Persuasive Essay

Institutional Affiliation

Date

Helping Cancer Patients through Art

Dear Colleagues, you have been part of the most beneficial relationships I have formed over the past there years and I anticipate for more life changing experiences. As part of the creative society, I would suggest that we use our talents and skills to make a positive impact to the people around us. Why can’t we join hands and help the cancer patients in the City’s main hospitals through our art. Through research, I have concluded that nothing works better in changing the mood than having an aesthetic, personalized and relevant piece of art in a patient’s room. We might not have the financial ability to help these cancer victims, but we can be able to encourage them into living a positive life which helps in their recovery process.

The medical field allows patients to introduce aspects of their personal lives which are meant to be a source of comfort if they do not interfere with the hospital’s policy. Most hospitals prefer to accommodate visual elements that do not negatively interfere with the operations taking place in the environment. We can therefore visit the different hospitals to learn more about the kind of art pieces accepted and those that cause controversial feelings to avoid them. We should also talk to the different cancer patients and find out about their preferences and the things they like so as we can include them in the artworks. It is ethically wrong for people to invade a patient’s private space by bringing strange items that might have a negative impact on these individuals.

Since we are all creatives in different areas including graphic design, painting, printing and animation, it is possible to collectively establish a way of communicating to this audience. We can all conduct some research about the acceptable art in the hospital environments that carries certain messages. Using the responses given by the patients concerning what they love, we can then generalize on different subjects and make beautiful pieces that different people can relate to. Sometimes these individuals find it hard to express their feelings due to their medical conditions, but a visual element might relax their mood. It would be a great thing to introduce things that patients can observe throughout their day while at the hospital and get an emotional attachment to the piece (Suter & Baylin, 2007). I would therefore urge you to voluntarily join me in using our talent into promoting a healthy society through the cancer patients. We can talk about this with our management to support our activities as it promotes the company’s reputation as well as perform the corporate social responsibility.

The major reason I thought of this is because there is a lot of supporting research and personal experiences I have seen when it comes to the kind of roles that art plays in the recovery process. There is a psychological aspect found in visual aesthetic representations as different people have varying mentalities of what they see. An artwork combines different principles and elements of art to communicate the intended message. Researchers say that it is possible that art improves the recovery process through relaxing the mood of the individual. I have seen my uncle who is a cancer victim start smiling and showing positive attitudes when I hang a wall painting on nature which he loves a lot. I therefore established that the best way of encouraging these cancer patients is by aesthetically changing their spaces so that they do not feel the hospital environment as a discouraging place (Suter & Baylin, 2007).

 Letter Analysis

The letter above contains information that anyone can find relevant especially when it comes to maximizing the purposes of art towards the emotional and psychological wellbeing. I have however specified my audience to be the creatives from my organization who can best relate to the ideas I bring out in the explanation. My colleagues are the direct readers who will go through every detail as it involves them into action towards achievement of the objectives stated. Throughout the essay, I have managed to keep the audience in mind by ensuring that there is a point of view focusing towards the readers. I imaged that it is a narration in front of my colleagues to ensure that I address them throughout in every paragraph. When I was about to go out of topic, I considered the people who would this letter and added something that they can relate to without having to struggle.

The letter also addresses the pathos, ethos and logos of persuasion to bring the message home in the most appropriate ways possible. The ethos is displayed through the consideration of the moral values enhanced in the medical sector by first visiting the hospitals. Anything must be conducted in such an ethically accepted way such that the suggested activities are not questioned for going against the policies. I therefore ensured to cover the part that we will all get consent from the health institutions, individual patients as well as our company management. When it comes to pathos, I made sure to include the emotional part of including art in the hospital environments (Higgins & Walker, 2012). The patients need something they can connect to when they do not feel like sharing their experiences, and that could be art. The audience can feel the emotional aspects of the activities I am suggesting, and it is healing through talent. As much as medication does most of the work when it comes to recovery, the mood and emotional stability of the individual also facilitates with the process. Positive minded people are more likely to beat chronic diseases like cancer when accompanied with the right medication.

Finally, I also used logos in form of facts from research and personal experiences which show the importance of art in the hospital environment (Higgins & Walker, 2012). Using such findings can be a better way of influencing my team as they realize how important their talents are in the positive development of the society as they have worked before. I therefore hope to use this letter in persuading my colleagues to join in this life transforming activity and hence help make the lives of these people battling cancer more manageable.

References

Higgins, C., & Walker, R. (2012, September). Ethos, logos, pathos: Strategies of persuasion in social/environmental reports. In *Accounting Forum* (Vol. 36, No. 3, pp. 194-208). Elsevier.

Suter, E., & Baylin, D. (2007). Choosing art as a complement to healing. *Applied nursing research*, *20*(1), 32-38.