Ram Chapagai

Mrs. Debra Hunking

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Comparative Analysis Sentence Outline

1. Introduction
2. Hook *(stat/quote/startling fact + citation)*: According to Jean Kilbourne, ads sell more than products because they sell values, images, and love and sexuality concepts and most importantly, they tell us who we are and how we should be (“Killing Us Softly 4”).
3. Background: Advertisements are displayed everywhere in the form of audios, videos, and images. It is the marketing tools for merchants. We cannot walk down the road without being touched by advertisement (“The Persuaders”). Also, every advertisement has hidden meaning, diversified approach and emotional branding. Due to these features in ads, advertiser tries to create more messages to reach customers creating a dangerous circle of clutter (“The Persuaders”). While we view ads everywhere, it makes impossible to get away from it. Finally, we get immunized by ads and it became the atmosphere where we live ("The Persuaders").
4. Thesis *(template wording + essay map)*: Although the RID-X advertisement found in *Family Circle* published on August 2012and the LIQUID PLUMR advertisement found in *Good Housekeeping* published on July 2012*,* have spirit of luring consumers to buy their product, but the two advertisements have distinction on their descriptions, performances, serotypes, and emotional appeals; the creator of RID-X use real-life situation with images focusing on effect making it more effective ads than the LIQUID PLUMR ad which focuses on prevention using imaginary image of wonder women and clogs.
5. Body *(using Block or Point-by-Point)*
6. **Description**: The RID\_X advertisement found in *Family Circle* magazine describe the messy situation in the bathroom or house. RID-X advertisement has an image of a house where women seem to be in her middle 50's moping the floor in the bathroom. It looks like the drain backup. The women look upset and confusing. She is wearing yellow cleaning gloves. She had her left hand moving hair backward which might have fallen on her face. It has dark colored liquid on the toilet and bathtub walls. According to the ad, it is the septic tank failure. Whereas, LIQUID PlUMR advertisement found in *Good Housekeeping* magazine appears to demonstrate the experiment in the space though it uses the word, mom.

In contrast, LIQUID PLUMR advertisement has a wonder woman in her late 30's in the space. Further, it present scene like a supernatural action movie. As she is holding drain snake and bottle of LIQUID PLUMR, it feels like she is fighting for the clog in the sink.

1. **Model Description**: Women in her 50's is shown in the RID-X advertisement. She might be the homeowner and a housewife. She looks upset, tired and distracted, Whereas, LIQUID PLUMR ad have wonder women carrying drain snake on her right hand and pouring LIQUID PLUMR with the left hand. She looks energetic and serious. But, according to the ad, she is mom acting as wonder women.
2. **Stereotypes**: RID-X uses women as a housewife. She is cleaning bathroom which was transferred to a disgusting place filled with dirty water due to septic failure. She appears to be working hard to clean the mess in the bathroom. Also, the damaged part of the property, especially the bathroom is displayed in the picture.

Whereas, LIQUID PLUMR ad shows space where a woman is pouring LIQUID PLUMR, and using drain snake on the black hair like substances. According to the ad it is hair clog. Also, the facial expression of the woman is serious and looks like she is in the warrior mode.

1. **Emotional Appeals**: RID-X advertisement uses three emotional appeal messages, “need to fear”, “need for guidance”, and “need for attention”. It is mainly oversimplified to present fear of not using their product. Advertiser creator finds a way to fear consumer so deep inside them that even they do not feel like persuasion at all ("The Persuaders"). Although LIQUID PLUMR advertisement uses the same number of emotional appeal message, it differs from RID-X advertisement. Those three emotional appeal messages used in LIQUID PLUMR are "need to feel safe", "need to escape" and "need to achieve".
2. **Emotional Branding**: RID-X ads makes the environment to believe in their product by the use of images like bathtub and toilet. Also, the advertiser uses very interestingly and natural feeling objects and wording to describe the situation. It describes septic backup as an ugly mess with disgusting smelling wastewater.

Similarly, LIQUID PLUMR ad shows how a bottle of LIQUID PLUMR can fight giant clog. It is claimed that their product snag clogs and penetrate nasty residue left. The creator of ad focus on how consumers feel, after viewing their ad.

1. **Text/Wording**: On the top of the page, dark blue color and larger font is used to present the appeal to save our self from a disgusting disaster. On the other hand, it uses red color and bold font, which is the symbol of danger, to present the statistics of septic system failure. It also uses the small font and blue color to cite the source for that, which will further help the consumer to believe their claim. Above the cite sentence on the bottom left they use the medium font and blue color text to describe their product.

However, LIQUID PLUMR ad uses white font color to describe mom. The result of their product description "DOUBLE IMPACT" is orange and red font color and font size covering 25 percent of the page. Below that white font color is used to compare LIQUID PLUMBER with a 23-inch snake and 18 oz. of venom. It is described that snake will snag evil clogs and venom will pulverize nasty residue.

On the bottom of the page, it uses white font color and text looks like movie poster writing.

1. **Analysis**: The RID-X advertisement clearly imprints the picture in consumer mind by making them think of consequences of not using their product. The creator of advertisement uses the secret weapon to lure the consumer by creating the atmosphere to persuade themselves ("The Persuaders"). Presenting women in the ad play significant important in selling household cleaning products, which is done well here. Real life situation is presented without much editing the scene which will create a real-world environment for the consumer to believe in the advertisement.

Whereas, LIQUID PLUMR ad is presented more like in artificial movies. There is no clear evidence to prove drain snake story used by comparing to the real snake. The clog is displayed in space. Due to this, it is hard to figure out what the ad is about if the consumer is not aware of their brand. Also, use of QR code on the bottom right makes to feel that the ad is targeted to the mom who uses the smartphone.

1. Conclusion
2. **Summary of Essay Map**: Both the ad use women as a mother to advertise the product. In both ad appeal of fear can be clearly seen which is expressed in the form of words and pictures. Those words and pictures create a mental connection and remain as unconscious code in the brain ("The Persuaders"). When the image of fear is developed in consumer's brain, it is impossible to erase it. As a result, the consumer is persuaded by the advertisement. While both ads try to sell the product by branding RID-X ad use appropriate environment to present how their product work that the LIQUID PLUMR ad that use the artificial appearance of women and environment to reach the potential consumer.
3. **Restatement of Thesis**: The two advertisement persuade the consumer with several emotional appeals, instructions, pictures, and the wording.

Works Cited

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Kilbourne, Jean. *Killing Us Softly 4*. Media Education Foundation. 2010. Video.

“RID-X ad.” Advertisement*. Family Circle* August 2012, Print.

*The Persuaders*. PBS Frontline documentary. Posted November 2004.