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Rhetorical Advertisement Analysis

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Teen pregnancy is one of the most serious issues in the American society. Three in ten teen young women get pregnant before their twenties. We have heard about the bad consequences of teen pregnancy in movies, talk shows, news, and many other social media. The Candies Foundation Organization is a non-profit organization that tries change the way youth in America thinks about teen pregnancy and parenthood. This organization decided to use advertisements to persuade teenagers to consider the consequences of having a baby. Therefore, I chose an advertisement from this organization. And I am here to tell you that this advertisement is so powerful that it is likely to reach its intended audience.

The advertisement is composed of two parts equally. On the left side, it is a portrait of a female celebrity with a serious facial expression. On the right side, it is a question written in large font with a small text and an image of a crib below it. The question is: "Not really the way you pictured your first crib, huh?" The crib has a simple design. The advertisement is basically black and white with a touch of a hot pink color. This color only appears in the name of the organization, which is at the bottom of the portrait, and parts of the question.

The rhetorical appeals are included in the advertisement to persuade the audience to think about whether or not they are ready to have a baby. The Candies Foundation Organization uses pathos to appeal to both women and man's emotions and gain further support for their foundation. It uses sex and emotional appeals and made the advertisement engaging not only to men, but also to women.

It uses a more mainstream and modern sex appeal to send the message to its intended audience. There are few advertisements that include a portrait of a female celebrity in them. However, this organization used the advantage that celebrities draw audience's attention. It used a celebrity called Fergie, who is a well-known singer and actress in the modern days. In fact, the portrait successfully made the ad to appeal only to teenagers. While the portrait is attention catching by taking up half of the advertisement, the organization simply used the celebrity's facial expression as an emotional appeal.

The celebrity's face is made more beautiful with a touch of make-up focusing on the eyes. The advertisement gains more attention with this portrait for the simple fact that the celebrity is looking straight at the audience. However, the celebrity is not smiling or staring at the audience. It is only a conventional look, in fact, the one that people give when they are talking to someone. It is this look and the emotion she lacks, that creates a strong feeling in the audience. It is also this look that attracts perfectly the audience's full attention for the advertisement.

The celebrity, a female, to the point, adds credibility to the advertisement because a female voice has more strength than a male's in this situation. Men are always...

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