

Parkinson's Canada
Rhetorical Analysis, Rough Draft
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Parkinson's Canada

Imagine developing a disease with an unknown cause, is untreatable, and can affect or deteriorate the quality of life. Parkinson's disease is a progressive neurodegenerative disorder that affects body movement. Mainly, it is characterized by motor symptoms such as rigidity, tremors, slow movement and unstable posture. The accredited organization of Parkinson's Canada emphasizes the struggle of people diagnosed with Parkinson's disease using a combination of pathos, logos and ethos in their advertisement. This advertisement was effective because as a licensed vocational nurse, I've experienced caring for patients with Parkinson's, and it interested me to how I can help improve their quality of life.

Parkinson's Canada's advertisement illustrates a hand holding a key with a door in the background with it stating, "When your body turns against you, the simplest things seem impossible." My intake on this advertisement is that the door represents the 'normal' world; a world where people are independent of activities of daily living such as eating, brushing their teeth, and even walking. The hand that is holding the key is the diseased person. That person is incapable of unlocking the door due to motor defects and can't be a part of the 'normal' world. Viewing this advertisement, I imagined myself on the other side of the door as I am able to do things that people with Parkinson's may not. I can unlock and open that door to help those on the other side. The Parkinson's Canada organization educates those who are caring for people with Parkinson's.

The advertisement appears to use pathos technique when it stated, "When your body turns against you, the simplest things seem impossible." Those are powerful words used to stir up emotions. After reading that statement, I thought "how can my own body turn against me?" Further into evaluating the ad, the picture made me think even deeper. It uses sympathy to attract

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those like me who at first feel helpless knowing people with Parkinson's struggle with their daily lifestyle.

Parkinson's Canada does not directly use logos technique in their advertisement, but it appeals to the reader's mind and it does use a fact. It states, "When your body turns against you, the simplest things seem impossible." The cause of Parkinson's disease is unknown. The body can turn against itself randomly and progressively.

The ethos technique is vaguely used in the advertisement. At the bottom of the ad, it shows Parkinson's Canada's website for those who want and are able to help. The website lists multiple ways to help those with Parkinson's by either advocating, volunteering, fundraising or donating. The ad also provides authority and credibility by the Canada Standards program.

This advertisement captured my attention and made me want to learn more. They were able to get their point across and without overdoing it. Viewing the picture and the statement together makes me want to piece up how it relates and got me really thinking. Overall, the ad made me sympathize with those who are dealing with Parkinson's. Resources and help are available regarding this disease.

In conclusion, I think Parkinson's Canada's advertisement for Parkinson's disease did a clever job at grabbing the reader's attention. They utilized pathos, logos and ethos techniques by being able to stir up the reader's emotions, stated an important fact about Parkinson's, and included a credible source. The advertisement illustrated a person with Parkinson's disease incapable of opening the door to the normal world due to motor defects. As the reader, or the person on the other side of the door, Parkinson's Canada explains what Parkinson's is and how we are able to help.

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