

**Smoking Kills, So Why Bother Starting Advertisement**

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The death rate among both male and female cigarette smokers in the United States is about three times higher than among similar people who never smoke. (Centers for Disease Control and Prevention, 2020). Anti-smoking advertisements are seen everywhere, either it be on billboards along the highway or in the grocery stores. These advertisements persuade the public not to smoke or to quit smoking. The artist of Deviant Art Group conveyed an influential and convincing message through their smoking to death advertisement. The advertisement displays a compelling comparison between cigarettes and a gun. Mostly, everyone knows guns kill, but not everyone is convincing that cigarette smoke does too. This advertisement works because it is emotional appealing and uses comparisons and facts to validate its reasoning upon readers. The antismoking advertisement uses pathos, logos, and ethos to persuade their readers cigarette smoke kills and to not smoke.

The artist included pathos into their advertisement by displaying a picture of a loaded a gun. This picture illustrated a gun being loaded with cigarettes, instead of bullets. Written in bold letters in the right corner of the advertisement, it states “Smoking kills, so why bother starting.” This statement triggered an effective emotional appeal of many people who does not smoke, trying to quit smoking or a person wanting to spread the word to others not to smoke. Smoking is a big issue around the world, and many people have lost their family members due to problems related to smoking. Utilizing

feelings of emotions of those affected by smoking is the perfect way to convince cigarette smoke kills and not to start smoking.

The advertisement states twelve reasons of how cigarettes may kill and/or cause harm to someone. Amongst the twelve reasons, the advertisement warns cigarettes are addictive, may cause cancer, and may cause gum disease. This logos technique is the perfect way to convince readers to take a step back and think twice about smoking cigarettes. The facts are clear and precise. According to Centers for Disease Control and Prevention, “Cigarette smoking causes about one of every five deaths in the United States each year” (Cigarette and Death, 2020. para. 4). That is more than 480,000 deaths a year (Centers for Disease Control and Prevention, 2020). It is a simple fact that cigarette smoke kills.

Although, the artist of Deviant Art Group does not directly incorporate ethos into their advertisement, they do try to establish credibility by displaying many facts and comparisons. The warnings signs advertised by the artist was the perfect way persuade their readers against smoking and accomplish their meaning. It is a known fact the cigarette smoke kills just as much as loaded guns. Cigarette smoke is dangerous, and it kills every day. In reminding their readers of the risks and complications of cigarette smoke, the artist is establishing credibility and trust among readers.

The death rate is higher in those who smoke than those who do not. There are many anti-smoking advertisements that persuade against smoking. In my opinion, the technique the artist used in this advertisement to convince the public of dangers of smoking a cigarette is very convincing. The artist states facts and comparisons, which

convey an emotional appeal to many people. Many people can relate to problems due to cigarette smoke. This advertisement is a brilliant way to get the message out that smoking cigarettes kill, so why bother starting.

## References

Centers for Disease Control and Prevention. (2020, April 28). Tobacco-related mortality. *Centers for Disease Control and Prevention*.

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