

Rhetorical Analysis, Rough

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Neil Patrick Old Spice Advertisement

Advertisement bears undisputed power and influence on creating awareness of the available products or services. The ad of the Old Spice deodorant by Neil Harris attempts to exhibit the three appeals of advertisement: pathos, ethos, and logos differently. Some advertisements tend to ignore the use of a particular appeal; however, that is risky and might result in an ineffective ad. Advertisement bears undisputed power and influence for creating awareness of the available products, thus calling for vigilant approaches in making them. The ad aims to persuade the public to adopt the Old Spice deodorant through the creative choice of words that celebrity Neil Harris conveys in the message to expected customers. This essay examines the effectiveness of applying ethos, pathos, and logos in Neil Patrick Old Spice Advertisement and how to make it more appealing to a broader audience.

Celebrity Neil Harris depicts the credibility of the message's source, thus exhibiting the ethos approach. Ethos is all about building trust. The tricks used in advertisement ranging from slogan to emotional context, result in practical, creative, and catchy advertising. The audience's attention is captured by the celebrity's image as a doctor, implying that consumers can trust his words as doctors have always had examples of authority and expertise. According to the ethos approach, when someone has good morals, people tend to trust them. This trust comes with respect, and therefore people would believe in your perception on any issue. Neil Harris tries to pursue people to use Old Spice deodorant (Detisch, Y, 2021). This advert's effectiveness lies in the people's trust in the celebrity Neil Harris; this is limited since not all people will have trust in the

celebrity based on their priorities in life. It is also limited to how the celebrity conveys the message in this advertisement.

In order to make this advertising method more effective, the following suggestions should be considered. Make it possible for the audience to access further information on the advertisement by citing sources. This way, the people will trust and see the need to buy from Old Spice deodorant. Use the evidence reasonably. Avoid selective use of evidence or rather some form of manipulation of data. At all times, provide clear, complete, and accurate information about an issue or a product. Always speak respectfully about people who may have opinions and perspectives different from yours. Always avoid excessive reliance on emotional appeals Studiobinder (2020). The above suggestions will make Neil Patrick Old Spice Advertisement more appealing and to a broader audience. People will be attracted to the advertisement when they feel respected and appreciated.

"It's prescription strength wetness protection without the prescription." The words try to convince the viewer how easy it is to eliminate wetness and chronic odor without going to the doctor for a prescription. According to Leighfield (2020), advertisers typically use pathos to win an audience's emotions, for instance, making them feel sorry for their situation. They might also make them feel angry about something so that they are triggered to take up action. Pathos is a persuasive technique that tries to win an audience through emotions. It is an emotional appeal, and when conveyed by a particular reputable personality, the concept sticks into individual minds causing the desired reaction. In the ad, Neil Harris associates himself with a doctor - a trusted professional- whose words and opinion have immense weight in people's eyes. This way, the business is using him to persuade a wide range of audiences.

Though debatable, sexually provocative advertisements do leave a lasting scar on audiences. This way, celebrities should use effectively and carefully this technique to influence the actions of the audience. The use of patriotism, snob, and humor are all attractive to people in an advert. To make the ad more effective and to a broader audience, such suggestions should be used. However, the use of pathos in an advertisement has a considerable number of weaknesses, as discussed below. One of the crucial things to remember is that pathos should not be too dramatic. In fact, a lack of delicacy can ruin the whole project. Obtrusive pathos can have the opposite effect, forcing people to distance themselves to avoid the emotional outpouring's awkwardness. Pathos lacks facts to back the idea or opinion behind the advertisement and, therefore, may seem to some readers or audience that the advert lacks logical backing.

The use of Logos in advertisement constitutes the adoption of facts, reasons, and logic to convince the audience of the importance and usefulness of a product. Neil Harris presents himself to the viewers as a fake doctor, even saying that "I used to be a doctor for pretend," but he emphasizes that Old Spice deodorant has prescription strength without the prescription. According to Gårdemyr M. (2017, July,17), the arguments bearing statistical data and facts act as solid evidence to persuade consumers. If an ad adopts logos, the audience might still be in doubt, thus requiring the use of ethos appeal as the celebrity words, in this case, Neil Harris, bear a more significant influence and power. Since logos apply both logic and reasoning, they will attract a broader audience range than pathos that only deals with emotions.

To consumers, logos means nothing until the company invests significant resources. These resources include time and money to link the said logo to the brands. Some logos might be complex for customers to understand and relate to the business. Besides, companies might use logos that consumers perceive as unfavorable. This gives direct opposite results as per the

expectations of the business will. A company uses different logos that make it unique from other corporate logos. This allows the company to build and maintain a strong relationship with customers. Moreover, the company is likely to develop loyal customers if they positively identify themselves with the logos.

An effective ad requires the integration of all three appeals ethos, pathos, and logos. The Old Spice advertisement integrates all three effectively, which are vital for any reasonable argument. The Old Spice deodorant ad tries to give all the logical and emotional reasons consumers should have before purchasing a product, implying its effectiveness in conveying the message. An effective advertisement entails capturing the audience's emotions, parades credibility of the advertisement's message, and further ensures reasoning and logic prevails as a crucial part of persuasion factors exhibited in the Old Spice deodorant advert.

References

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