

Rhetorical Advertisement Analysis

5 pages | 1165 words

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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Advertising as Communication Gillian Dyer, 2008-03-07 Advertising is a form of communication that constantly impinges on our daily lives yet we are often unaware of its more subtle form of persuasion or of the extent to which it manipulates our consumer culture This book sets out to examine advertising as a form of communication in contemporary society and also places it in its wider cultural and economic context

An Introduction to Advanced Academic Argumentative Writing Approach for High School and Undergraduate Students Dr Julius Nang Kum , An Introduction to the Advanced Academic Argumentative Writing Approach for High School and Undergraduate Students This long awaited textbook examines the knowledge making genre or the argumentative writing at the advanced stage It provides students with an insightful and a coherent picture of the academic argumentative essay which is a training tool for knowledge making for most convincing writings The book is divided into six chapters Chapter one highlights some key pragmatic features which are very necessary for most successful students in the academic world Chapter two focuses on the writing skills and some advantages of being a good writer The remaining chapters identify the actual definition of an academic argumentative writing and also highlight the components of the introduction section the body section and the conclusion section of the knowledge constructing genre The book would be appropriate as a training tool for the writing skills of many advanced and undergraduate students We hope that high school and undergraduate students would find the book very interesting and vital for their advanced argumentative writings and some related convincing writings in other fields

The Rhetorical Power of Popular Culture Deanna D. Sellnow, Thomas G. Endres, 2024-01-25 Can television shows like Stranger Things popular music by performers like Taylor Swift advertisements for products like Samuel Adams beer and films such as The Hunger Games help us understand rhetorical theory and criticism The Fourth Edition of The Rhetorical Power of Popular Culture offers students a step by step introduction to rhetorical theory and criticism by focusing on the powerful role popular culture plays in persuading us as to what to believe and how to behave In every chapter students are introduced to rhetorical theories presented with current examples from popular culture that relate to the theory and guided through demonstrations about how to describe interpret and evaluate popular culture texts through rhetorical analysis Authors Deanna Sellnow and Thomas Endres provide sample student essays in every chapter to demonstrate rhetorical criticism in practice This edition s easy to understand approach and range of popular culture examples help students apply rhetorical theory and criticism to their own lives and assigned work

Penn Statements, Vol. 41 Javiera Morales-Reyes, Elizabeth Brady, 2022-07-01 Penn Statements Volume 41 collects student compositions from the Program in Writing and Rhetoric in the Department of English at The Pennsylvania State University for use in English 15 Rhetoric and Composition courses at Penn State

Translingual Pedagogical Perspectives Julia Kiernan, Alanna Frost, Suzanne Blum Malley, 2021-09-01 Translingual Pedagogical Perspectives addresses the movement toward translingualism in the writing classroom and demonstrates the practical

pedagogical strategies faculty can take to represent both domestic and international monolingual and multilingual students perspectives in writing programs Contributors explore approaches used by diverse writing programs across the United States insisting that traditional strategies used in teaching writing need to be reimaged if they are to engage the growing number of diverse learners who take composition classes The book showcases concrete and adaptable writing assignments from a variety of learning environments in postsecondary English medium writing classrooms writing centers and writing programs populated by monolingual and multilingual students By providing descriptive and reflective examples of how understanding translanguaging can influence pedagogy Translingual Pedagogical Perspectives fills the gap between theoretical inquiry surrounding translanguaging and existing translingual pedagogical models for writing classrooms and programs Additional appendixes provide a variety of readings exercises larger assignments and other entry points making Translingual Pedagogical Perspectives useful for instructors and graduate students interested in engaging translingual theories in their classrooms Contributors Daniel V Bommarito Mark Brantner Tania Cepero Lopez Emily Cooney Norah Fahim Ming Fang Gregg Fields Mathew Gomes Thomas Lavalle Esther Milu Brice Nordquist Ghanashyam Sharma Naomi Silver Bonnie Vidrine Isbell Xiqiao Wang Dan Zhu Knowledge Mobilization in TESOL ,2019-01-14 Most debates about the so called research practice gap in TESOL have focused on a one way transfer of research evidence from the context of origin to the context of application Rather than continuing such debates Knowledge Mobilization in TESOL Connecting Research and Practice sheds light on what happens after research is transferred to contexts of practice such as the classroom It explores whether or not and under what circumstances research can make contributions to teachers professional learning and development By featuring English language teachers first hand accounts of research utilization the book highlights the complex processes of making research based knowledge meaningful for pedagogical practice It shows why the success of any knowledge mobilization project depends on sensitivity to context and teachers interpretive engagement with research based recommendations Written in a lucid and accessible style Knowledge Mobilization in TESOL Connecting Research and Practice will appeal to a broad readership interested in research utilization in the field of education especially in TESOL It will be an informative text for pre service and graduate courses in TESOL ELT applied linguistics teacher education and education policy studies In service teachers teacher educators program administrators and funding agencies will also find it to be a valuable resource Contributors are Chris Banister Leigh Yohei Bennett Xin Chen Tiffany Johnson Kendon Kurzer Cynthia Macknish Michael McLelland Nashwa Donna M Neary Gina Paschalidou Aysenur Sagdic Nashaat Sobhy Nguyen Thi Thuy Loan Lorena Valmori and Robert E White The Language of Composition Renee Shea, Lawrence Scanlon, Robin Aufses, Megan M. Harowitz, 2018-05-08 For over a decade The Language of Composition has been the most successful textbook written for the AP English Language and Composition Course Now its esteemed author team is back giving practical instruction geared toward training students to read and write at the college level The textbook is organized in two parts

opening chapters that develop key rhetoric argument and synthesis skills followed by thematic chapters comprised of the finest classic and contemporary nonfiction and visual texts With engaging readings and reliable instruction The Language of Composition gives every students the opportunity for success in AP English Language AP is a trademark registered and or owned by the College Board which was not involved in the production of and does not endorse this product Conversations in American Literature Robin Dissin Aufses,Renee Shea,Lawrence Scanlon,2020-12-30 Teachers have struggled for years to balance the competing demands of American Literature and AP English Language Now the team that brought you the bestselling Language of Composition is here to help Conversations in American Literature Language Rhetoric Culture is a new kind of American Literature anthology putting nonfiction on equal footing with the traditional fiction and poetry and emphasizing the skills of rhetoric close reading argument and synthesis To spark critical thinking the book includes TalkBack pairings and synthesis Conversations that let students explore how issues and texts from the past continue to impact the present Whether you re teaching AP English Language or gearing up for Common Core Conversations in American Literature will help you revolutionize the way American literature is taught *American Literature and Rhetoric* Robin Aufses,Renee Shea,Katherine Cordes,Lawrence Scanlon,2021-02-19 A book that s built for you and your students Flexible and innovative American Literature Rhetoric provides everything you need to teach your course Combining reading and writing instruction to build essential skills in its four opening chapters and a unique anthology you need to keep students engaged in Chapters 5 10 this book makes it easy to teach chronologically thematically or by genre Penn Statements, Vol. 40 Alex Sibbo,Tyler Arsuaga,2021-02-02 Penn Statements is a reader of student essays and compositions from courses offered through Penn State s Program in Writing and Rhetoric All essays are submitted by students and are used as examples of student writers engaging with rhetorical principles *What Makes The Marketing Campaign Successful* Akshat Singh Bisht,2024-05-30 What makes the marketing campaign successful is a book consists of 7 top most successful marketing campaign launched by worlds biggest brand s Each chapter explores the genesis execution and lasting impact of campaigns like Snickers humorous take on hunger and Nike s empowering Just Do It ethos Through meticulous research and compelling storytelling the book uncovers the secrets behind their success offering invaluable lessons for marketers and enthusiasts alike From Dove challenging beauty standards to Old Spice revolutionizing men s grooming these campaigns have left a lasting imprint worldwide showcasing the power of creativity and strategic vision in marketing **Advertising and Promotion** Chris Hackley,Runpaka Amy Hackley,2014-11-10 This textbook introduces the key concepts methods and issues within advertising and promotion for students taking courses on the subject at universities and colleges It offers first hand examples gathered from leading international advertising agencies and brand campaigns and it is told from the perspective of the agency to give a fun and creative insider view which helps the reader to think beyond the client position and understand what it might be like working within an ad agency The authors draw not only from management and marketing research but

also from other disciplines such as cultural media studies and sociology to offer a rounded and critical perspective on the subject for those looking to achieve high grades and understand advertising as social phenomenon in addition to its business function and purpose New to the third edition chapter on strategy and creativity additional case studies with increased global coverage including emerging markets images of classic and recent ads from the street print online and television increased coverage of the internet social media and their effects on advertising companion website materials including relevant videos journal articles and a Jeopardy style game for the classroom The textbook is now also supported by a new author written blog which keeps readers updated on interesting topical examples relating to advertising and promotion from current affairs and popular culture www.hackleyadvertisingandpromotion.blogspot.com

The Discourse of Advertising Guy Cook, 2001 This second edition considers advertising in the context of current changes in communication All chapters have been fully revised and updated and substantial new material has been added The social functions and aesthetic effects of advertisements are comprehensively analysed across a wide range of media from billboards to email and the Internet Controversially advertisements are contrasted and compared with literary texts throughout The book clearly explains relevant concepts from semiotics poetics and linguistics and can serve as an introduction to all of these disciplines Practical exercises to stimulate further discussion are included at the end of each chapter

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Persuasive Imagery Linda M. Scott,Rajeev Batra,2003-04-02 This volume synthesizes and advances existing knowledge of consumer response to visuals Representing an interdisciplinary perspective contributors include scholars from the disciplines of communication psychology and marketing The book begins with an overview section intended to situate the reader in the discourse The overview describes the state of knowledge in both academic research and actual practice and provides concrete sources for scholars to pursue Written in a non technical language this volume is divided into four sections Image and Response illustrates the difficulty encountered even in investigating the basic influences processes and effects of mere exposure to imagery Image and Word presents instances in which the line between words and pictures is blurred such as the corporate logo which is often pictorial in nature but communicates on an abstract level usually attributed to words Image and the Ad contributes to our appreciation for the exquisite variations among advertising texts and the resultant variability in response not only to different ads but among different viewers of the same ad Image and Object carries the inquiry of visual response over the bridge toward object interaction Having traveled a path that has gone from the precise working of the brain in processing visual stimuli all the way to the history of classical architecture readers of this volume will have a new respect for the complexity of human visual response and the research that is trying to explain it It will be of interest to those involved in consumer behavior consumer psychology advertising marketing and visual communication

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