

Ford Rear View Camera Advertisement

Rhetorical Analysis, Rough Draft

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The Ford company printed an advertisement in 2014, which captured the rearview camera of a Ford vehicle (Hakkarainen, 2016). The ad was for the camera that the company used as standard on their car models produced from that time. The ad was among the most advertised in various magazines for quite some time. The advertisement incorporated visual strategies, and emotions to appeal to the vehicle's customers, drivers, and pet owners. The ad emphasizes the reason as to why it is very crucial to have the rear camera and the advantages of having it; one of them was avoiding hitting pets, or animals which can sometimes be stray and not aware of the reversing car. It is more the responsibility of the drivers to look at the rear camera and not the pet's fault. Drivers are not able to do this if they have poor cameras that do not give clear images. In the advertisement using a cute puppy, up-close staring into the lens of the car's rear camera is an example of pathos. Upon the first view, one tends to think that the dog is taking a selfie, which is not the case (Hakkarainen, 2016).

The target audience of this advertisement from the Ford company was exceptionally large. The audience includes the drivers, co-drivers, passengers in the vehicle, pet owners, animal activists, males, and females. According to research (Herzog, 2016), about two-thirds of Americans own a pet, and those who have pets tend to value them a lot. Most pet owners, for instance, those with a dog as a pet, have incorporated them into their family as an additional child or family member. While the children take them as their brothers and sisters. This does not mean that the ad was only for the Americans; this was a global advertisement for all Ford customers. It has been said that people with pets tend to care more for them than they care for other humans. Also, many funds have been recorded to cater for pets; according to NCB news, about 60 billion is used to cater for pets in one annual year (Castillo, 2015).

Advertisements use visual strategies such as puppies, babies, and kittens as pathos concept to communicate with the target audience. The photo showing mostly the dog and nothing else, not even the Ford helps support that. You tend to make a connection when you make eye contact with the dog. The viewer of the advertisement tends to smile and think of how cute the puppy is, and how clear the camera is.

This advertisement was highly effective in all dimensions. The puppy's eyes will draw your attention first seeming as if he is taking a selfie. Once you read the quote of “so that our little friends become more visible.” This makes someone stop and think. One would begin to realize that the advertisement is for the car's rear camera (Hakkarainen, 2016). The additional words which were chosen for the ad will make the message clear. The designer of the advertisement did not come directly to the audience and say, “without using the rear camera, we would end up hitting the pets.” Still, through the advertiser's design, we can tell what exactly the messages are being delivered to us. The advertisement raises our emotions and fear about possible hitting your own pet or any animal; this was an extraordinarily successful strategy. Considering not all of us have hit animals before, we are enlightened on how devastating it can be if one of our pets is ever hit by a car.

The advertisement from Ford can be termed as effective and original. The animal choice, and the pathos, and logos composition were crucial in selling the product. The advertisement was positioned to bring the image of hitting a pet, and the words on the ad also brought various emotions. This tends to make the possible vehicle customers consider the next car they buy to have a high-quality rear camera like the one Ford advertised. The ad does not only apply to pets;

a baby could be running behind the car, or a person may be standing talking unaware of the moving car. Also, there might be a pothole that, if hit, might cause damage to the car or some item in the road. The visualization of all possibilities is clear with a good camera like the one advertised in the advertised.

References

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