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CWC 101

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Not Quite a Clean Sweep: Rhetorical Strategies in  
Grose's "Cleaning: The Final Feminist Frontier"

A woman's work is never done: many American women grow up with this saying and feel it to be true. One such woman, author Jessica Grose, wrote "Cleaning: The Final Feminist Frontier," published in 2013 in the *New Republic*, and she argues that while the men in our lives recently started taking on more of the childcare and cooking, cleaning still falls unfairly on women. Grose begins building her credibility with personal facts and reputable sources, citing convincing facts and statistics, and successfully employing emotional appeals; however, toward the end of the article, her attempts to appeal to readers' emotions weaken her credibility and ultimately, her argument.

In her article, Grose first sets the stage by describing a specific scenario of house-cleaning with her husband after being shut in during Hurricane Sandy, and then she outlines the uneven distribution of cleaning work in her marriage and draws a comparison to the larger feminist issue of who does the cleaning in a relationship. Grose continues by discussing some of the reasons that men do not contribute to cleaning: the praise for a clean house goes to the woman; advertising and media praise men's cooking and childcare, but not cleaning; and lastly, it is just not fun. Possible solutions to the problem, Grose suggests, include making a chart of who does which chores, dividing up tasks based on skill and ability, accepting a dirtier home, and making cleaning more fun with gadgets.

Throughout her piece, Grose uses many strong sources that strengthen her credibility and appeal to ethos, as well as build her argument. These sources include, "sociologists Judith Treas and Tsui-o Tai," "a 2008 study from the University of New Hampshire," and "P&G North America Fabric Care Brand Manager, Matthew Krehbiel" (qtd. in Grose). Citing these sources boosts Grose's credibility by showing that she has

Hook

Context

Article author's  
claim or purpose

Thesis

Summary of the  
article's main  
points in the  
second paragraph  
(could also be in  
the introduction)

Third paragraph  
begins with a  
transition and  
topic sentence that  
reflects the first  
topic in the thesis

Quotes illustrate  
how the author  
uses appeals to  
ethos

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**RJ Shavelson**



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