

Rhetorical devices used in "This is what you could say" (10.3)

René Descartes, the famous 17<sup>th</sup>-century French philosopher, thought that animals were basically machines. Using them any way we want would certainly be okay, from this point of view, because **what could possibly be wrong with using a machine?** [= rhetorical question]

**We've come** a long way since then. **We've begun** [= parallelism] to understand **that animals can** suffer, **that they are** intelligent, **that they are** [= parallelism] more like us than Descartes would have deemed possible. We would no longer think of them as machines.

Now, however, in a bizarre twist of perspective, it looks as though **we've come** to think of our employees as machines. **We've stopped** [= parallelism] seeing them as humans **in need of recognition, in need of appreciation, in need of support** [= parallelism with repetition]. That is a **p**roblematic, **p**recarious **p**erspective [= alliteration]. It's bad **for our present** employees, **for prospective** employees, and **for ourselves** [= parallelism].

