

Many believe in stereotypes such as nerds and jocks. These stereotypes, with a degree of truth (or they wouldn't be stereotypes), are typically overall false. The life of John Urschel proves this idea. The 2019 autobiography *Mind and Matter: A Life in Math and Football* follows author John Urschel on his life as a mathematician and football player. While introducing his book, Urschel uses multiple rhetorical choices such as an appeal to emotion using people's preconceptions and his experiences, credibility and logic, using experiences and what he got from them as a football player and mathematician, and the structure of this introduction to draw readers in to read the book.

John Urschel used his experiences to appeal emotionally to his readers. As "an African-American single mother", his mom "loved math but was discouraged from it" which led him to explore that subject himself. This not only sets up his life and story, by providing a main motive and start to his interest, but it appeals to the reader because they sympathize to the oppression of the mother, and Urschel's ability to break free from that oppression. On the other side of his story, "from the time [he] saw a picture of [his] father in pads", he learned to "strengthen [his] body and [his] will...[and] learned to fail and learned from failing". This story of how he grew from football and was encouraged and inspired by his father appeals to the readers because of the idea that you can learn big lessons from a game such as football, and the wholesome nature of how his father helped shape him at a young age. Urschel used multiple examples of emotional appeals in order to draw his audience into his book.

Another way Urschel captured the audience's attention and drew them into reading his book was how he used logic and credibility from facts and personal experiences. He begins by mentioning a common psychological thinking method, that "People tend to think in binaries. Black and white. Mind and body." This common thinking method makes people view him "as a walking contradiction". This not only shows that Urschel is educated in psychology and the way people think, but allows the readers to understand that he understands how people perceive him and what he does. He also disproves the belief that he uses "basic physics, intelligence, and problem solving" while playing football, by saying that "football and math are disjoint". By saying this he gains credibility by honestly disproving that misconception. By talking from his experience, people trust that he is very accustomed to living the life of math and football, and that they, despite being very different and seemingly polar interests, can coincide in one person. This draws the reader in more as it interests them in how these previously thought-to-be polar ideas can work in one person. Urschel's appeals to logic and credibility not only affirm that he knows what he's talking about, but draw people in by stating that his experience is contrary to what people typically believe.

Urschel's final strategy was to structure his introduction in a way that draws people in. He begins by laying a foundation of credibility by saying that he is "a mathematician, a PhD candidate at MIT.[and] also a former professional football player". This allows the reader to trust his experiences and what he says next, as they have verification of being true and valid. He then states logic and emotion by stating what people commonly believe, that he is "a walking contradiction", but states that those "people tend to think in binaries". This fact and experience of onlookers gains the audience's trust even further, and their attention, as he disproved their common belief with a simple psychological fact. He continues with this logic and credibility by disproving the idea that he "[connects] between math and football" while playing. Saying this allows him to state his experience which he has already verified, and surprise the audience with an idea they did not expect. He finishes with emotion, as he talks about how his parents inspired and raised him to be interested in two topics. He closes by saying that "those two stores, as different as they are, converge in [him]." This, on top of what he already stated, allows the audience to trust what he is saying, and to be interested in how his life led to those two admittedly contrary things.

John Urschel was not only a great mathematician and football player, but a great writer. He was able to build an engaging introduction to his book, and was able to draw in the audience by using emotional appeals and stories, logical facts and experiences, and credibility by his certification and experience. Urschel not only led the example to follow your interests, no matter how "opposite" people think they are, but in rhetoric, as he was able to engage his audience to read his book.