

Example of essay on evaluate the picture as persuasive communication

[Family](#), [Children](#)



COMMUNICATION EVALUATION

The following is a commercial for kinder surprise, also known as kinder egg. It is a confection manufactured by the Italian brand Ferrero. The product is intended prominently for children, it has a form of chocolate egg containing a small toy. Kinder is a German word which means children. Each kinder surprise consists of a chocolate shell, a plastic capsule, and an external foil wrap. The following is a seasonal, promotional advertisement in which a special Smurfs toys are being presented as a surprise to its buyers, which are mainly children. Kinder surprise has always been a favorite among children because of the fact that they provide interesting and attractive toys with their products. In this particular commercial, the special feature is the animated cartoon character smurf's toy which is very hard to find for free and it's a very popular and adored by almost all the children.

This commercial utilizes an attractive and bright picture to actuate the audience to their desired action which in this case is to purchase the confectionary. This is a common feature with many children commercial. Using pictures to design children commercial is more effective than using literature since children are less concerned with the literature. They are visually attracted to a commodity.

According to me this commercial the persuasive message is intended to motivate or encourage children to purchase their product in quick succession. The commercial adopts a basic persuasive strategy to convince and attract the audience towards their product by highlighting the fact that the animated movie Smurf's 2 is associated with the kinder surprise such that the audience which does not frequently go for their product, will

consequently buy that product because of the inclusion of the surprise present of Smurf's toy. Due to this association with Smurf's 2 the kinder surprise has bolstered their persuasion, as this could definitely gain them global attention when compared to a regular promotional commercial.

The move for kinder children to associate its self with the movie is Smurf's 2 is ad hominem. It is a fallacy only intended to bolster the product's popularity. The movie Smurf's is popular among children. Consequently, if the children see any attachment of the movie to this product, then they will probably be compelled to request their parents purchase the product on their behalf. It is an intelligent way of anchoring the targeted market to the product.

I believe the message in this commercial was effective because the message here was to attract the children towards their limited edition, promotional smurf's collection. The commercial also uses argumentum ad populum and ad verecundian. The former theory proposes that something is true if many believe it to be true while the latter theory assumes that a proposition is true if it arises from a source with a high status. Many children in this case believe that kinder surprise is a smurf's toy thus leading to other children to embrace it as a result. There could not be any better way to convince the audience other than portraying the characters of smurf's upon the product and its banner. By stating the release date and other details of the commercial, they effectively prove their persuasive purpose clearly, hence when the children watch the movie they would definitely like to get their own smurf's toy. There could not be any better way for them to get it other than getting it free with the joy of eating their very own confectionary.

Persuasion is never forceful. It seeks to appeal to the audience's emotions in order to urge them to accept a particular proposition willingly. Persuasion is a very sober or calm process of motivation to change someone's belief, thoughts, ideas, etc. In this commercial the target audience is wholly children. Confectionary product is prominent, popular and is preferred by the children. The brand takes the initiative to send message to pursue the audience, which is children by associating itself with the interest of its target audience. This commercial would definitely gain them positive results from their target audience, which is children.

The message depicted in this commercial seems to be proposed very well, however it could have been done better by adding some pictures showing the toy. There are pictures of any toys compared to previous commercials posted by the brand. The persuasive structure seems to be incomplete because of lack of description of the toys and its parts. This is the only improvement that I would recommend as it would communicate the message in a better way.

The primary idea of selecting this speech was that it is a very decent and simple commercial with a clear persuasion message directed towards the children, who are always the firm favorites among every confectionary brands. The commercial is a very famous brand owned by Ferrero, who has many other confectionary products. Also I used to be very fond of kinder surprise during my childhood. That is one of the major reasons why I selected this commercial/advertisement.

Work Cited

Ferrero. "Kinder Surprise Smurfs 2 2013." Kinder Surprise Smurfs 2 2013. N. p., 2013. Web. 14 Apr. 2014.