

**CONAC Anti-Smoking Advertisement**

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## CONAC Anti-Smoking Advertisement

Smoking causes about one of every five deaths in the United States with the annual death number at more than 480,000, which includes secondhand smoke (CDC, 2018). Anti-smoking advertisements have been around since the 1960s, but one company took it a step further to provide a brilliant representation of how harmful smoking can be. The Chilean Corporation against Cancer, CONAC, is a non-profit organization that works to educate the Chilean community and research cancer treatments (McKay, 2016). In 2008 CONAC released a powerful anti-smoking ad that shows a very distraught child with a cloud of smoke surrounding their head in the shape of a bag with a simple phrase below the picture that states “Smoking isn’t just suicide it’s murder.” (Caffarena,2008) The advertisement is effective in pathos, ethos and logos but mainly uses emotion to persuade the viewer to quite smoking.

CONAC incorporates pathos into their advertisement by showing an image of a young child who is in obvious distress. This anti-smoking ad is aimed towards smokers, specifically smokers with children to try to show a disturbing picture of the harm that secondhand smoke can cause. The image shows a cloud of smoke surrounding the child’s head in the shape of a bag. The smoke appears to be suffocating the child. This image is effective for pathos because it creates a strong emotion to the viewer who is looking at the image of a child who is suffering.

The ad uses logos by making a bold and straightforward statement that, “smoking isn’t just suicide, It’s murder.” This message is written in two boxes that appear to be in the shape of a cigarette. This appears to be Logos because it is trying to convince the viewer that by smoking you are not only killing yourself but those around you, in this case a child. This appeals to the logic of the viewer because there is little debate today that smoking causes a wide range of health issues which can also be caused by secondhand smoke. This ad is also affective in logos due to

the image depicting smoke in the shape of a bag over the child's head. Logically people know that plastic placed over someone's mouth causes suffocation.

Ethos is used in writing to appeal to ethics, authority, or credibility. This ad tries to establish credibility by the logo at the bottom of the ad that reads CONAC The Chilean Corporation Against Cancer. This is effective for credibility because it reminds the viewer that this cooperation is working to fight against cancer and prevent smoking which is proven to cause different kinds of cancer. This ad also appeals to the moral and ethics of an individual by making someone question whether it is ethical to smoke for themselves or loved ones. Some might go further to question the ethics of using children in advertisement, but the message is effective.

CONAC's use of this advertisement is very effective. While this ad effectively uses pathos logos and ethos, pathos is the strongest form of advertisement shown and it displays a disturbing image that cannot be ignored. This image is unsettling and straightforward. The message of smoking is murder goes one step further by using a child suffering to really hit this message home. I would question any smoker who sees this advertisement and does not think twice about quitting smoking.

## References:

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