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Why Feminine products should be free

Throughout many decades, women have been struggling for their rights. Their issues have become more complex with the passage of time. Talking about periods and feminine products is a kind of taboo in society. We live in a society where we can get condoms for free but feminine products which are necessary, are not free. The ad delivers a very strong message, “Women didn’t choose to have a period”. This creates pathos among the audience. The basic claim of women is that feminine products should be free, as they did not choose to have periods so they should not have to pay to maintain their sanitary needs. Jessica Valenti, in her article, says that in countries where sanitary pads are not affordable, girls usually miss school. Study has found that 10% of girls do not go to school when they are on their period. So it is not only effecting woman’s health but also their social and personal life(Valenti, 2014).

Research has found that on average, women spend $18,171 on feminine hygiene products in their lifetime. Hence, the case is very important to be addressed. The element of logos along with ethos is used in the ad to help build strong persuasive argument. We need to move beyond the stigma of “that time of the month”. Women’s feminine hygiene products should be free for all, all the time. However, some of the universities provide free sanitary pads. The feminine products are placed in most of the bathrooms in the university. Co-president says that products will be placed in comfortable places so that girls can grab them whenever they need and it does not have to be a taboo(Sansonetti, 2016). The most persuasive part of the ad which creates strong emotions among the audience and is also factual is that, “Women didn’t choose to have a period”. The pictures of feminine products and meaningful text is used in the ad to be specific about the issue.

**Reference**

Sansonetti, J. (2016, October 26). University Discusses Free Feminine Hygiene Products. Retrieved October 15, 2019, from The Fairfield Mirror website: http://fairfieldmirror.com/news/university-discusses-free-feminine-hygiene-products/

Valenti, J. (2014, August 11). The case for free tampons | Jessica Valenti. *The Guardian*. Retrieved from https://www.theguardian.com/commentisfree/2014/aug/11/free-tampons-cost-feminine-hygiene-products