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6 - insightful, good structure, strong thesis, academic language.

The companies usually use the different colorful advertisements to attract the audiences' interest in order to increase the sale of the products. In the advertisements of Mercedes-Benz and Covergirl, the producers both use various persuasive techniques to impress people. However, the different persuasive techniques they used in the texts, color of the advertisement and the pictures contribute different effects in impressing people.

First, the techniques used in the text part of the advertisements play different efforts of attracting people. In the texts of advertisement of Mercedes-Benz, the producer uses technique "appeal to ^{the same} community". Appeal to community is to include the same kind of people to ~~test the audiences~~ The words "man" and "woman" include all sex of people, this will make both males and female think that they should buy the sports car. Also, the "metaphor" they used make people realize that the sports car is like a symbol of high status. Because in the text, "women, sports and car", "inside sports car" show the repetition of women, sports, cars which will imply that a ~~car~~ sports car is necessary for both men and women. Furthermore, the producer implies that "women, sports, cars" are the symbol of authority and high status of men, so men will desire to buy a sports car. Moreover, this text includes the technique "logos". The text illustrates that if a man wants to be successful or be popular among women, he should own a sports car. However, in the text of Covergirl, the producer uses "appeal to emotion", "appeal to credibility" and "repetition" to and the "action of language".

convince people. For example, the words "flawless", "lightweight" which are very emotional to evoke women. These words will give the girls feelings that if they use the product, they will be flawless with shining faces. And the repetition of "insta" also impress people. "Insta" means "inside". The words "insta-correction", "insta-perfection" make girls realize that they will be perfect with Covergirl. At the same time, they will remember "Insta", so the next time when they hear "insta", they will be reminded of Covergirl. Furthermore, the celebrity "Katy Perry" from the text is "appeal to credibility" of the persuasive techniques. Katy Perry is a famous singer which is a very beautiful-charming female, and she can create the product. So the audiences will buy the product because of trusting her. In these two texts, the uses of different persuasive techniques make different effects on people's opinions.

When looking at the colors of the advertisements, it's easy to find that it's more colorful of Covergirl than Mercedes-Benz. The use of different colors can give different impression as well. ^{but they are both technique of "pathos"} For instance, in Mercedes-Benz, the producer only use black and white to create the car. Because the black and the white can give the audiences a feelings of money but powerful which can evoke the men who want to be successful. For women, it can imply that this car is "wild" which means it's difficult to control. This will also arise the self-esteem of women. However, in Covergirl, the producer use plenty of ~~the~~ bright colors. ~~These~~ These

color can impress the girls and give them the optimistic or happy emotion. When the girls are looking at the advertisement, they will be attracted. Both the advertisements use the "pathos" like showing colors and they also impress the audiences.

At last, the pictures in the two advertisements justify the persuasive techniques. In the first advertisement, there is only a picture of Mercedes-Benz car with lots of empty space. This is a use of pathos. Because it gives the audiences a feeling of loneliness. But at the same time, the audiences can feel that they are the king of the world if they own this car. In the second advertisement, the producer shows three images of Kate Perry, this is the use of ethos. If the girls want to be as beautiful or perfect as Kate Perry, they should use Covergirl. Moreover, the audiences can see the name of the brand on the advertisements. The curvaceous body and dedicated face in the advertisement can also impress the boys, and they will buy Covergirl for their girlfriends because they want their girlfriends more charming. Moreover, the advertisements both show their brand names on the advertisement. This will emphasize the names so people can remember it.

In conclusion, these two advertisements use different persuasive techniques like pathos, ethos, logos to attract people in text, color and picture parts which create the different effects on audiences and give them various feelings. The use of persuasive techniques can help the advertisements more convincing, and persuasive. Also, learning how to use these persuasive techniques can help people win in the arguments,