

Journal Entry #2 Assignment

Please analyze the “Drunk Driving” advertisement’s rhetorical situation and rhetorical appeals, presenting your answers below.

Writer/Ethos - Ethical Appeal

- To raise awareness to “never underestimate ‘just a few.’ Buzzed driving is drunk driving”
- To inform that it’s never just a drink it’s also other factors compounded that puts one at a disadvantage
- To demonstrate that buzzed driving isn’t exclusive to “low-brow” drinks, but also “high-brow” drinks too

Reader/Pathos - Emotional Appeal - Emotional Impact

- It goes against to ads of that style where it’s “fun” and “sophistication” to “just a drink” can kill you

Text/Logos - Rational or Logical Appeal

- If one drives while under the influence, you’ll increase your risk of dying
- It’s not just one drink it’s also other factors that leaves you not in an optimal state