

A life without education english language essay

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



The appeal to pathos is the most powerful appeal that an advertisement could use as it touches the audience and makes them feel invested in the advertisement's cause. Pathos appeals bring human experience into the argument. Pathos creates an image that provokes emotions and, thus, forms a background for persuasion of ideas of a certain subject and these two advertisements raises emotions in a positive provoking way to the value of education. So from a society full of illiteracy and poverty, who would expect a great inventor, a philosopher or a scientist to emerge from such a society? Till when this problem will continue? When would we be respectful human beings with decent education that would help us in economic and cultural development? The strongest appeal to pathos could be achieved by using text, design and human figures. In " My eyes reveal my confidence " advertisement shows a vicinity of somebody's face colored in red specializing in the eyes that apparently belongs to a girl giving an outstanding look that raises a feeling of self-confidence and trust. From the first glance, this provokes audience in a positive way to the significance of learning. The emotion in her eyes is very strong and confident, her direct eye contact project a sense of self-confidence and respect. Confidence becomes concomitant with education. This feeling can even be demonstrated through her words " My eyes reveal my confidence for I am aware of my true potential." So these statements engage the audience and capture their feelings. The design itself arouses a feeling of independency and freedom by the confident look of the girl's eyes and by focusing on her eyes with her confident look easily relate to the situation. As for the image of Nelson Mandela laughing arouses an emotion of honesty in his point of view.

Another element which affects the viewers' emotions is color, the foremost color used here is red, as for the text, the smart usage of the words appeals to the viewers' emotions and creates a nostalgic feeling that no reader can miss. The text begins saying " My eyes reveals my confidence". The way she looks with her eyes shows her state of confidence and trust. The strong tone in her words saying " For I am aware of my true potential" emphasizes her look of confidence and close relationship between education and the state of being confident. Also her strong tone in saying " for I am armed with arguments to prove myself with dignity" attracts people to her words and her self-respect. In this advertisement there are figures of speech especially metaphor, the advertisement says here " For I am armed with arguments" she resembles the word argument which is a moral word by a weapon that you could be armed with. The same thing with Nelson Mandela's speech when he says " Education is the most powerful weapon" he resembles education as a powerful weapon that could be used to change the world. The word " powerful" demonstrates strength. This makes the scene more vivid, the meaning clearer, intensify the emotional impact, and compress a lot of meaning into a few words. The second advertisement " Reaching the peak" views variety of books placed on top of one another with a bunch of poor kids attempting to climb it to succeed in reaching the top. The street children climbing books easily wins the audience's sympathy but it shows their strong desire to be educated and put an end to their miserable life so at the same time it raises a feeling of respect to those children for their attempt. The image of the children is a pathetic appeal to the audience, because no one wants to see a kid in this situation looking miserable and poor and without

education. They also don't like the idea of a child losing his chance at that early of an age. As education is the most effective method of reintegration into society. This easily grasps people's attention. The children at the bottom are almost without clothes and helpless they arouse a pathetic feeling and anger for their situation but if we look to the child at the top we find him laughing which creates an ambience of freedom, confidence, secure and happiness and that's shown from his smile, for he was capable to reach the top and that's by education. He feels free, happy and confident which gives the audience a feeling of relief. The sentence saying " It all begins with education" engages the audience and capture their feelings by showing them the way to save those poor children and that's by education which is the final resolution. First of all, the design itself ignites a number of emotions using the poor homeless children with their helpless features while climbing books as it is the only hope for their freedom and self-respect, easily relate to the situation. Another half that affects the viewers' emotions is color as we tend to see using totally different brightening and fascinating colors decreasing the intensity of the matter scenario, though this problem is critical. As for the text, the sensible usage of the words appeals to the viewers' emotions and creates a robust feeling that no reader will forget. The smart usage of words like " Are you ready to climb higher?" and " Climb with us into the future?" addresses the audience's emotions and make them part of the case and also raises a feeling of encouragement and enthusiasm. Here the advertiser makes a good use of the figures of speech. From the figures of speech used here is simile in saying " A child without education is like a bird without wings" this is a strong simile. " A child without education is like a bird

without wings" easily moves the people's feelings. This proverb ignites a sense of sympathy but at the same time it raises a feeling of conscious and encouragement to do something towards those children and the importance of education to them. This locution resembles the illiterate child without learning or knowledge like a bird that has no wings and not able to fly in the open sky. Metaphors are utilized in alternative ways ; metaphor of situation and is incontestable in the books which are put above each other and the children climbs them and here the books resembles a mountain where humans could climb , this metaphor awakens people conscious that literacy is the mountain of success. There is a verbal metaphor in " Climb with us in to the future" and as we said before that figures of speech serves pathos appeals as figures of speech makes the scene more vivid, the meaning more obvious, intensify the emotional impact, and encompasses a lot of meaning into a few words. The advertisement that features the poor kids while they ascent the books is a lot of sensible as a result of using a spread of persuasive techniques to charm successfully to the audience's emotions. The appeal to logic is very important to strengthen the advertisement's argument and solidify it in the audience's mind. Logos means reason and refers to reasoned discourse. Logos is not limited to the pure formal logic. it means persuading by the use of reasoning to back up your claims. This appeal is found in the text, in the first advertisement featuring the eyes of the girl, the first sentence says " My eyes reveals my confidence" Confidence is an extremely attractive attribute in a person and her confidence comes from her conscious to the Importance of education for our lives and saying " For I am aware of my true potential" this sentence has a deep meaning to

crystalize the message of the advertisement, By the means of education only one's potential can be used to maximum extent and education is the knowledge of putting one's potentials to maximum use. she continues saying " Education has enabled me to face the world" this is a strong statement showing that only through the attainment of education, man is enabled to receive information from the external world, Without education, man is in a closed room and with education he finds himself in a room with all its windows open towards outside world. She ends up with a profound statement for " I am armed with arguments to prove myself with dignity". The superb usage of words here means studying enables us to face the arguments advanced by opposition and arms us with arguments in favor of ourselves. " To prove myself with dignity" induces people to the fact that learning and knowledge is essential in obtaining one's dignity and respect. The design and color also serves to logical appeal, the design of her eyes is extremely sturdy and assured, her direct eye contact project a way of assurance, which implicit the prominence of education. The red color of the words " confidence" and " education" along with the highlighted part of the girl's face is a strong attention grabber and is strikingly pointing to the implied value of literacy and knowledge, as red color is used here to grasp your attention. As for the second advertisement which views variety of books placed on top of one another with a bunch of poor kids attempting to climb it to succeed in reaching the top has a stronger logical appeal. This appeal is found in the text. " It all begins with education" with its bold font serves to clarify the point that the designer is trying to make. " Are you ready to climb higher?" the question used involve the audience and normally stimulates

answers, this question form is a very smart technique that immediately encourages the audience about the answer with enthusiasm and foster them to make a move for improving those poor helpless children by learning and instantly creates a spark of awareness and need for changing thought..." Wondering how to begin?" this question type could be a terribly good technique that forthwith captures the audience and stimulates thought of the problem. The author uses this question to persuade the reader that the solution is totally clear. The smart usage of words like " Wondering how to begin?" and " Climb with us into the future" arouses the eye to the actual fact that education is simplest technique to make your personality and ensures your future. " A child without education is like a bird without wings" This expression ignites a way that provides proof to audience that learning is that the entirely way to acquire your freedom, self-respect and gives significance of life and to be able to fly like birds within the open sky. The advertiser ends up saying " It all begins with education" this is the ultimate answer for the above mentioned questions and the basic logical argument in the advertisement. " It all begins with education" with its daring font serves to clarify the purpose that the designer is making an attempt to create, the relationship between the text and the photograph in the advertisement is strong, attentive and very important. This is a phrase that explains itself, for those poor, miserable, helpless children to escape from their distress and become free respectful human beings that would help society in economic and cultural development, They must be educated as no human beings are able to survive properly without education, this also emphasized by the text written in the advertisement " education is the only platform for a street

child". The design with its sensuousness colors and old shape of books also serves to the logical appeal, the books which are put above each other and the children climb them; here the books resemble a mountain where humans could climb, this demonstrates and proves that literacy is the mountain of success and freedom for a better life. The article is extremely open-minded and fair for it gives powerful facts and proofs about the significance and value of education. Logos is portrayed through the message. It's also provided with a phone number where you could call to see how you can help. It's also provided with a website for more information, data and statistics about illiteracy. The advertiser used this equation type of text to show the audience the complete value of literacy. The aim of Ethos usage is to make the audience trust your words. For this purpose it should first state beliefs regarding the subject being discoursed. From here i state my beliefs about education. The progress of any society depends on educated, trained individuals capable of adapting their natural resources and using it properly to attain economic and social growth. First of all, education will facilitate someone lead a self-made life, By means of an education, a person learns many things, which he or she uses afterward in life, notably in a career. Secondly, an education can help society develop into a better place. Education provides an upscale frame of mind to people. It widens the horizon of their imagination. They become actually liberal to build the proper selections. These beliefs are thoroughly depicted through the two advertisements by the usage of smart words and design. The ethical impact of those advertisements is quite evident. The words in the first advertisement featuring the girl's eyes serves this appeal " dignity" is a

reminder of well-established value and an encouraging word of how one could gain his respect in life. It's by education. The second advertisement viewing the poor children climbing the books serves this appeal in the same way by saying this simple short text " It all begins with education". Ethos also means the appeal of a speaker's character or authority, such as the use of celebrities and logos of well-known organizations . This appeal gives character and personality to the message, making it easier for the audience to relate to, trust, or place authority in the figure represented, to trust the source of information or the message revealed from the subject. The first advertisement " My eyes reveals my confidence" uses a well-known celebrity, Nelson Mandela. His name is Nelson Rolihlahla Mandela, is a South African anti-apartheid revolutionary and politician who served as President of South Africa, tackling institutionalized racism, poverty and inequality, and fostering racial reconciliation and encouraging education. The quote " Education is the most powerful weapon which you can use to change the world". It means education is that the key to ever-changing the planet, no matter who you are if you have an education you can change the world. In the second advertisement " Reaching the peak", the great well known personality Martin Luther. His name is Martin Luther King, Jr. (January 15, 1929 – April 4, 1968) was an American clergyman, activist, and leader in the African-American Civil Rights Movement. He is best known for his role in the advancement of civil rights using nonviolent civil disobedience. King has become a national icon in the history of American progressivism. His quote " Education is our passport to the future, for tomorrow belongs to the people who prepare for it today." education is definitely the way to the future and

the only hope to build a better future. Using celebrities is one thing for credibility, another part for credibility is the usage of logos of the sponsoring organizations as it is also very important to give the advertisement due credibility. In the first advertisement the logo is located in the bottom left corner of the advertisement, it is a UNESCO logo. UNESCO stands for The United Nations Educational, Scientific and Cultural Organization; it is a specialized agency of the United Nations (UN). Its purpose is to contribute to peace and security by promoting international collaboration through education, science, and culture in order to further universal respect for justice, the rule of law, and human rights along with fundamental freedom proclaimed in the UN Charter. The sponsoring organization of the second advertisement " Reaching the peak" is HOPE International Development Agency. This organization provides education and literacy programs that are playing a key role in breaking the cycle of poverty and brings hope to the world's poorest families. Needless to say, this logo would definitely establish credibility and would guarantee a positive response to the message. So, again the designer has cleverly employed persuasive techniques which appear in the innovative design of the two advertisements together with the smart usage of words strongly appeal to the ethics of the intended audience. In order for any advert to achieve delivering its message and convincing the audience of its argument, it's to attain a balance between the three rhetorical appeals. Though both advertisements use the three rhetorical appeals in an intelligent way, the advertisement which views variety of books placed on top of one another with a bunch of poor kids attempting to climb it to succeed in reaching the top is a lot of self-made and fulfill the

appeal to logos, pathos and ethos because it encompasses a stronger charm to emotions and clearer appeals to ethos and logos. The situation is made to look both atrocious and miserable for those poor helpless children at the bottom but also it raises a glimpse of hope which is outwardly clear within the kid at the top of the books where he laughs in pride, wearing his clothes as he feels secure counter to the other children at the bottom. He feels free independent and assured to travel on his own approach and draws the route of his future taking his education as the pencil which would draw his future. All in all, the message of both advertisements is quite clear: Education is the power to think clearly, the power to act well in the worlds work, and the power to appreciate life.