

Levis_ad_2010

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



September 11, Levi's Ad What was the scope of the material (what was the topic)? The scope of the material, or the Levi's advertisement focused primarily on emphasizing that Levi's jeans have the core advantage of fitting distinct and unique curves of women, despite disparity in sizes, shapes, and even sexual preferences. The textual representation in bold and pink font, written in all capitalized style, also stressed that the message was directed for women as the target clientele. Likewise, two visual representations showcasing two styles: Demi Curve and Bold Curve, as available for women of different shapes and sizes. The similarity in boot sizes (size 29) indicate that even if there are similarities in sizes of footwear, women still have differences in shapes and curves where jeans should be custom made and tailored to fit these body shapes. As such, Levi's emphasizes that they could be relied to meet this particular need of these women.

2. What was the argument presented?

The argument that was presented actually emphasized that jeans should fit women, despite their differences; and not be satisfied with trying to fit in whatever jeans that are available (even if ill-fitted to one's shape and size). The message was clearly and explicitly embodied in the textual representation of the advertisement, to wit: " that we should be able to go into stores and find jeans that fit us instead of having to fit into the jeans" (Levis Ad 1).

3. What methods and/or types of evidence were used to support that argument?

To support this particular evidence, the promoters used rhetorical appeals through the narrative discourse. Initially, the advertisement asserted that "

all asses were not created equal” (Levis Ad 1), which is a rational and logical contention. To support this, the advertisement disclosed that there are girls of different shapes and sizes. It added emotional appeal through using adjectives such as asserting that “hotness comes in all shapes and sizes... (and) deserves jeans that make her curves look like a national treasure” (Levis Ad 1). The credibility of the advertisement is deemed supported by the fact that the manufacturer of the jeans is Levi’s, which has been known to manufacture high quality jeans through the years. The brand alone, speaks of high quality and that the target clientele had been made aware of its ability to manufacture reliable, dependable, and high quality jeans through time.

4. Did you find the argument and evidence persuasive? Why or why not?

I found the argument and evidence equally persuasive; due to the presentation of rhetorical appeals in the textual discourse; as well as in providing visual illustrations of women where jeans of different styles were shown to fit different shapes and sizes. As such, through the use of effective persuasive techniques, the promoters and advertisers were able to persuade and convince the target market (females) that their current custom fit jeans had been designed to consider that women have been designed to possess different shapes and sizes; and these have been aptly considered by Levi’s, as a premium manufacturer of jeans.

Work Cited

"Levis Ad." 2010. Print.