Sea Shepard’s Ocean Clean Up Advertisement

Rhetorical Analysis

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Ocean pollution kills marine life every day and damages the ocean in many ways that sometimes cannot be fixed. The real question is where does it all go? Much of it ends up on our beaches washed in with the waves and tides, some sinks, some is eaten by marine animals mistaking it for food. Most pollutants going into the ocean come from activities on land. “Fish ingest an estimated 12,000 to 24,000 tons of plastic per year in the Pacific Ocean” (Nall, 2020). The Sea Shepard Foundation manipulates this staggering statistic in their ad in an attempt to promote people to clean up the world’s oceans. The campaign ad uses a very expressive combination of pathos, logos, and ethos to persuade the viewer to join the cause. This advertisement was extremely effective because they appealed to the viewers emotions, while providing a fact that validates their reasons for promoting the cleanup of our world’s oceans.

Sea Shepherd’s incorporated pathos into this advertisement very profoundly by showing the image of a single seabass located in the very center of the ad molded to look like a plastic bottle. This was very effective in evoking an emotional response due to the fact it makes people feel bad and ashamed by their actions. “Guilt is a feeling of deserved blame for something. It is an emotion we associate with being sad. When we use guilt the right way, it keeps our values and actions in check because it is something we want to avoid. It moves us to act and do the right thing” (Silvers, Jackson, & Wise, 2020).

In the lower right section of the ad it states, “You eat what they eat”. The logos technique that this used here is an appeal to convince the viewer that they can make a difference. Logos is a method that involves stating facts and statistics. It is a simple fact that even one person can make a difference in the world.

The Sea Shepard’s do not directly use ethos in this campaign by comparing statistics. However, they do try to establish their credibility by reminding their readers that everyone can save the world’s oceans. Sea Shephard’s are very known for their work in campaigning for the world’s oceans and its inhabitants. They are very clear to establish that everyone can save the world’s oceans through simple lifestyle changes. Sea Shephard’s want the viewer to recognize that every single plastic bottle that is recycled is one less plastic bottle polluting the world’s oceans. In reminding the public of this, Sea Shepherd’s are creating a trust that state they are honorable because they are not exaggerating their cause.

In my opinion this piece of advertisement by the Sea Shephard’s to clean up the world’s oceans was approached brilliantly. Using imagery, they trigger very emotional response that appeals to the viewers’ moral compass. Causes them want to pledge there help and services in their mission to clean up the world’s oceans from pollutants.

References

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