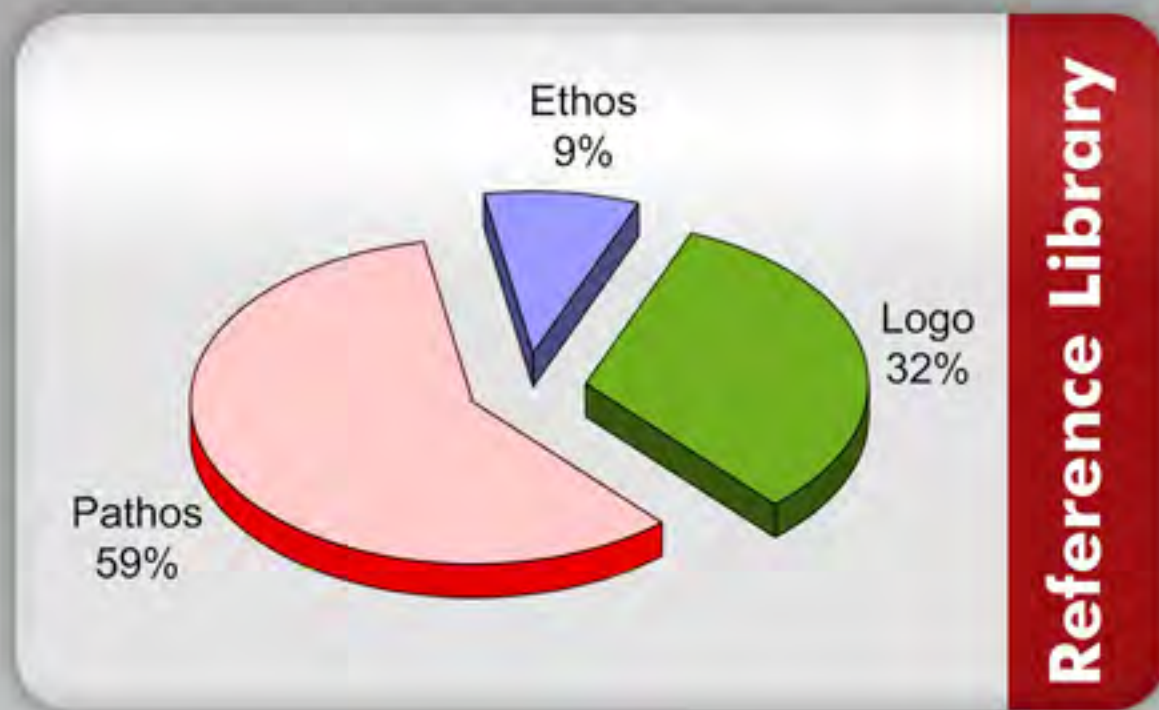
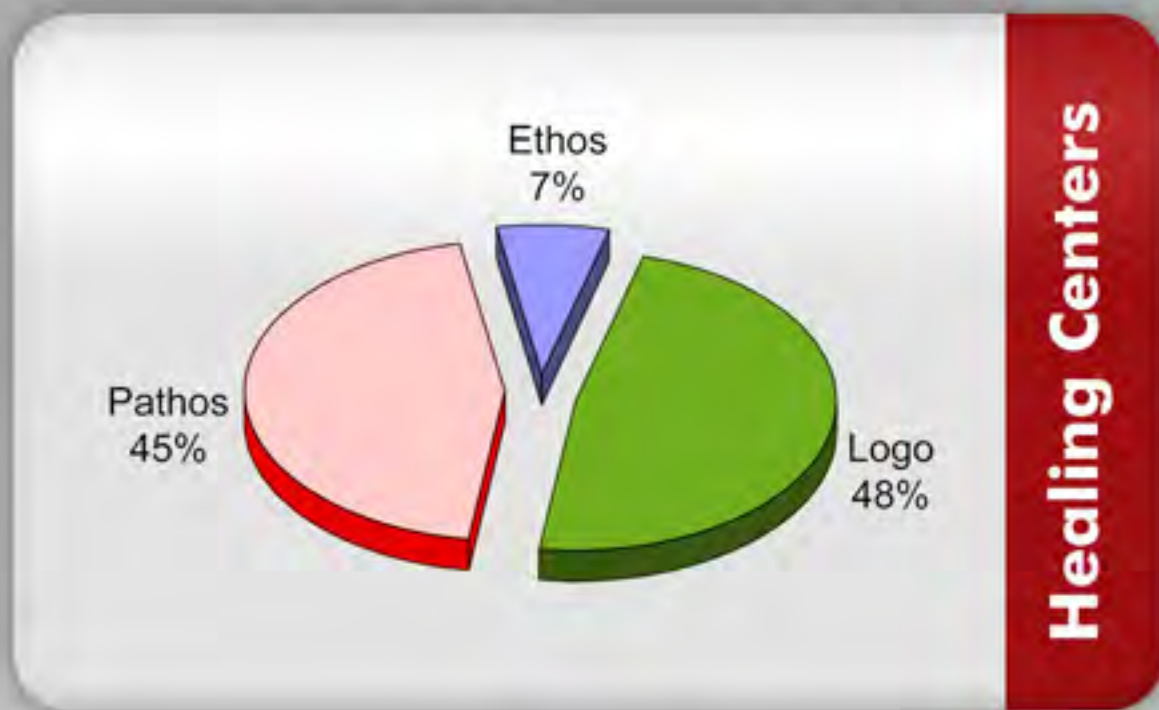
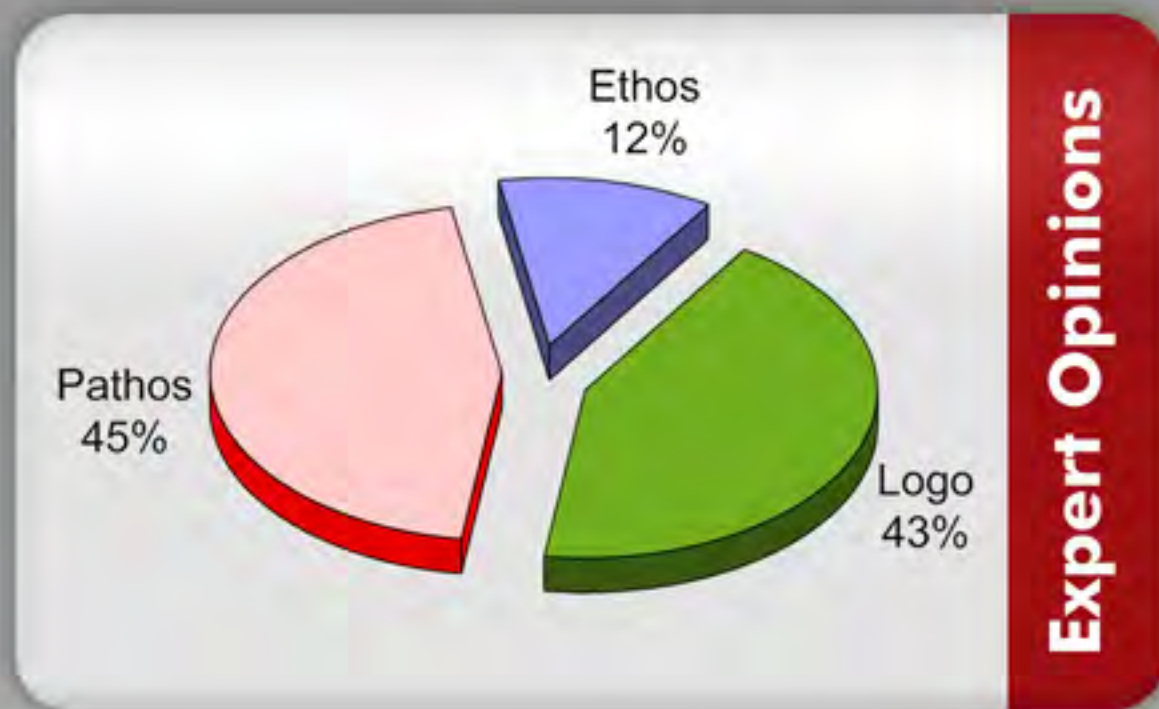
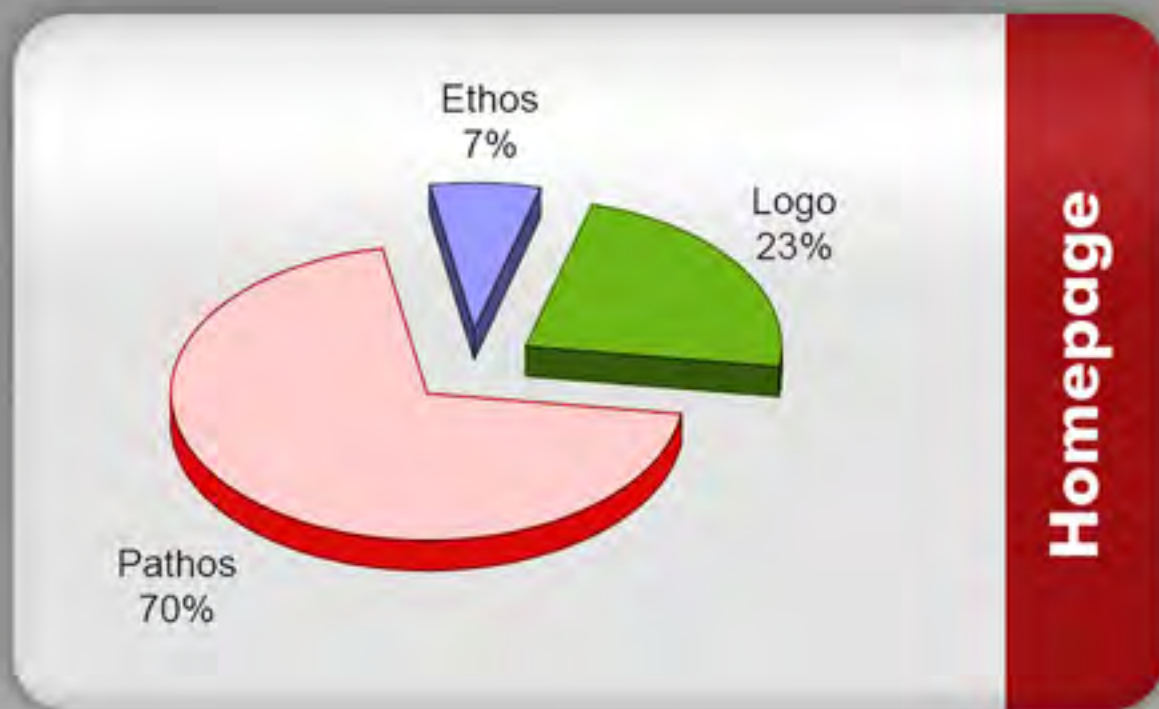


8 Pathos element: Please refer to P2 for details.

- 1 Ethos element: Please refer to P1 for details.
- 2 Ethos element: Please refer to P1 for details.
- 3 Logo element: Title and abstract of the content will introduce the users to a short overview of the page content. All of the content is also in the format of text and providing solid based facts and information.
- 4 Logo element: Again text based information is provided to the users.
- 5 Pathos element: Small red arrows will help the clients to recognize different sections of the the content easier and increases the usability of the website.
- 6 Pathos element: Please refer to P2 for details.
- 7 Logo element: Please refer to P2 for details.

## E/L/P Breakdown of Screen Elements







The screenshot shows a Mozilla Firefox browser window displaying the WholeHealthMD website. The browser's address bar shows the URL <http://wholehealthmd.com/>. The website's header features the logo and a navigation menu with links to Healing Centers, Healing Kitchen, Expert Opinions, Reference Library, and News & Perspectives. A search bar is located on the right side of the header.

The main content area is divided into three columns:

- Find your condition:** A grid of letters from A to Z, with some letters highlighted in orange.
- Welcome to WholeHealthMD.com!** A text block describing the website as an American WholeHealth Networks' award-winning CAM education website, dedicated to providing the best in integrative health and wellness solutions. It also states the website's goal is to empower consumers to take a proactive approach to their own wellness by combining scientific health research with clinical expertise.
- Case Study:** A text block titled "My health food store sells something called Bilberry extract with anthocyanins. What are anthocyanins, and what foods do they come in?" with a link to the "Answer".

Below the Case Study, there is a section for "Tips and Facts" with a link to "Cancer-Fighting Exercise" and a "More" link. Below that is a section for "Ask the Healing Kitchen" with a question about heirloom fruits and vegetables and a link to the "Answer".

At the bottom of the page, there is a footer with copyright information and a disclaimer. The browser's status bar at the bottom shows "Done" and "Proxy: None".

The screenshot shows a Mozilla Firefox browser window displaying the homepage of WholeHealthMD.com. The browser's address bar shows the URL http://wholehealthmd.com/. The website features a navigation menu with links for File, Edit, View, Go, Bookmarks, Tools, and Help. The main content area is divided into several sections:

- Healing Centers:** A vertical sidebar on the left with a photo of a modern building.
- Healing Kitchen:** A vertical sidebar with a photo of a strawberry.
- Expert Opinion:** A vertical sidebar with a photo of a doctor.
- Reference Library:** A vertical sidebar with a photo of books.
- News & Perspectives:** A vertical sidebar with a photo of a microphone.
- Welcome to WholeHealthMD.com!** A central text block stating: "WholeHealthMD.com is American WholeHealth Networks' award-winning Complementary and Alternative Medicine (CAM) education website. The site is dedicated to providing the best in integrative health and wellness solutions. WholeHealthMD's goal is to empower consumers to take a proactive approach to their own wellness. By combining the resources of both scientific health research in CAM and the clinical expertise of integrative health care specialists, the site supports users on their personal path to health, wellness, and longevity. A team of leading consumer health writers and board-certified physicians provides the site with a wealth of practical information and self-help resources."
- Case Study:** A section with two images: a green leaf and a heart with an ECG line.
- Tips and Facts:** A section with two images: a hand holding colorful pills and a doctor examining a child.
- Join us in the new approach to healing!** A call-to-action section with two buttons: "JOIN Now" and "TRY Now".

At the bottom of the page, there is a copyright notice: "Copyright 2000. WholeHealthMD.com, LLC. 46040 Center Oak Plaza, Suite 130, Sterling, VA 20166. All rights reserved. Reproduction in whole or in part without permission is prohibited. Privacy Policy. Disclaimer: All material provided in the WholeHealthMD website is provided for educational purposes only. Consult your physician regarding the applicability of any information provided in the WholeHealthMD website to your symptoms or medical condition."

The screenshot shows a Mozilla Firefox browser window displaying the homepage of WholeHealthMD.com. The browser's address bar shows the URL http://wholehealthmd.com/. The website features a navigation menu on the left with categories like 'Healing Centers', 'Healing Kitchen', 'Expert Opinions', and 'Reference Library'. The main content area is divided into three columns. The first column contains a 'Welcome to WholeHealthMD.com!' section with a circular logo and a paragraph describing the site as an award-winning CAM education website. The second column is titled 'Our Today's Doctor' and features a photo of Dr. Peter McAlister, an internal medical doctor, with a 'more' link. The third column is titled 'Our Sponsors' and lists 'Shaping Health' and 'Independent Health' with their respective logos. A footer at the bottom contains copyright information and a disclaimer.

WholeHealthMD the source for Alternative medicine, Complementary medicine, Integrative medicine - Mozilla Firefox

File Edit View Go Bookmarks Tools Help

http://wholehealthmd.com/

SEARCH  GO!

### Healing Centers

### Healing Kitchen

- Whole Cooking
- Nutrition Frontiers
- Cool Stuff
- Recepie Makeover
- Food Remedies
- Ask the Chef

### Expert Opinions

### Reference Library

### News & Perspectives


## Welcome to WholeHealthMD.com!

WholeHealthMD.com is American WholeHealth Networks' award-winning Complementary and Alternative Medicine (CAM) education website. The site is dedicated to providing the best in integrative health and wellness solutions.

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Join us in the new approach to healing!


## Our Today's Doctor




Dr. Peter McAlister is an internal medical doctor working as part of our team to improve the health of our community. He has served 5 years in developing countries to help those people in need. He is currently ...

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## Our Sponsors



Shaping Health  
Better decisions  
Better health



Independent Health

