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Assignment

date

Advertisement analysis

An integral characteristic of advertising is its "temptingly seductive" character. This means that advertising not only draws attention to the product, promises benefit, success, popularity to those who purchase it, but also forms a desire to possess this product. It is always a dream for women to look young and beautiful and for that Maybelline is a brand name that promise women to give beauty and youth . same is in the case of “Maybelline Instant Age Rewind”. The selected ad for this assignment is “*Maybelline Instant Age Rewind”.*

Advertising shows us the image of an ideal woman, who often has nothing to do with reality. Marketing is aimed at making the potential consumer think: "If I have this thing, I will become like this cover girl." Due to the fact that the model of perfection is unattainable, there is a desire to invest more and more forces and means in order to at least get a step closer to it.

(Ethos) There are some ways in which this ad uses attribute so as to realize its purpose. initial of all, Maybelline could be a known and trusty complete for nail clipping. it's supported by an outsized range of celebrities WHO work for them for the ads and as spokesmen. Christy Turlington is that the model employed in this ad. More and more women are turning to surgeons to eliminate flaws in their appearance, which in essence are not. Tighten everything that is possible and impossible. And those who are afraid of scalpels and other sharp objects are offered the latest in cosmetology. How, for example, vibrating massage machine Gold Sculpting Bar . (Jerslev349).The ad focuses on the perception of the concept of “beauty” in advertising communication. The article presents a technique that allows to identify the frequency characteristics of the analyzed concept and the features of its perception by various groups of respondents. The results of an empirical study allow us to determine the semantic field of the concept and parameters that are significant for respondents. The conclusions obtained by the authors allow us to formulate recommendations for the development of advertising texts.

(Pathos) is another tool that Maybelline uses to show the beauty and youth in women and showed that how a woman can fight with age marks, spots, wrinkles ,crow feet’s or fine lines. From the point of beauty , this ad represents the concept of beauty and age rewind concept. It shows that women do have some insecurities due to their age and this product will help women to over come these effects . that is why they have named this product as age rewind and this concept is very persuasive itself. The ad provide the comparison of age with or without using this product. Before using this product, skin seems old with wrinkles but after using it seems very smooth and youth.

Loreal is one of the best-selling brands for women cosmetics and skin products. It always use media campaign and different sources to persuade their customers to buy its products. This ad not only give a feeling of youth but also tell that it is right of rich women to stay youth and even they can rewind the effect of age. Maybelline is using rhetorical elements such as ethos, logos and pathos to achieve its goal. Christy Turlington is use as a model for this ad. She is supermodel and very famous personality. Many women admire her beauty and want to be her as a role model, so this company selected her and company is successful in motivating their clients.

Works cited

Jerslev, Anne. "The elderly female face in beauty and fashion ads: Joan Didion for Céline."

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