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Student

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**Rhetorical Analysis**

**Introduction**

As we are reading a passage, we try to analyze and understand the purpose of the writer. Rhetorical analysis is when the reader breaks the whole work into pieces and understands how each piece combines together to achieve an author’s goal. Some elements of the rhetorical analysis include the introduction, rhetorical situation, rhetorical appeals, rhetorical strategies, and conclusion. Both the writer and the reader can benefit from the rhetorical analysis. The writer is able to create an effective article to achieve his goal. On the other hand, as a reader, I can enhance my critical thinking skills by writing this rhetorical essay. The document that I am going to analyze is called “The Role of Management Information System (MIS) and Decision Support System (DSS) for Manager’s Decision Making Process.”It is written by several professional authors: Asefeh Asemi, Ali Safari, and one corresponding author, Adeleh Asemi Zavareh. The rhetorical appeals that the authors use in the journal are logos and ethos. These two appeals help the authors to support their argument. In addition, they organize their writing by different rhetorical modes such as definition, comparison-contrast, and exemplification. I am going to analyze the rhetorical situation, rhetorical appeals, and rhetorical strategies that the authors use to inform readers about the role of MIS and DSS in the decision making process.

**Rhetorical Situation**

**Audience**

The intended audience for this journal are people who are in the information system fields, managers, and students who are interested in the related business fields. Information systems are used to solve business problems, this is relating to all of these intended audience. The article

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explains management information systems (MIS) and decision support systems (DSS) by providing information such as their individual models, characteristics, and the roles they take in the decision making process. People who are in the information system fields can learn more details about MIS and DSS by reading this article. Also, students who are in the related business fields can learn basic concepts of these two information systems. Moreover, managers are able to learn and choose the most appropriate information system when making their own business decisions.

**Purpose**

The purpose of this article is to inform the readers about “two kinds of information systems, namely, MIS and DSS, and then their characteristics, interrelationship and their relations with decision making process in an organization” (Asemi et al. 164). The authors compare the two information systems and conclude that the DSS “has more roles in decision-making and problem solving than MIS” (Asemi et al. 168). In addition, the authors want the readers to learn not only MIS and DSS, but also to compare other information systems to see which one is prefer for different situations. As an illustration, the authors state that “due to some practical limitations, may be some of steps of decision making process to be chosen and others to be removed. It is important to consider which ones are preferred to the other ones. In future works can study on the role of other information systems for manager’s decision making and comparative it to DSS and MIS” (Asemi et al. 168). The authors want readers to study the role of other information systems and compare them with MIS and DSS to see which one is more appropriate for solving problems.

**Context**

This article is found in the *International Journal of Business and Management*. It was published by Canadian Center of Science and Education on February 10, 2011. The journal is categorized as an academic journal written by three professional authors. The journal is generally for researchers and professionals who have interest in the related business and management fields.

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**Style/Tone:**

The authors use APA format to cite their sources. As an illustration, one reference that the authors use is “Certo, S, C. (1997). *Modern Management, diversity, quality, ethics and the global environment*, 7th Ed, New Jersey, Prentice-Hall Inc.” (Asemi et al. 168). This is APA format for citing a printed book. APA style is often used in academic written journals and books. The tone of the journal is formal throughout the whole text; the authors never use the word “you” or any other conversational language. Furthermore, the article only provides fact, which proves that the authors are objective when writing this journal article.

**Organization**

The authors organize the article by starting with an abstract, then performs a side by side compare and contrast on the two information systems, and end with conclusions which restate their points on how the two information systems affect the decision making process.

**Rhetorical Appeals**

**Logos**

One rhetorical appeal that the authors use is logos. Logos is defined as the use of logical reasoning to support the text. In this article, the authors use a logical approach to conclude that DSS has more roles in the decision making process:

Very often the MIS does not provide exactly the information that is needed to solve problems for individual and group decision making. DSS is tailored to the specific need of the individuals and group managers. Therefore, the DSS can extend this support through the remaining steps (in objective and criteria setting, alternative search, alternative evaluation, making the decision and decision review) of the decision making (Asemi et al. 167).

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The authors use logical reasons to support their argument. They believe the MIS is not as important as DSS because it often provides basic information that does not directly solve the problems. On the other hand, DSS satisfies the requirements of the individuals and groups by exploring the problems more deeply; it helps the team to select the most appropriate information, analyze the problem, and solve the problem directly. The authors shows that the MIS does not provide enough information for the team to solve the problem. Compared to the MIS, the DSS has more roles and support to the managers when they want to solve problems. As a result, the authors successfully use logos to prove DSS is better than MIS in the decision making process by making a comparison between the two information systems.

**Ethos**

The other rhetorical appeal that the authors use is ethos. Ethos means to convince the audience of the credibility of the source and the authors. This article is found in the *International Journal of Business and Management*. It is a trustworthy article because *International Journal of Business* is a database that published by Canadian Center of Science and Education. The resource is designed for the professionals and the researchers who are interested in the business and management fields. The journal has three authors: Asefeh Asemi, Ali Safari, and Adeleh Asemi Zavareh. All of them have PhD degrees that are in the related business fields; their education backgrounds suggest that the journal is reliable. Furthermore, the authors write a list of references that can support the text. The article successfully show the credibility to the readers.

**Rhetorical Strategies**

**Definition**

The first rhetorical strategy the authors use is definition. Definition is used to explain the meaning of unfamiliar terms and ideas. In this article, the authors use definition to explain three types of decisions that are introduced by Gorry and Morton. One is structured decision, “in which the ingredients, or variables, that comprise a decision are known and they can be measured quantitatively” (Asemi et al. 165). The second one is unstructured decision, which “is

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one that the ingredients, or variables, that comprise a decision can not be measured quantitatively ” (Asemi et al. 165). The last one is semi structured decision, which “is in between structured and unstructured decision. Usually most business decisions are semi structured” (Asemi et al. 165). The understanding of these three definitions helps the reader to understand the three major decisions that the individuals or the groups have to make in business. I believe the purpose of providing definitions is to prove that DSS has more usage than MIS. The authors once state that “the DSS produces output in the form of periodic or special report or the results of mathematical simulations. The vast majorities are semi-structured. This means that the DSS is aimed at the area where most semi structured decision is needed to made” (Asemi et al. 166). Since the authors claim that semi structured decisions is used to solve most business decisions, the authors implies that DSS is focused on solving most business decisions. The article uses the definition effectively to prove to the audience about the importance of DSS.

**Comparison-contrast**

The second rhetorical strategy the authors use is comparison-contrast. Comparison-contrast is used to show the differences and the similarities between two objects. In the article, the authors create a side by side comparison on the two information systems: MIS and DSS. First, they explain the MIS model, characteristics of MIS, and its role in the decision making process. Then they explain the DSS model, characteristics of DSS, and its role in the decision making process. The authors organize the explanation of the two information systems in the same order so the readers can easily discover the differences. Also, the reader first focus on the information of MIS, then they will slowly move on and focus on DSS. This strategy reduces the pressure of information overloading and offers a clear explanation. Using a side by side comparison and contrast creates a good organization and reduces the confusion of the two information systems. As a result, the authors want to prove to the audience that DSS has more role in the decision making process compare to the MIS.

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**Exemplification**

The third rhetorical strategy the authors use is exemplification. Exemplifications is used to extend the ideas by showing more examples and details. In the article, the authors use multiple examples to prove that the DSS has more role in the decision making process. One example they use is Uma. For illustration:

Uma (2009) has stated that a Decision Support System is an integrated set of computer tools allowing a decision maker to interact directly with computer to retrieve information useful in making semi structured and unstructured decisions. Example of this decisions include such things as merger and acquisition decisions, plant expansion, new product decisions portfolio management and marketing decisions (Asemi et al. 167).

In the above example, the authors introduce several important decisions that are made with the help of DSS. DSS is able to solve semi structured and unstructured decisions using retrieve information. They also provide another example that can prove DSS takes more role than MIS. For example, “Alonso et al (2010) have presented an implemented web based consensus support system that is able to help, or even replace, the moderator in a consensus process where experts are allowed to provide their preference using one of many types of incomplete preference relations” (Asemi et al 167). This implies that the support decision has the ability to improve or replace the job of moderator by providing incomplete preference relationships. These two studies strongly convinced the audience that DSS have more usage in the decision making process. It leads people to directly adjust and solve the problem by acquiring the most useful information.

**Conclusion**

The authors are very successful in using the strategies and appeals to achieve the purpose of the article. In this article, the authors do a great job on logos by providing logical reasons on why DSS is better than MIS. They use comparison and show multiple examples to the readers, so the readers understand why DSS is more effective than MIS. Another successful strategy that the authors use is definition. Since one purpose of the article is to discuss two kinds of information

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systems, it’s important for readers to understand what kinds of decisions the information systems have to make. By using the definitions, people who are unfamiliar with the terms can easily understand the article. One suggestion that I have for the authors is to elaborate in more details on the figures. Although the figures are only used for supporting the passage, it’s important for readers to understand the figures. The authors should offer more analyzation on the figures so the readers are not feeling confuse. Overall, this article is very descriptive and helps me to understand the role of MIS and DSS in the decision making process.

**Reference**

Asemi, Asefeh, et al. “The Role of Management Information System (MIS) and Decision Support System (DSS) for Manager’s Decision Making Process.” *Canadian Center of Science and Education,* vol. 6, no. 7, 2011, pp. 164-173, http://www.ccsenet.org/journal/index.php/ijbm/article/view/8940/7938. Accessed 22 Sep. 2017.