

Rhetorical Analysis of an Advertisement

The screenshot shows the EssayPro website homepage. At the top, the logo 'ESSAYPRO' is on the left, and navigation links 'How To Order', 'Reviews', 'About Us', and 'Write My Essay' are in the center. On the right, there are links for 'DBA: EPRO', 'Log In', and a blue 'Sign Up' button. The main banner features a student sleeping at a desk with a cup of pens. Text on the banner includes 'WRITING SERVICE AT YOUR CONVENIENCE', 'You - Send us your homework We - Do it all for you', and 'Grab your original paper for just \$10 per page with a free plagiarism report included'. A 'Write My Essay!' button is present. A 'Calculate the price' calculator is overlaid on the right, showing options for 'Writing', 'Rewriting', and 'Editing', with 'Writing' selected. It also shows 'Essay (any type)', 'College', '2 weeks', '1 page / 275 words', 'Double spaces' selected, and a price of '\$11.4' with a 'Write My Paper' button. Below the banner, three review sections are shown: 'EssayPro Reviews' with a 4.9 rating, 'ResellerRatings' with a 4.9 rating, and 'Sitejabber' with a 4.8 rating.

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EssayPro Reviews 4.9

ResellerRatings 4.9

Sitejabber 4.8

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Advertisements are all over the place. Whether they are on TV, radio, or in a magazine, there is no way that you can escape them. They all have their target audience who they have specifically designed the ad for. And of course they are selling their product. This is a [multi](#) billion dollar industry and the advertiser's study all the ways that they can attract the person's attention. One way that is used the most and is in some ways very controversial is use of sex to sell products. For me to analyze this advertisement I used the rhetorical triangle, as well as ethos, pathos, and logos.

The target audience is both males and females in their late teens to mid twenties. This company gets the male side of the equation by getting their attention and interest drawn to the attractive woman on the right with [bright](#) colors drawing your attention there as well as the bottle of whiskey which is right in the middle of the page. Then what gets these peoples attention to stay there is the fact they have an incredibly good looking female who is posing in next to nothing. Then a way that they try and get the females to look at the advertisement and read it is by showing a very plain girl who seems to be very typical of girls during their younger years. Then beside they show the same girl who now has

become a woman who is very attractive and just seems so much more powerful and sure of herself. One way that you can achieve that is if you drink Evan Williams [Kentucky](#) straight bourbon whiskey.

The purpose is to get young adults even ones that are under age to drink their whiskey. One piece of specific information that is sent across to you is that the whiskey is aged for seven years before it is sold. The writer's whole purpose of this advertisement is to try and sell Evan Williams Kentucky Straight Bourbon Whiskey. The reason that I think that it advertises to people that are under age because the girl that is on the left in my opinion seems to be under age. Then they got that bottle of whisky which is in between each of the pictures.

The author of this advertisement is all about sexual stereotypes such as blonde hair blue eyes and a very large breast size.

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