

Little Credibility Found in The Captain's Quarterly Blog

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Captain Ed allows his emotions to overflow after Media Matters for America accuses Sinclair Broadcasting Group of partisan news programming. Sinclair airs The Point, a commentary featuring Mark Hyman, the spokesman and overseer of all of [Sinclair's](#) Washington lobbying. Sinclair. Most of Sinclair's 62 Stations are required to air every night during their local news. Captain Ed stated with an excellent argument, but quickly lost his credibility with name calling and childishness but even more with his ability to ignore logic and dispute truth with no relevant backing.

Emotion can be a powerful tool in writing, if it can be harnessed and put into words. On the other side, emotion left unchecked, can destroy an entire work. The appeal of pathos and ethos in this essay did all the work for the opposing view. What is the best way to win an argument? Captain Ed will say it is to as quickly as possible call the people whom one is arguing against "lunatics" (Captains Quarters [Blog 1](#)). This is precisely what was done. When doing this the point that is being made is lost. It now has become a credibility issue. When writing an argument it is only logical to think the intended audience is the opposite view. Why would a writer blatantly attack its own audience? No the reader is trying to

understand the other opinion not get verbally assaulted.

Logic is necessary in any kind of argument. Without it the reader will only become confused and weary of any further reading of the authors. Captain Ed excellently points out that, "MMA and the rest of the lunatics seem to have overlooked one thing: The Point is a commentary, an editorial that does not pretend to be news reporting. Sinclair advertises it as such. In effect, MMA seeks to condemn Sinclair for doing exactly what newspapers and [broadcast](#) stations have done for decades -- editorialize as owners see fit" (Captains 1). This is an excellent example of a well written logos appeal. It is true commentary is editorial and bias but not news. However, the fact that was left out is really more important. These commentaries are aired during the local news. The local news is on every night for people to tune in and get a non bias report of what is going on around them. For Sinclair to force stations to air a biased commentary during the news is illogical.

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