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 Textual Analysis Essay

In the contemporary world, it is irrefutable that there have been numerous brands contending with one another to gain a lot more customers. One of the leading companies in the computer world is Apple. Apple has been able to maintain its position in this sphere for a long time. Undoubtedly Apple surpassed our expectations in the production of tablets and PCs when it comes to style, structure, and most prominently its expediency. Apple is one of the leading companies that make PCs around the globe, and is possibly the most attractive option, particularly to young scholars, who need to record their work constantly. It appears that Apple has won over Microsoft in the fight of progressive and unfailing operating systems. The brand has surely transformed lots of people’s opinions on PCs and made them understand how robust and dependable their goods are. Even though Macintosh was there since the 1990s, many people at that period had a Microsoft operating system PC. To appeal to individuals and persuade them that their creation was “different” they had to create an interesting and convincing commercial. That was the time when they made the “Think Different” advertisement; the originator produced an alluring ad through the actual practice of the ethos, pathos, and past appeal. In order to understand the advertising technique of the company the advertisement of them taken from 1997 is under textual analysis. Textual analysis is the research methodology that is used to describe the content, structure, and the functions that are contained in the text. Also, it interprets the text.

The advertisement is appealing to young scholars who would love to keep a dependable Pc/laptop throughout the school years and is tempting to entrepreneurs who work the whole day with PCs. Therefore, the ad is directed at the people who require “different computers.” The commercial is not in colors rather it is in black and white. This indicates the innovation of the brand’s concepts and that all great persons who actually brought a revolution in the world were from that period. As said by Molly Bang we link the similar colors a lot more powerfully than we link the same or similar figures (Bang 241). Therefore, the use of just black and white color in the typescript entices consideration to the images shown and leaves no chance of diversion. They display images of Albert Einstein, Mahatma Gandhi, Martin Luther King Jr., and other persons who had a noteworthy influence on everyday people. Albert Einstein, as is commonly known, wasn’t good in studies in his primary school. People assumed that he was dumb or intellectually slow. Yet, the reality was that he views things in a different way. He acted upon it and founded the theory of relativity. Mahatma Gandhi was a nonviolent person when his state was taken over by the British, he did not combat them, nor did he declare war against them, he thought “differently.” Martin Luther King Jr. who was an American frontrunner in the human rights program, had a great role in the progression of human rights by means of peaceful techniques; he also thought “different” so he made a variation in the sphere. These individuals and their accomplishments definitely impose the ethos in this advertisement, as the images of those who have struggled to improve the world.

The aim of this commercial is to make people grasp that Apple actually is, different. On the philosophical level, I consider Apple is trying to persuade publics that they are getting improved and preparing on creating innovative and further adequate devices. The ethnic blend in the commercial also powerfully appealing the people globally. Additionally, Apple attempts to reinforce the fact that they are on the accurate path and will continue refining by this ad. The major point made here is that Apple is trying to convince people into understanding that they will alter the world by creating space-age PCs. As said by Grant- Davie, exigency can be explained as an inadequacy manifested by earnestness. It is a flaw, a hindrance, something not yet done, a thing that is different than it ought to be. Apple brings this ad to meaningfully stimulate the viewers. The necessity for acknowledgment among folks who are steady consumers of computers in what Apple is trying to achieve here. Exigency was created when Apple brought with this ad in resistance against Microsoft’s Intel processor publicity movement. Those people that are able of being inclined by speech and of being peacekeepers of variation is the description of addressees as per Grant-Davie. Apple is tossing this commercial to the individuals who are able to get influenced by the ad and have the capacity to be transformed. The limitations of this rhetorical situation are the spectators, proceedings, and objects. The spectators are the persons that are eager to have faith in the notion Apple is executing. The proceedings may be the Microsoft campaign at that period which surely had an influence on policymaking when it is about making a decision between Microsoft or Apple.

The catchy thing for me in the commercial is the black and white color and the somber music in the background. This made the commercial stand out, and the focus was also maintained gained. The unique pattern of black and white color and the soft melody helped the audiences to concentrate on the commercial. Moreover, the advertisement seems to sell the idea that being different is the key to finding new and better paths. The figures shown in the ad are of the figures that were different from the other contemporaries, and so is the brand Apple. Also, it can be taken as a tribute to the consumers of Apple for standing out and being different, as the slogan of the campaign is “think differently”.

The ethos in the given Apple commercial is rationally robust. The speaker’s grave and self-assured voice generates a kind of power and efficiently classifies the speaker as being trustworthy and well-informed on the theme he’s conferring. The demonstration of the eminent persons who had momentous impacts on this world exhibits Apple’s determination to be one of those individuals. This persuades the spectators to be certain of Apple’s willpower and passes their message in a thoughtful style. The fact that the ad is only in black and white endorses the innovation of the notion or theme. By the usage of calming melody and an ultimate speech, the pathos is produced. The gentle and calming music in the background connects with the sentiments of the audience and settles them down which entices the consideration and sways the spectator into essentially heeding and discerning about the meaning conveyed. The narrator says that you can quote them, disagree with them, glorify or vilify them, but you can’t ignore them. Here in the background, the images of famous people are shown and the desire of Apple to be one of the exhibits. Logos are created progressively in the transcript and do not appear to be compact enough because of the fact that it does not contain concrete facts and figures. Many of those personalities mentioned in the advertisement were taken as foolish, nonetheless, they verified to be totally reverse. This impression reinforces the logos here and generates a rational viewpoint for the audience.

 Apple did a marvelous job of making this commercial. This campaign was a huge success, and this ad played a major role in the marketing of the brand. The inventor’s operative appeal to the addressees’ sentiments in a regular method has a striking impact on this commercial being a triumph. The uniting and operational use of the diverse emotive, ethos and historic appeals classify this ad as effective in transmitting the anticipated notion. Apple has positively interested the audience and shaped a robust argument that convinced the spectators to be certain of the thoughts that Apple conveys.