

Levine & Dickson Hospice House Advertisement

Rhetorical Analysis, Rough Draft

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Children have always had a way with humans; they add a sense of innocence, sense and sensibility, to everything. They have a way of warming our hearts. Incorporating a young child in an ad is a fantastic way to establish Pathos (appeal to the emotion), but more importantly is the implementation. The child in this advertisement is not smiling; this could be misinterpreted as fear, confusion, or a myriad of emotions not necessarily in a positive light. The ethos, which should be an appeal to ethics, is not present in this ad. The facial expression of the elderly male, which in this case would be the credible or authoritative figure, considering it is his experience, is void of joy, or at the very least, lends itself to misinterpretation and is unpersuasive. Logos (appeal to logic) are also absent in this advert. Even in the slogan, it uses the word death and die, and that lacks logic.

Hospice care focuses on the palliation of the terminally ill by prioritizing the comfort and quality of life of the patient, by reducing pain and suffering. Equally important are the spiritual and emotional needs; the remaining days of one's life should be dignified, calm and peaceful. Studies have proven that hospice care helps emotionally prepare loved ones by improving family functioning and well-being and providing coping mechanisms during the bereavement stages, the terminal phase and the adaptation following death. (Examining the Impact of Hospice Care on Family Members, 2015).

This advertisement fails to convey effective messaging; while it is clear, the advantages of being cared for in a hospice facility, which studies have indicated have many advantages, it does not speak to me. It lacks life, the very same element they are trying to emphasize. Levine & Dickson HOSPICE HOUSE should have used a more uplifting slogan in their advertisement:

while I understood their intent, I feel it could have been conveyed in a more persuasive manner or style. It did not grasp me by the heart strings.

The concept of using an elderly person and a child could have been an effective marketing tool had it been executed differently, using colors, different facial expressions, and wording. As the saying goes, “a picture says a thousand words.” Pictures are always noticed prior to the brain decoding any text or words. Adverts that are image-led evoke emotional responses and therefore tend to result in more sales. The subconscious mind is tricky. Although Levine & Dickson did not compare themselves to another facility, to establish ethos, they attempted to constitute their credibility by demonstrating to viewers the importance of life by using an elderly person and a young child which symbolizes the vicious circle of life, reminding us that death is inevitable, and no one is exempt.

This ad is devoid of life. It lacks color and emotion. It does not grasp my heart. It fails to touch me. The human face, due to its ability to non-verbally express its’ emotions, makes it one of the most persuasive images to illicit an emotional response from its viewer. The child looks perplexed, troubled, or frightened; not happy as he should appear; the facial expression on the elderly man could be misinterpreted as sinister; it lends itself to controversy.

Studies have indicated that color promotes favorable attitudes. The subtle implementation of the color sky blue, in the background, would have a positive impact. Color contextualizes content, guiding our eye to focus on what is important. It commands attention and subconsciously speaks to us creating a certain mood. Blue symbolizes trust and peace, calmness, and loyalty all coordinated with the way a patient and their loved ones should feel. A sky-blue background would be a more effective way to implement pathos and would make their text stand out more. Pictures

always generate stronger emotions. Implementing the right color activates emotion from the viewer and makes it more heartfelt and persuasive.

This falls short of being a positive image. Void of color, life, and other countless elements, it certainly does send the wrong message to the viewer. An advert for this type of company should convey concise positive messaging; , one is taking the negative (death) and trying to turn it into a positive (living life to its fullest while one still has it); but even in text it fails miserably.

This ad uses “Hospice is not about dying peacefully. It is about living until you die,” as a style of logos by asserting that living our best life possible is important to a peaceful death. They attempt to remind the viewer that one’s focus should be on the living of life; yet it uses the words ‘death’ and ‘dying’ consecutively one right after the other, subconsciously triggering a negative emotion in our brain. I opine that Levine & Dickson Hospice Care failed to embody very crucial advertising tools to successfully appeal to the viewer. The ad was ineffective in its imagery and wording to persuade its audience in a logical, factual, or emotional manner.

## References

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