

Module #1

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The nonprofit that I will be exploring through the lens of rhetorical criticism, potential rhetoric and social entrepreneurship is Goodwill Industries of Southeastern WI and Northern Illinois. As I begin to look at the underpinnings of the organization I see a lot of similarities and connections between the readings and the work of this organization. This does not surprise me as I read earlier about the need for an organization, especially nonprofit organizations, to answer questions surrounding social welfare and being a catalyst for change in these areas

As I continue to view rhetoric in the form of symbols in which we view the world, I notice that in their History section, They use the founder Rev. Edgar J. Helms as a continuum of why the organization is what it is and does what it does. For instance, they reference how Helms believed in the power of trade skills and offering a hand up and not a hand out. As Helms asked more well off individuals for clothing and item donations, he created a way for poor and low class individuals in the 1890's to learn referbrushing skills. I identify the use of terms like Hand up and not a hand out as rhetoric used when attempting to help a minority group as well as fight poverty not with charity. Within the lens of applying analysis in activism, I question whether or not this is a healthy narrative for an organization rooted in helping individuals secure and maintain jobs as well as their focus on individuals with disabilities in the workforce. Noting that I am viewing helms as an artifact and can only view this history from a lens of my own interpretation based on knowledge I attained, this can't be an unbiased theory. `

Diving deeper into the mission and Vision, I think that it paints a picture from where Goodwill started to their current work that their organization is focusing on. Their mission states : *Goodwill provides training, employment and supportive services for people with disabilities or disadvantages who seek greater independence.* Like the reading states, Mission is the first step in social change because it allows you to create a goal in which you are striving to reach and a question in society you want to answer. With reading this and aligning it with the reading about social entrepreneurship, it addresses what questions and social welfare issues they intend on answering. Especially considering Goodwill as an SE following a SEV foundation structure, They are addressing their mission through and with employment creation, access to information, and social cohesion. Goodwill is integrating disadvantaged people into the labor market with fair wages for the economically disadvantaged while providing community development and focusing on the well-being of communities which create positive social outcomes.

Goodwill is interesting in the fact that it has another component when it comes to reselling items donated in stores. This further proves the intersectionality of SEs and SEVs and how it is imperative for funding and structure to be effective in social innovation and transformation. As I consider my journey of strategic development, with reference to the readings and examination through a critical lens of Goodwill, I am excited about the possibilities. There are so many issues regarding social welfare and the social and economic status of the world that have giant question marks on them. There are so many things that need to be addressed and using this framework I have the opportunity through my journey to help create and find the structure and answers needed which will create this social transformation and community and economic development.

What seems challenging about all of this is doing and saying the right things and answering the most urgent questions of society. Not allowing the strategy or mission to be lost in

the process. Also, doing truly meaningful and transformational work that aids in the betterment of society. When there is so much that needs answers, not letting the overwhelming weight deter from the end goal. Lastly, understanding that theories will be theories and there is no one size fits all process for addressing social change. I think being a strategic thinker, planner and operating in rhetorical criticism allows you to take what you need and take what works to contribute to the betterment of an organization ultimately bettering communities.

Chapter 1

Foss, S. K. (2018). The Nature Of Rhetorical Criticism. In *Rhetorical criticism: Exploration and practice* (pp. 3–8). essay, Long Grove, IL: Waveland Press, Inc.

In this first chapter of the book, Author, Sonja Foss, goes into describing what exactly rhetoric is and what it is used for. Rhetoric is compared to symbols in our everyday lives. How we see, view, and partake in the world. The energy not only received but given. Now the intent behind the rhetoric that is used makes or breaks this perception of it being negative. Rhetoric is language used as speech wrapped into a bow. It is used to evoke emotion and convey a message that grabs the audience's attention and shifts their perspectives. Rhetorical Criticism is the way in which we communicate based on new knowledge, experiences, and self-proclaimed principles, morals and values. The three primary dimensions of rhetorical Criticism: humans are the creators of rhetoric, symbols as the medium of rhetoric, and communication and the purpose of rhetoric.

These three primary dimensions help how Rhetoric criticism is used and shaped. Humans using rhetoric as a lens to view the world through symbols allow us to create our own reality which helps us question how we know what we know. In other words it helps us explore the theory of knowledge. This allows us to articulate our thoughts whether internally or externally while potentially shifting choices that we make and our belief systems. As a critic, we use the symbols as we know them and apply them to different situations and themes. In this case, we use the words, diction, and descriptors to shape what we think of something while looking at it through a critical lens.

Chapter 2

Foss, S. K. (2018). *Rhetorical criticism : exploration and practice*. Long Grove, Illinois: Waveland Press.

Chapter Two of *Rhetorical criticism : exploration and practice* begins to hone in on the actual act of the application of criticism to a body of work. Just because there is an understanding of what it is does not mean the process is followed. The application of this process allows you to learn to use a critical lens while understanding rhetorical criticism. The first steps are selecting and analyzing an artifact. In this case an artifact is used as data for the actual study. Due to complexities, a reader is not able to analyze the entirety of an artifact, however, it is important to be sure of what part of the artifact you want to analyze and use an appropriate method and procedure. Next you have the research question in which the rhetoric criticism will be aiding to answer. This includes the rhetor, the audience, the situation at hand, and the message in which you are attempting to deliver.

A Lot of this second chapter addresses the structure of how to apply rhetorical criticism in an analytical way. The exploration of rhetoric in a plethora of bodies of work, allows the use of a critical lens to review literature. It helps us inquire what messages will be delivered and how they will be received. Using these tools will allow us to create stories based on findings to connect literature to

symbols and theories. Using these structures helps make the analysis stronger and clearer.

Chapter 5

Social entrepreneurship: Innovation and social change across theory and practice. Social entrepreneurship. Palgrave Macmillan UK, 2006. 57-85.

In chapter 5 of *Social entrepreneurship: Innovation and social change across theory and practice* it dives into the realm of companies and nonprofits mission, vision and organizational values, entrepreneurial opportunities and innovation, entrepreneurial model and social welfare impact. The intersectionality of profitable practices and being invested in social welfare. We also begin to explore the difference between SEs and SEVs. SEs intentionally identify a solution to a specific problem which gives it a more charitable look. While SEVs share with their nonprofit counterparts a proclivity for being of service to members and the community rather than workers or stakeholders. It also heavily focuses on the production and distribution of goods losing its charitable outlook and becomes viewed as more of a business model.

SEVs play a major role in the development and execution of an SE focused organization. From the structure to the planning, SEV's allow theory to become real practice. Without the fundamental steps and questions answered, SEs would just be looking to answer these social issues with no basis and no funding. The non profit SEV framework allows these places to create their business models through Mission, vision and organizational values, Entrepreneurial opportunities and innovation, Entrepreneurial model and Social outcomes and social welfare impact. This helps create

sustainable non profit organizations through networking, leveraging best practices which lead to innovative solutions for the issues that need to be addressed.