

Rhetorical Analysis Sample 1

Rhetorical Analysis – Budweiser

Francine Lawler

Audience Analysis: This advertisement was placed in *The New York Times*, the *Chicago Tribune*, and the *Los Angeles Times* for International Women's Day in 2019. All three of these publications have readers who are mainly in their late 30s and early 40s and have a nearly even split between men and women. According to their websites, *The New York Times* has 38% of its readers making \$75,000 a year or above, the *Chicago Tribune* reader has the average income of \$70,000, and the *Los Angeles Times* reader has an average income of \$65,000. These publications target a lot of similar readers and the move to publish in these three by Budweiser was certainly thought out.

The 2000s have been a period of major growth and progress in regards to social activism. The way in which American people treat marginalized groups such as women, people of color, and the LGBTQ community has changed by leaps and bounds. In an era of high tensions between liberals and conservatives and "cancel culture" in 2019, Budweiser, in honor of International Women's Day, decided to run old advertisements alongside an updated version to show their change as a company. In this advertisement Budweiser utilizes logos, pathos, and ethos through placing the pictures next to each other to demonstrate the history of the company, to argue how it has always been logical to drink their beer, and most importantly to show how their views on women have progressed in an attempt to entice a younger generation to buy their product.

All three rhetorical devices are seen in this advertisement, but while pathos is used directly, ethos and logos are almost inadvertently included. Ethos, or building up the credibility of the source, is demonstrated merely in the ability to have ads next to each other that were created twenty years apart. While the main point of the advertisement is to touch on how the company has progressed,

quietly reminding the audience how old Budweiser is increases the credibility greatly. For many people, standing the test of time increases the reliability of a business. One may infer that a poorly managed company with less than satisfactory products would go bankrupt quite quickly, so reminding the audience how historic Budweiser is leads the potential consumer to believe that their product line is a legitimately good purchase and that they will get what they pay for. This claim makes purchasing the product logical.

Logos, or logic, is not the main selling point for this string of advertisements, but it is still included. The logic in these two ads is seen in what the people are doing in the pictures. In the 1962 ad, the picture featured is a wife making her husband food with the text "Dinner's almost ready and it sure smells good...loosen your tie and enjoy some Budweiser." While obviously sexist, this ad fit in perfectly for the time it was made. In most households the wife was expected to make dinner for her husband and Budweiser exploits that. In the 2019 version, Budweiser is still pushing the "have a glass to unwind" rhetoric, but it is used in a more modern scenario. A woman and her dog are seen in her kitchen paired with the text "It's Friday, your favorite takeout just got here. Crack open a cold Bud and enjoy some time for yourself." In both versions Budweiser makes it seem like enjoying a glass of their beer with your dinner is the logical thing to do to unwind and relax whether you're with people or not.

While the logos appeals of these ads show that even though the situations are different the logic of using their products is the same, the pathos appeals in these ads draw out different sets of emotions because of the different situations and time frames. In the 1962 version the emotions evoked are comfort, love, and normality. The image of a wife doting on her husband made audiences feel like they relate to the product because at this time that was a scenario seen all over America. Nowadays if that were to be run by itself it may produce emotions of anger and disgust because it relies heavily on oppressive gender stereotypes. The 2019 edition provokes emotions of comfort and normality in the modern era because it is a common sight for many women,

while if it was mass produced in the 1960s many would feel aloof to this scenario.

It is clear that either advertisement on its own draws out distinct emotions based on the timeframe it was intended for. The choice of Budweiser to run these pictures with one another produces an entire new set of emotions. Many companies who have produced products and advertisements in the past that would be considered wrong or in bad taste now try to act as though it never happened or attempt to keep it away from society's memory to avoid backlash. One example of this is how Disney refuses to acknowledge the clear racism in *Fantasia* and refuses to even talk about the film *Song of the South*. Budweiser takes a vastly different approach of making the general public remember what images they used to promote to acknowledge that they were wrong. The acknowledgement of their past stereotypes next to a modern recreation that shows a woman enjoying her night by herself, with food someone else made for her, and with no man to watch over her, will for many exemplify the emotions of respect and righteousness. Young people who see this will appreciate that Budweiser is not hiding from their past and knows how wrong they were, and they will feel good supporting a product line that showcases a strong modern woman.

Societies constantly change and evolve so it only makes sense for businesses to do the same. In this advertisement campaign Budweiser acknowledges this change and creates a fantastic blend of ethos, logos, and pathos to convince consumers to purchase their product for a multitude of reasons. They show how successful their products have been through the years, which lends to their credibility; display scenarios most Americans can relate to, which makes it logical to drink their beer; and lay out clearly how their perspective of women has progressed to make customers feel good in supporting the company. These advertisements remind older generations and teach new generations why Budweiser truly is "the King of Beer."

Rhetorical Analysis Sample 2

Rhetorical Analysis: Samuel Hubbard Shoes

Shaniya Johnson

I will be analyzing an ad that displays a pair of men's dress shoes by Samuel Hubbard. The ad is shown in *The Atlantic* magazine, which is a famous American magazine and multi-platform publisher. Samuel Hubbard is an American Footwear brand. After reviewing the website for the shoe brand, I can tell Samuel Hubbard makes mostly business casual/dress shoes for both men and women. The ad advertises the shoe with a picture of a pair of the shoes and a paragraph right above the shoes to further persuade potential customers to buy the product. When looking at this advertisement, I can conclude the intended audience of this ad is business men or men that like to dress business casual daily. My assumptions come from the type of shoes presented on the ad. This ad is targeted toward men because mostly men would be wearing these shoes, and they are men's dress shoes. The advertisement uses mostly ethos to appeal to customers through imagistic visuals and persuasive text.

To begin with, this ad displays ethos through an image. The image shows a pair of dress shoes that appears to be comfortable but yet stylish. The dress shoes are leaning against something with one facing down and one facing up. The red design around the bottom of the shoes shows me that the shoes aren't just plain dress shoes that you'd usually see in stores. The color around the bottom of the shoes gives them a unique look and would hook people, especially men, when looking through the magazine. Not only do the shoes look stylish, they give off a comfortable look that would also be an eye catcher. Additionally, the way the shoes are made almost reminds me of the Converse shoe. To me it shows a different kind of dress shoe than ones you see in the stores and seems like men will be able to wear them for more than two hours without foot pains.

Moreover, there is a lot of textual evidence presented in the ad as ethos. The first thing you see on the ad, written in big and bold text, is “Handcrafted by the extremist of comfort.” Samuel Hubbard was sure to be known as the most comfortable men’s dress shoes. Their goal is to persuade us that their men’s shoes are more worthy of our money than other shoe brands. They did this by naming themselves “The Extremist of Comfort.” This follows a paragraph that says “With a sock-like fit to cradle your feet and a dress leather welt, the Dress Fast will dial up your footwear game.” With this, Samuel Hubbard establishes credibility by including specific details about the shoe that shows its high amount of comfortability. This would grab readers’ attention and make them curious and eager to try their product because who doesn’t want comfortable yet stylish dress shoes? After seeing this I was eager to go to their website and check out more of their shoes.

It’s no secret that dress shoes for both men and women can be uncomfortable. Coming across a dress shoe that is comfortable is probably rare for business men and women, so seeing this ad in a magazine would catch men’s eyes and persuade them to buy the shoes. I know that most business men work at least eight hours a day, so they’d be in one pair of shoes for many hours of the day. I know working comfortably is a plus for them. I feel like businessmen would see this shoe as superior to all other shoes because they make themselves seem like the most comfortable shoe, which is an appeal to logos. Additionally, when you work your way down the ad, at the bottom it says “Shoemaker since 1930.” After 90 years of making shoes I feel like it’s safe to name Samuel Hubbard as an expert in the shoe making business. When Samuel Hubbard includes that they have been making shoes since the 1930s they want us to think of them as being good at what they do since they’ve been doing it so long and have much practice and experience. Anyone would rather give their money to the shoe company with more experience and practice that would give us better quality. Their high experience and longevity of being shoe makers shows credibility. It shows that they are reliable and worth your money.

In conclusion, the Samuel Hubbard shoemakers used mostly ethos to advertise their men's dress shoes. Although there was little logos and pathos presented in the ad, I feel as though Samuel Hubbard did a good job to show their credibility and persuade people to buy their product. I feel like everyone enjoys a comfortable shoe. Especially if you're a business person working at least eight hours a day, you would want to be as comfortable yet presentable as you could be, and I feel like Samuel Hubbard did a good job selling a comfortable shoe.