

Emma Huerta (Rhetorical Analysis #1)

After viewing the video clips presented above, the genre of the series “Community” seems to be humorous and ironic. Presented within the second clip, the Westernized theme is given a humorous twist when paintballs replace bullets when the main character fires his rifle. This humor and situational irony is further exaggerated by the slow motion clips and failed attempt at a heist. The aspects of genre in “Community” are broken down into what the composer wishes to elicit within the audience, in this case a humorous response, as well as molding the genre to parallel with the actions and decisions of the actors. As expressed within Dirk’s essay, the genres presented can greatly be affected by the preconceived notions of the audience. Thus, it is important for the composer to take people’s prior knowledge into consideration when developing the different aspects of a genre and respond to the exigence of the consumers. Additionally, within this series there is a presence of genre fluidity. For example, the second clip the episode is perceived to fulfill a western genre. However, the audience is immediately beguiled and the clip turns humorous when paintballs replace bullets in the guns of the characters. Within the third clip, the genre begins as melodramatic and tragic as it seems as though the character is deceased. However, this perceived genre is quickly juxtaposed to the humor that is introduced as the character is not actually dead but rather faking his mortality in order to get back at his friends. Thus, the series “Community” weighs heavily on the concept of genre fluidity in order to convey the irony and humor within the series that would not be made possible without the various genres presented within each episode.

In reference to Covino and Jolliffe, a cannon of rhetoric that highly aligns with the three clips of the show “Community” is style. Style is the production approach taken by the composer in order to convey the essence of the episode in the manner in which it is desired. The style of this show is unlike anything I’ve ever seen before. The producer mixes many genres in order to produce a uniquely humorous show that within each episode holds a different storyline exclusive to his own creative vision. Rhetoric and genre work together to produce this television show in the sense that rhetoric is the way in which the producer aims to manipulate the perception of the audience and genre is the category or style of the show. Thus, as the producer implements all of the different genres, he is simultaneously utilizing rhetoric in the sense that he is manipulating the preconceived notions of the audience as they most likely do not expect the drastic fluidity of genre within each episode. The rhetorical situation is represented within these clips when the composer juxtaposes a genre of western and humor and thus fulfilled the exigence that was previously presented by the audience. The rhetoric of these clips is to temporarily deceive the audience in order to have a humorous effect and fulfill any previously existing rhetorical constraints.