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November 15, 2010

Dr. Reiff @ 3:00

Public Genre Analysis

Dating Websites

“eHarmony”

Modern technology such as the internet provides an outlet to find almost anything, including intangible items such as love. Love can be a complicated and a daunting thing to find. With typical societal mind set influenced by instant gratification, the internet has now become a tool to simplify the quest for love. Once considered an option only for the desperate or dangerous, online dating is now a way that many average people find a date. The old-fashioned ways of finding partners have given way to new technology that helps assure that the person you date is looking for a meaningful relationship.

 There are many factors that can discourage someone from seeking a relationship in the physical world. It can be emotionally draining and stressful for many people. This stress can be derived from the pressure of appearing attractive to another individual within a short amount of time. In many instances, a person has a single chance to impress another person. Unfortunately, many people make absolute judgments on people based on the first impression they receive. These first impressions are often times not an accurate representation of someone’s personality or character. Dating websites don’t necessarily promote second and third impressions they enable users to create first impressions that represent themselves to the fullest. I have come to the conclusion that the genre of dating websites is a great tool for finding romance, intimacy, and ultimately, love.

To begin supporting this claim, according to datingsitesreviews.com, in the last two years, one in five single people have dated someone they met online and also one in five singles are in a committed relationship with someone they met online. According to a study done by match.com 17% percent of all the couples married in the last three years have met online.

In the thick of this online love craze is eharmony.com, which is a dating site similar to match.com. Eharmony.com is dedicated to finding single men and women a love connection. The user is required to answer several pages of questions to best enable the website to find an adequate match. Based on the responses of the user, the website searches for people with similar answers and presents those potential matches as a list.

The rhetorical appeal of dating websites such as eHarmony is focused exclusively on ethos and pathos. Pathos is the most important rhetorical appeal because it is a key element that defines purpose of this genre. The users of dating websites expect this genre to satisfy their emotional need through a special/deep connection with another person. The second rhetorical appeal of this genre is pathos. There would not be emotional appeal of dating websites without a blatant appeal to pathos. This genre appeals to pathos through the imperative for users to establish a credible persona. A credible persona represents a form of confirmation and security for other users that the person is a legitimate potential match rather than a rapist or murderer.

Many people still think finding a partner on the internet detracts from the fun and spontaneity of meeting someone for the first time. I agree that some of the spontaneity is lost but on the other hand many people don’t have a sufficient amount of free time to seek love. Finding love is a time consuming process that can prove to be both extremely difficult and costly. A dating website can serve as a tool for singles to seek and potentially find love in a way that is easily accessible and less time consuming.

There is currently a negative stigma involving the safety and security of meeting someone on the internet. With all of the news stories involving sexual predators over the internet, it makes sense that someone would be apprehensive when approaching this genre seriously. Understandably this should be a concern, but trusted dating sites such as eHarmony include verification tools to confirm the identity of a potential match. Also, active users need to exercise their common sense. Don’t give away information to a stranger that could potentially violate your personal life. Although, dating website expedite the process of finding a partner, patience and caution must remain a high priority.

I personally interviewed a woman named Kelly. She was a former eHarmony user. She doesn’t use it anymore because the match she found is now her husband. She told me eHarmony has had an extremely positive impact on her life. “I was referred to the site by my friend and my life has changed in so many great ways. I don’t know where I would be had I not used it.” I asked her if she would recommend it to other people. She said, “Absolutely, there’s no shame in finding someone on the internet. The trick is to not rush through the questions.” I asked her did you ever feel like you were a street vender trying to sell yourself? And did that ever feel degrading? She said, “Well essentially that is what it is, but you won’t find a match that is suitable for you if you don’t answer the questions honestly.”

After my interview with Kelly, I was very much convinced that eHarmony.com has the potential to create love connections and improve lives. I asked Kelly one final question. “Were you immediately attracted to your husband when you met in person?” She said, “He had me at ‘Hello, I’m Ronald Bergundy’.” She began to blush and her face turned dark purple so I stopped.

Kelly’s experience is not very unique these days. There are hundreds of thousands of couples united through eharmony.com. Dating websites are only improving with time. eHarmony is hiring more and more employees every year. Through my statistical evidence and my personal interview I truly believe eHarmony as well as other dating websites are a positive feature of modern technology. It is also an extremely valuable resource that is and should continue to be utilized by those who are seeking a significant other.

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