

Ad Rhetoric Essay

Holly Day

The purpose of this ad is to make people aware of how much trash goes into the ocean and how it affects us. It is trying to get people to stop littering. There is a picture of sushi made of plastic. The seaweed on the outside is made of a plastic bag, and the meat and vegetables in the middle are also made of trash. Underneath the picture it says, "what goes in the ocean goes in you," with a statistic about how much plastic is ingested by sea creatures. This ad provides a great example of logos. It is very effective because it shows the problem and why it matters.

This ad is so effective because of its use of logos. The statistic that 12,000 tons of plastic are eaten by fish each year helps people understand how much of a problem this really is. Without this fact, people might not take it as seriously. The picture also appeals to logic. It visually shows how plastic in the ocean affects people, instead of just fish. It makes people realize that when we eat these fish, we are practically eating the plastic they ingested. People are much more likely to respond to this. They might not care what happens to the fish in the ocean, but they care what happens to them.

Some people may argue that this is not a very effective ad because it only uses logos, and not everyone responds much to logic. While logos is the most obvious method used, they do use other ones. They have great use of colors, which can be part of pathos. They use blue for the biggest text and the logos in the corner, which can make people think of the ocean. There is also blue in the sushi, but it is a blue that could be used for some plastics or cleaners. They also use ethos by providing a website where people can get more information. Seeing a source can make things seem much more reliable. All of these uses of rhetoric make the ad very effective.

All types of rhetoric help make advertisements more persuasive, and this one uses ethos, logos, and pathos very well. The use of logos with the statistic makes people take it more seriously and makes

it easy to understand. The use of pathos makes people care about it more and really want to do what the ad says. And finally, the use of ethos makes it seem much more believable and reliable. Putting all of these persuasive techniques together makes the ad very convincing.



**WHAT GOES
IN THE OCEAN
GOES IN YOU.**

RECENT STUDIES ESTIMATE THAT FISH OFF THE WEST COAST INGEST
OVER 12,000 TONS OF PLASTIC A YEAR. FIND OUT HOW YOU CAN HELP
TURN THE TIDE ON PLASTIC POLLUTION AT WWW.SURFRIDER.ORG/RAP

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