

Rhetorical Analysis

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Introduction

The use of rhetoric strategies and appeals, for example logos, ethos, together with pathos to lure customers to buy a company's products or services is a practice that has been embraced by companies for a long time now. From big corporations to the not-so big ones, the benefits of this practice are invaluable.

This is well demonstrated in the web page of the Double Cola Company, (www.double-cola.com), a web page that is committed to targeting and attracting the young audience of the high-end economic status. The aim of this paper is to highlight how Double Cola Company has incorporated these elements into its website as a measure of attracting customers. By carefully using rhetorical elements of logos, ethos and pathos, the web page is able to successfully able to target its audience.

The web page www.double-cola.com is a well-crafted medium that presents various products of the Double Coca Company. This company was founded in 1922 in Chattanooga, Tennessee ("Why settle for the ordinary" par 1). The company has grown to become one of the leading providers of carbonated drinks in the United States and beyond her borders.

Using rhetoric appeal, the web page conveys the company's products as the ideal choice for the young and high-end or well-off consumer. Running down at the web page is a historic logo of a small boy with a big smile as he runs holding a large Double Cola bottle, which was then called the Jumbo Cola. This logo is an effective rhetorical element.

Children are often associated with purity and innocence. Because small children have this characteristic, they are a trigger for the emotions of an audience, every audience, irrespective of age or any other demographic. This is an effective rhetorical element of pathos used by the web page.

The objective of this image is to affect the target audience in a number of ways, which entirely center on emotion. A young person is bound to see the image and think

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