Name

Instructor Name

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Advertisement Rhetorical Analysis Essay

Advertising has become an essential means of communication within the market. Advertising is a source of communication for the users of a service or product.The persuasive techniques; pathos, logos and ethos are usually used by the advertisers who want people to buy their products. These techniques have a different use. Ethos and pathos appeal to the credibility and emotions of the audience while logos appeals to reason and logic(“Ethos, Pathos, and Logos”). The persuasive ad from 2014, “Believe in Good - Heartwarming Thai Commercial Good Stories”, delivers the message that everyone should believe in good for the promotion of their Insurance Company. The ad shows the character who is doing good deeds and helping people(*Believe in Good - Heartwarming Thai Commercial Good Stories*). He is selfless and believes in doing well without any personal gain. The ad uses the element of ethos, pathos and logos to create a persuasive impact on the audience so that the audience can value the product or service they are providing.

The advertiser uses the element of logos which reflects the concept of the Insurance Company. Although the ad does not include data, charts, statistics and graphs. Even though the ad is about insurance company but the advertiser has used facts to reinforce the idea of the service that will be provided by the insurance company. The ad shows the best example of logos in which the speaker or the character appeals to logic. The use of facts makes the service of the insurance company look reasonable. The character in the ad is placed in a situation in which he uses the logical solution for the problem. At the beginning of the ad, the character meets different people and he observes them closely to know about their needs. With his logical solution, he puts the plant under the falling water so that the plant can get benefit from it and also people can walk from that side without getting their clothes dirty. The basic fact that believing in good, giving money or helping people in any way without any personal concern is how the advertiser uses logic to depict the benefits of an insurance company. The insurance company uses the technique of logos to show the interest, advantages and benefits of the company.

The advertiser uses the technique of ethos in the ad. It invokes the superiority of the character. The character in the ad aims to convince the audience that the ad is ethical, reliable, and can be related to the benefits of the insurance company. Although the character is not a public figure or internally known, the concept he delivers is inspirational. The concept of belief in good appears authoritative, convincing and trustworthy by the character. The character in the ad is a common man who goes to work daily. On his way to work, he does little deeds of kindness with the people he meets. At first, he meets a working woman and helps her to move her heavy cart, then he gives a piece of chicken to the dog. Similarly, he helps a little begging girl and an old woman living in an apartment alone. He believes in doing well without any personal concern. This concept reflects the idea of the service that the insurance company is providing. To build trust among the audience and to persuade them, the insurance company uses the technique of ethos in the ad to show the honesty, strength and benefits that they will provide.

The element of pathos is strongly used in the ad. The ad convinces the audience through emotions. The use of pathos appeals to the senses and shared experience. The advertiser uses pathos to pull heartstrings and make the audience feel. The ad shows a common man who is not rich but helps others because he believes in good. He not only helps people but is also very kind to plants and animals. The advertiser somehow tries to depict the quality of the character as the reflection of the services the insurance company is providing. Other people who are in the ad are poor and some of them are old. The picture of an old lady, working woman, and small begging girl arouses great emotions among the audience. The most appealing thing of the ad is a begging girl and the old woman living alone. In the end, the ad shows how his help worked out for the girl. All the little money he gives her helps her in the end as she makes good use of that money by going to school. This is how the insurance company wants the audience to believe in their services. This technique appeals to the audience's basic emotion, such as sadness, pity and happiness. The ad does not only evoke emotions or feelings but it also anticipates the responses.

As advertisement is the source of communication, it is important to create an ad that can appeal to the senses. The ad successfully reflects and shapes the culture. It is culturally, morally and ethically appreciate able to help others without any personal interest. The effectiveness of the ad is shown when ethos, logos, and pathos are used to evoke the audiences. The ad, “Believe in Good”, uses a mixture of persuasive techniques effectively. The ad promotes the benefits of the insurance company through the message of doing good without any personal gain. The exceptional qualities of the character are the picture of the services that the insurance company is giving. In the ad, the advertiser mentions that the character is not rich, he will not appear on T.V for doing all this but still, he helps people without any reason. And what he will get? He will receive emotions. The motto of the ad is “receive what money can’t buy”, although the ad is about the insurance company. They know the best way to attract people towards things is to appeal to their emotions. Characters of different ages are shown in the ad because the insurance company wants to promote the idea that people of any age can benefit from their company. The emotional connection of other characters with the main character builds up the persuasive message for the audience.

**References**

*Believe in Good - Heartwarming Thai Commercial Good Stories*. *YouTube*, https://www.youtube.com/watch?v=95Gu7Vj1eIc. Accessed 31 Oct. 2019.

“Ethos, Pathos, and Logos.” *EnglishComposition.Org*, https://englishcomposition.org/advanced-writing/ethos-pathos-and-logos/. Accessed 31 Oct. 2019.