

# Advertisement Rhetorical Analysis Example

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## Rhetorical Analysis of an Advertisement

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

**ADVERTISEMENT RHETORICAL ANALYSIS EXAMPLE** CAN SERVE AS A POWERFUL TOOL FOR UNDERSTANDING THE PERSUASIVE TECHNIQUES EMPLOYED IN MARKETING. BY EXAMINING HOW ADVERTISEMENTS USE RHETORIC TO INFLUENCE THEIR AUDIENCE, WE CAN GLEAN INSIGHTS INTO CONSUMER BEHAVIOR, BRAND MESSAGING, AND THE OVERALL EFFECTIVENESS OF VARIOUS MARKETING STRATEGIES. IN THIS ARTICLE, WE WILL DELVE INTO THE COMPONENTS OF RHETORICAL ANALYSIS, PROVIDE A DETAILED EXAMPLE OF AN ADVERTISEMENT ANALYSIS, AND DISCUSS HOW THESE METHODS CAN BE APPLIED TO FUTURE MARKETING ENDEAVORS.

## UNDERSTANDING RHETORICAL ANALYSIS IN ADVERTISING

RHETORICAL ANALYSIS INVOLVES BREAKING DOWN AND EXAMINING THE ELEMENTS OF AN ADVERTISEMENT TO UNDERSTAND HOW IT PERSUADES ITS AUDIENCE. THIS ANALYSIS FOCUSES ON THREE MAIN RHETORICAL APPEALS:

### 1. ETHOS (CREDIBILITY)

ETHOS REFERS TO THE CREDIBILITY OF THE SPEAKER OR BRAND. IN ADVERTISING, THIS COULD ENTAIL THE USE OF ENDORSEMENTS, TESTIMONIALS, OR THE BRAND'S REPUTATION.

### 2. PATHOS (EMOTIONAL APPEAL)

PATHOS IS THE EMOTIONAL APPEAL USED TO ELICIT FEELINGS FROM THE AUDIENCE. ADVERTISERS OFTEN TAP INTO EMOTIONS SUCH AS HAPPINESS, FEAR, NOSTALGIA, OR EMPATHY TO CREATE A CONNECTION WITH THE VIEWER.

### 3. LOGOS (LOGICAL APPEAL)

LOGOS INVOLVES THE USE OF LOGIC AND REASON TO PERSUADE THE AUDIENCE. THIS CAN INCLUDE STATISTICS, FACTS, AND LOGICAL ARGUMENTS THAT SUPPORT THE PRODUCT'S BENEFITS.

## COMPONENTS OF AN ADVERTISEMENT RHETORICAL ANALYSIS

WHEN CONDUCTING A RHETORICAL ANALYSIS OF AN ADVERTISEMENT, CONSIDER THE FOLLOWING COMPONENTS:

1. **CONTEXT:** THE CIRCUMSTANCES SURROUNDING THE ADVERTISEMENT, INCLUDING THE TARGET AUDIENCE, CULTURAL CONTEXT, AND MEDIUM OF DELIVERY.
2. **MESSAGE:** THE MAIN IDEA OR THEME THE ADVERTISEMENT CONVEYS, INCLUDING THE PRODUCT OR SERVICE BEING PROMOTED.
3. **VISUAL ELEMENTS:** THE IMAGERY, COLORS, AND DESIGN CHOICES THAT CONTRIBUTE TO THE ADVERTISEMENT'S OVERALL EFFECTIVENESS.
4. **LANGUAGE:** THE CHOICE OF WORDS AND PHRASES, INCLUDING TONE AND STYLE, THAT HELP CREATE THE ADVERTISEMENT'S VOICE.
5. **DELIVERY:** THE METHOD OF PRESENTING THE ADVERTISEMENT, WHETHER THROUGH TELEVISION, PRINT, OR DIGITAL PLATFORMS.

## AN EXAMPLE OF ADVERTISEMENT RHETORICAL ANALYSIS

TO ILLUSTRATE THE PROCESS OF RHETORICAL ANALYSIS, LET'S ANALYZE A POPULAR ADVERTISEMENT: NIKE'S "JUST DO IT" CAMPAIGN FEATURING COLIN KAEPERNICK.

### CONTEXT

IN 2018, NIKE RELEASED AN ADVERTISEMENT FEATURING FORMER NFL QUARTERBACK COLIN KAEPERNICK, WHO BECAME KNOWN FOR HIS PROTESTS AGAINST RACIAL INJUSTICE BY KNEELING DURING THE NATIONAL ANTHEM. THE ADVERTISEMENT SPARKED SIGNIFICANT PUBLIC DISCOURSE, POSITIONING NIKE AS A BRAND WILLING TO TAKE A STAND ON SOCIAL ISSUES.

### MESSAGE

THE CENTRAL MESSAGE OF THE ADVERTISEMENT IS ONE OF EMPOWERMENT AND ACTIVISM. THE TAGLINE "BELIEVE IN SOMETHING. EVEN IF IT MEANS SACRIFICING EVERYTHING" ENCAPSULATES THE IDEA THAT STANDING UP FOR ONE'S BELIEFS, EVEN IN THE FACE OF ADVERSITY, IS NOBLE AND WORTHWHILE.

### VISUAL ELEMENTS

THE ADVERTISEMENT PROMINENTLY FEATURES KAEPERNICK'S FACE, CREATING A STRONG VISUAL FOCUS THAT CAPTURES ATTENTION. THE BLACK-AND-WHITE COLOR SCHEME CONVEYS SERIOUSNESS AND URGENCY, WHILE THE BOLD NIKE SWOOSH LOGO REINFORCES BRAND RECOGNITION. THE MINIMALIST DESIGN DIRECTS THE VIEWER'S ATTENTION TO THE MESSAGE RATHER THAN DISTRACTING VISUALS.

## LANGUAGE

THE LANGUAGE USED IN THE ADVERTISEMENT IS IMPACTFUL AND EVOCATIVE. PHRASES LIKE "SACRIFICING EVERYTHING" RESONATE EMOTIONALLY WITH THE AUDIENCE, ENCOURAGING THEM TO REFLECT ON THEIR VALUES AND BELIEFS. THE TONE IS ASSERTIVE AND INSPIRATIONAL, APPEALING TO VIEWERS' SENSE OF JUSTICE AND MORAL RESPONSIBILITY.

## DELIVERY

NIKE CHOSE TO DELIVER THIS ADVERTISEMENT THROUGH VARIOUS CHANNELS, INCLUDING TELEVISION, SOCIAL MEDIA, AND PRINT. THE MULTI-PLATFORM APPROACH ENSURED A WIDE REACH, ALLOWING THE MESSAGE TO RESONATE WITH DIVERSE AUDIENCES.

## RHETORICAL APPEALS IN NIKE'S ADVERTISEMENT

LET'S BREAK DOWN HOW NIKE EFFECTIVELY USED RHETORICAL APPEALS IN THIS ADVERTISEMENT:

### ETHOS (CREDIBILITY)

NIKE'S PARTNERSHIP WITH KAEPERNICK LENDS CREDIBILITY TO THE MESSAGE. KAEPERNICK IS A WELL-KNOWN FIGURE ASSOCIATED WITH SOCIAL JUSTICE, AND HIS INVOLVEMENT SIGNALS TO THE AUDIENCE THAT NIKE STANDS FIRMLY BEHIND THE VALUES HE REPRESENTS. THE BRAND'S HISTORY OF SUPPORTING ATHLETES AND CAUSES FURTHER ENHANCES ITS ETHOS.

### PATHOS (EMOTIONAL APPEAL)

THE EMOTIONAL APPEAL IN THIS ADVERTISEMENT IS PROFOUND. BY SHOWCASING KAEPERNICK, WHO FACED BACKLASH FOR HIS PROTESTS, NIKE EVOKES FEELINGS OF EMPATHY AND SOLIDARITY. VIEWERS MAY FEEL INSPIRED TO TAKE ACTION OR SUPPORT SOCIAL JUSTICE MOVEMENTS, ALIGNING THEIR EMOTIONS WITH NIKE'S BRAND MESSAGE.

### LOGOS (LOGICAL APPEAL)

WHILE THE ADVERTISEMENT PRIMARILY RELIES ON EMOTIONAL AND ETHICAL APPEALS, IT ALSO USES LOGOS SUBTLY. THE UNDERLYING LOGIC SUGGESTS THAT SUPPORTING ATHLETES WHO STAND FOR JUSTICE IS A LOGICAL CHOICE FOR CONSUMERS WHO VALUE INTEGRITY AND SOCIAL RESPONSIBILITY.

## IMPLICATIONS FOR FUTURE ADVERTISING

ANALYZING AN ADVERTISEMENT THROUGH A RHETORICAL LENS CAN PROVIDE VALUABLE INSIGHTS FOR MARKETERS. HERE ARE SOME KEY TAKEAWAYS:

- **KNOW YOUR AUDIENCE:** UNDERSTANDING THE TARGET AUDIENCE IS CRUCIAL FOR CRAFTING A MESSAGE THAT RESONATES.
- **LEVERAGE CREDIBILITY:** PARTNERING WITH CREDIBLE FIGURES CAN ENHANCE THE TRUSTWORTHINESS OF THE BRAND MESSAGE.
- **CREATE EMOTIONAL CONNECTIONS:** USE EMOTIONAL APPEALS TO BUILD A CONNECTION WITH THE AUDIENCE, ENCOURAGING THEM TO RELATE PERSONALLY TO THE BRAND.
- **UTILIZE MULTI-PLATFORM STRATEGIES:** DELIVERING MESSAGES ACROSS VARIOUS MEDIA CAN EXPAND REACH AND ENGAGEMENT.

## CONCLUSION

**ADVERTISEMENT RHETORICAL ANALYSIS EXAMPLE** PROVIDES A FRAMEWORK THROUGH WHICH MARKETERS CAN UNDERSTAND AND ENHANCE THEIR ADVERTISING STRATEGIES. BY DISSECTING THE COMPONENTS OF AN ADVERTISEMENT AND UNDERSTANDING THE RHETORICAL APPEALS AT PLAY, BUSINESSES CAN CREATE MORE IMPACTFUL AND PERSUASIVE MARKETING CAMPAIGNS. AS DEMONSTRATED IN NIKE'S "JUST DO IT" CAMPAIGN, EFFECTIVE ADVERTISING NOT ONLY PROMOTES A PRODUCT BUT ALSO RESONATES DEEPLY WITH THE AUDIENCE'S VALUES AND EMOTIONS, FOSTERING A LASTING CONNECTION BETWEEN THE BRAND AND ITS CONSUMERS.

## FREQUENTLY ASKED QUESTIONS

### WHAT IS A RHETORICAL ANALYSIS IN THE CONTEXT OF ADVERTISEMENTS?

A RHETORICAL ANALYSIS IN ADVERTISING EXAMINES HOW ADS USE PERSUASIVE TECHNIQUES, SUCH AS ETHOS, PATHOS, AND LOGOS, TO INFLUENCE THEIR AUDIENCE AND CONVEY A MESSAGE EFFECTIVELY.

### CAN YOU PROVIDE AN EXAMPLE OF AN ADVERTISEMENT THAT USES ETHOS?

AN EXAMPLE IS A SKINCARE AD FEATURING A DERMATOLOGIST ENDORSING A PRODUCT, LEVERAGING THEIR CREDIBILITY AND EXPERTISE TO BUILD TRUST WITH THE AUDIENCE.

### HOW DOES PATHOS PLAY A ROLE IN ADVERTISING?

PATHOS APPEALS TO THE AUDIENCE'S EMOTIONS; FOR INSTANCE, AN AD SHOWING A HEARTWARMING FAMILY MOMENT CAN EVOKE FEELINGS OF NOSTALGIA AND WARMTH, ENCOURAGING VIEWERS TO CONNECT EMOTIONALLY WITH THE PRODUCT.

### WHAT IS THE SIGNIFICANCE OF LOGOS IN ADVERTISING?

LOGOS INVOLVES LOGICAL REASONING AND FACTS, SUCH AS STATISTICS OR COMPARISONS, HELPING CONSUMERS MAKE INFORMED DECISIONS BY PRESENTING CLEAR EVIDENCE OF A PRODUCT'S BENEFITS.

### HOW CAN VISUAL ELEMENTS ENHANCE RHETORICAL ANALYSIS IN ADS?

VISUAL ELEMENTS, SUCH AS COLOR, IMAGERY, AND LAYOUT, CAN REINFORCE THE AD'S MESSAGE AND EMOTIONAL APPEAL, MAKING THE ANALYSIS RICHER BY EXPLORING HOW THESE ELEMENTS INTERACT WITH VERBAL CONTENT.

### WHAT ARE SOME COMMON PERSUASIVE TECHNIQUES USED IN ADVERTISEMENTS?

COMMON TECHNIQUES INCLUDE TESTIMONIALS, EMOTIONAL APPEALS, RHETORICAL QUESTIONS, REPETITION, AND THE USE OF HUMOR OR FEAR TO CAPTURE ATTENTION AND PERSUADE CONSUMERS.

### WHY IS UNDERSTANDING TARGET AUDIENCE IMPORTANT IN RHETORICAL ANALYSIS OF ADS?

UNDERSTANDING THE TARGET AUDIENCE HELPS ANALYZE HOW EFFECTIVELY AN AD'S RHETORICAL STRATEGIES ALIGN WITH THE AUDIENCE'S VALUES, NEEDS, AND PREFERENCES, ULTIMATELY INFLUENCING ITS SUCCESS.

### WHAT IS A PRACTICAL STEP IN CONDUCTING A RHETORICAL ANALYSIS OF AN ADVERTISEMENT?

A PRACTICAL STEP IS TO IDENTIFY THE AD'S PRIMARY CLAIM AND EXAMINE HOW THE AD'S ELEMENTS—SUCH AS TEXT, IMAGERY, AND SOUND—WORK TOGETHER TO SUPPORT OR ENHANCE THAT CLAIM.

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