

*Dear esteemed personage,*

*I am a student from Catawba College in North Carolina and it has come to my attention that several scam emails have been circulating around the internet. My honored professor Dr. Anderson has promised a vast sum of fifteen million dollars to me if I can raise awareness about these internet scams. However I have to prove that I have indeed done this task, by collecting the information of Americans who have read my work. I would like to extend an offer to you of 35% of my earnings if you will simply read my email and provide the following information:*

- 1. Your Full Name*
- 2. Phone Number*
- 3. Age*

*Please read the following essay on scam emails in order to collect your money:*

#### Weaknesses of Scam Emails

Everyone wants something from other people and often it is money, over the years human beings have come up with increasingly creative ways to achieve wealth with as little effort as possible. Enter the scam email, a ploy on our emotions, but mainly our wallets to send valuable information to often less than reliable sources. Scam emails are at their core essentially an argument and not always a good one at that. In the Obama's Kenyan Grandmother's Houseboy email we see a rather weak argument because the elements of the Toulmin analysis are flimsy and the use of logos, ethos, and pathos are shallow at best.

Ozimba understands that we might be skeptical about this wonderful offer, but works to counteract these feelings in the rebuttal. He attempts to placate the reader by answering the question: why doesn't he just secure the money himself? Well this is because he is "not educated" (1). This is a fairly valid point until you realize that this uneducated man knows how to write in a foreign language. How could a poor, uneducated houseboy possibly know a skill this advanced when Obama's grandmother "does not write English" (1)?

The qualifiers in the argument help to put limitations on the offer. The main one in this email is when he asks "Please reply me now , If you are willing to help," this backs the pressure off of the reader, by giving the reader the choice whether to respond or not (1).

Having credentials lends strength to an argument because it shows the author is trustworthy. The author does put ethos in by stating all of the information and giving us an outside source for that information:

<http://www.bloomberg.com/apps/news?pid=newsarchive&sid=a6PXXK.5qOfdA&refer=africa>.

This serves to verify his statements from an outside respected website and show that he is trustworthy. However when you read the article, there is a lot of information about Sarah Obama, but none about Oziba Mbamza or any monetary deal between the Swedish man, the grandmother, and himself. This weakens the logic of the argument because the Bloomberg.com article does little but reinforce the fact that Sarah Obama is indeed a person who exists.

An argument also has to check out logically for it to be affective, this is demonstrated through logos. The ten million dollars mentioned in the article can logically not be gotten without the reader's assistance because it was deposited "in the African way of deposit" outside of Kenya " before the grand mum gave up recently" (1). This is logical at first glance because

Mbamza, Oziba. "Obama's Kenyan Grandmother's Houseboy." Message to Unknown Recipient.

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