

Rhetorical Analysis On An Advertisement

Essay By Studyhippo

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Rhetorical Analysis of an Advertisement Advertisements are all over the place. Whether they are on TV, radio, or in a magazine, there is no way that you can escape them.

They all have their target audience who they have specifically designed the ad for. And of course they are selling their product. This is a multi billion dollar industry and the advertiser's study all the ways that they can attract the person's attention. One way that is used the most and is in some ways very controversial is use of sex to sell products. For me to analyze this advertisement I used the rhetorical triangle, as well as ethos, pathos, and logos. The target audience is both males and females in their late teens to mid twenties.

This company gets the male side of the equation by getting their attention and interest drawn to the attractive woman on the right with bright colors drawing your attention there as well as the bottle of whiskey which is right in the middle of the page. Then what gets these peoples attention to stay there is the fact they have an incredibly good looking female who is posing in next to nothing. Then a way that they try and get the females to look at the advertisement and read it is by showing a very plain girl who seems to be very typical of girls during their younger years. Then beside they show the same girl who now has become a woman who is very attractive and just seems so much more powerful and sure of herself. One way that you can achieve that is if you drink Evan Williams Kentucky straight bourbon whiskey. The purpose is to get young adults even ones that are under age to drink their whiskey.

One piece of specific information that is sent across to you is that the whiskey is aged for seven years before it is sold. The writer's whole purpose of this advertisement is to try and sell Evan Williams Kentucky Straight Bourbon Whiskey. The reason that I think that it advertises to people that are under age because the girl that is on the left in my opinion seems to be under age. Then they got that bottle of whisky which is in between each of the pictures. The author of this advertisement is all about sexual stereotypes such as blonde hair blue eyes and a very large breast size.

All this leads to the notion that sex sells. I do not see this author as trustworthy it seems as if they have a snobby attitude. Like the only way that people will care about you is if you are good looking, while less attractive people aren't equals. You won't be able to get the same kind of opportunities as the one on the right who is so much more sexually enticing to her audience. I feel that this advertisement is not very ethical at all. They send the message that if you do not wear sexy clothes and try and act sexy then you are no good.

Plus they are advertising a alcohol that just doesn't seem right because that girl who is all dressed up is looking as if she is not any much older than 22. Which I guess is nothing wro

Rhetorical Analysis on an Advertisement: Unpacking Persuasive Techniques

Ever wondered how a seemingly simple advertisement can convince you to buy a product you didn't even know you needed? The answer lies in rhetoric - the art of persuasive speaking or writing. This post offers a deep dive into performing a rhetorical analysis on an advertisement, equipping you with the tools to dissect persuasive techniques and understand the underlying strategies employed by advertisers. We'll explore key rhetorical appeals, analyze examples, and provide a framework for conducting your own analysis. This guide is essential for students, marketing professionals, and anyone interested in understanding the persuasive power of advertising.

Understanding the Building Blocks: Key Rhetorical

Appeals

A successful advertisement relies heavily on three primary rhetorical appeals, identified by Aristotle: ethos, pathos, and logos. Mastering these appeals is crucial for effective rhetorical analysis.

Ethos: Establishing Credibility and Trust

Ethos centers on the credibility and authority of the advertiser or the source being presented. This can be established through various means:

Expert Endorsements: Featuring a doctor recommending a health product, or a celebrity endorsing a beauty brand, leverages the perceived credibility of these figures.

Company Reputation: A well-established brand with a history of quality products automatically enjoys higher ethos.

Ethical Values: Highlighting commitment to sustainability, fair labor practices, or community involvement builds trust and positive associations.

Visual Cues: Professional-looking imagery, clear and concise language, and a well-designed website all contribute to establishing a sense of credibility.

Pathos: Evoking Emotions and Connecting with the Audience

Pathos focuses on appealing to the audience's emotions. Effective ads tap into various emotional responses:

Joy and Happiness: Think heartwarming family scenes selling insurance or cheerful music accompanying a fast-food commercial.

Fear and Anxiety: Security systems ads often utilize this appeal, highlighting potential risks and showcasing their product as a solution.

Nostalgia: Using images or music that evoke a sense of longing for the past is a powerful technique.

Humor: Funny commercials can make products more memorable and likeable.

Empathy: Ads focusing on social causes or highlighting human stories often elicit empathetic responses.

Logos: Using Logic and Reason

Logos relies on logic, facts, and reason to persuade the audience. This appeal often involves:

Statistics and Data: Presenting research findings or quantifiable results to support claims.

Comparative Advertising: Comparing a product's features and benefits to competitors.
Cause-and-Effect Arguments: Explaining how using a product leads to a specific desirable outcome.
Logical Reasoning: Using deductive or inductive reasoning to support the product's value proposition.

Conducting a Rhetorical Analysis: A Step-by-Step Guide

To effectively analyze an advertisement, follow these steps:

1. Identify the Target Audience: Who is the advertisement trying to reach? Understanding the target demographic is crucial for interpreting the persuasive techniques used.
2. Analyze the Visual Elements: Pay close attention to imagery, colors, fonts, and overall layout. How do these elements contribute to the overall message?
3. Deconstruct the Text: Examine the language used - word choice, sentence structure, tone, and style. Are there any persuasive techniques like metaphors, analogies, or rhetorical questions?
4. Identify the Rhetorical Appeals: Determine how the advertisement uses ethos, pathos, and logos to persuade the audience. Provide specific examples.
5. Assess the Effectiveness: Does the advertisement successfully achieve its purpose? How persuasive is it, and why?

Case Study: Analyzing a Dove Advertisement

Let's consider a Dove "Real Beauty" campaign advertisement. This campaign often features diverse women, showcasing natural beauty and body positivity. It utilizes strong pathos by appealing to feelings of self-acceptance and challenging unrealistic beauty standards. The use of real women (ethos) lends credibility to the message, while the overall messaging (logos) promotes a healthier and more inclusive view of beauty.

Conclusion

Rhetorical analysis of advertisements provides valuable insight into the persuasive strategies employed by advertisers. By understanding the key rhetorical appeals and following a structured approach, you can effectively dissect the messages behind advertising and gain a deeper appreciation for the power of persuasion. This knowledge is crucial for critical consumers and effective marketers alike.

FAQs

1. Can I analyze any type of advertisement? Yes, this framework can be applied to various forms of advertising, including print ads, television commercials, online banners, and social media posts.
2. What if an advertisement doesn't explicitly use all three appeals? Many ads may prioritize one appeal over others, but a thorough analysis will reveal how even subtle use of ethos, pathos, or logos contributes to the overall persuasive effect.
3. Is there a specific format for writing a rhetorical analysis? While there's no rigid format, a clear structure with an introduction, body paragraphs detailing your analysis, and a conclusion summarizing your findings is recommended.
4. Where can I find more examples of advertisements to analyze? You can find numerous examples on websites like Ad Age, Adweek, and even social media platforms.
5. How can I improve my own persuasive writing skills after conducting these analyses? By studying the techniques used in successful advertisements, you can learn to incorporate similar strategies in your own writing, enhancing its persuasive power.

rhetorical analysis on an advertisement: Advances in Advertising Research X Enrique Bigne, Sara Rosengren, 2019 This book addresses challenges and opportunities in research and management related to new advertising and consumer practices in brand communications with multiple touchpoints. It specifically relates to new insights into how profitability and customer engagement are affected by multiple and very diverse consumer touchpoints in an omni-connected world. *Advances in Advertising Research* are published by the European Advertising Academy (EAA). This volume is a selective collection of research presented at the 17th International Conference in Advertising (ICORIA), which was held in Valencia (Spain) in June 2018. The conference gathered more than 180 participants from over 27 countries all over the world. Contents Digital Communications and Multiple Touchpoints Creativity in Advertising Consumer Responses to Multiple Communications Target Groups Researchers, instructors, and students in the fields of advertising, communication, marketing and media management, as well as practitioners in these areas The Editors Enrique Bigne is Professor of Marketing at the University of Valencia, Spain. Sara Rosengren is Professor of Marketing and Retailing at the Stockholm School of Economics, Sweden.

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about advertising rhetoric. In the opening and closing chapters editors Ed McQuarrie and Barbara Phillips provide an integrative view of the current state of the art in advertising rhetoric

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products was selected from nationally circulated news magazines and business magazines of each country between January 1993 and December 1994 (Time and Business Week from the United States; India Today and Business India from India). This study found that there were significant differences in the way the two cultures produced advertising messages and that differential cultural values were reflected in their advertising expressions. The findings revealed that the U.S. advertisements utilized direct rhetorical styles, individualistic visual stances, sexual portrayals of women and comparative approaches more often than their Indian counterparts. The Indian ads utilized indirect rhetorical styles, collective visual stances and stereotypical portrayals of women more frequently than did the U.S. ads. The evidence of specific cross-cultural differences suggests that perhaps the proponents of standardization of international advertising have promoted an oversimplification. This cross-cultural study suggests that caution should be exercised when considering standardization in advertising and other forms of promotional communication between divergent cultures. [Click here to preview the first 25 pages in Acrobat PDF format.](#)

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employed as a tool in media studies. Context in its various manifestations plays a key role in the analyses. Furthermore, the results of a small-scale experiment shed light on where general agreement about the meaning of a pictorial metaphor can shade over into other more idiosyncratic but equally valid interpretations. The final chapter sketches the ways in which the insights gained can be used for further research.

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multimedia advertising studies, the book presents lucid analyses of particular campaign ads to illustrate how music, text, metaphor, genre, image, color, delivery, tempo, and location all combine to orchestrate political meaning. The authors also show readers how to comprehend dynamics of contemporary political life that remain mysterious within traditional accounts of how citizens learn about politics. In the authors' view, electronic politics is here to stay, like it or not, and we cannot afford simply to dismiss or condemn political ads.

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comprehensive book on advertising effectiveness, *Understanding Effective Advertising* reviews over 50 years of research in the fields of advertising, marketing, consumer behavior, and psychology. It covers all aspects of advertising and its effect on sales, including sales elasticity, carryover effects, content effects, and effects of frequency. Author Gerard J. Tellis distills three decades of academic and professional experience into one volume that successfully dismisses many popular myths about advertising, such as: * Advertising has a powerful influence on consumers and often generates consumer need * The effects of advertising persist for decades * If an ad fails initially, repetition will ensure its ultimate success * Ads need only one to three exposures to succeed * Advertising by argument is the most effective method * The best ads are unique and original * Advertising is very profitable Tellis then provides alternatives and establishes the following truths about advertising: * Advertising is vitally important for free markets, but its action is subtle and its discovery is fragile * The effects of advertising are short-lived * If ads are not initially effective, repetition will not make them more effective * Scientific principles can show which ads work, though firms often ignore advertising research and persist with ineffective ads * Advertising by emotion may have the most effective appeal * Templates can yield very effective ads * Advertising is often unprofitable *Effective Advertising* will be an important addition to courses at the graduate or undergraduate level in advertising, marketing, communication, and journalism. It will also be an invaluable reference for professionals and researchers working in these fields.

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superficial content of Chinese advertisements.

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up the suggestions for further reading which they will find in the bibliography.

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