

# Analyze the nike ad in terms of its appeals (ethos, pathos, logos)

[Linguistics](#), [English](#)



Nike Ad When one reads the text of the Nike ad that was assigned as the reading for this paper, one will notice that the text is a series of words, strung together to form a sense of poetic substance while telling the reader to be true to himself while also promoting a change in his own beliefs and personality. In fact, this ad can clearly be seen as a contradiction in terms. The ethos of the speaker is clearly that of a person who has a disgruntled yet accepted point of view about the form of his body. His extrinsic authority to speak comes from the fact that he is describing himself or herself to the readers. That is because nobody can know a body well enough than the person who lives in the body.

As for the pathos of the statements delivered by the text, it is very clear that the writer wants to deliver the message that it is good to be comfortable with ones body regardless of what the public may say. The ad chooses to appeal to the readers sense of self identity based upon some preset conditions in the past. It clearly tries to appeal to the readers self-interest and emotions. When it comes to the logos of the ad however, one thing is very clear, the ad uses some highly effective logic in order to help sell the product to the two kinds of logic presented in the ad. These logos come into play as the words in the advertisement agrees to and encourages the reader to give himself a chance to be happy just the way he is. While also encouraging to think of the logical arguments presented thus creating a logical statement that will certainly be in need of future discussion. Overall, this is one highly effective ad for Nike as it encourages free thinking and the importance of feeling comfortable in ones own skin. As the ad says, "Just do it".