

# How do advertising effect people



Ads are advertisements that we see every time we turn our head, we see them outside on billboards, on magazines, when we are watching TV, and on every website that we get on ads will pop out of nowhere. There is no way to avoid ads when they are pretty much everywhere. Ads are created to influence people to either buy a product or change their point of view on a product or a situation. In the article "Advertising's Fifteen Basic Appeals" Fowels says "By giving form to people's deep-lying desires and picturing states of being that individuals privately yearns for, advertisers have the best chance of arresting attention and affecting communications." (Fowles). This ad is saying that it can make people feel so many things and these emotions make people fall for the ads that the companies put out. Ads like "Dettol" persuade people to buy their product by telling us how effect their product is if people do end up using it.

Ads can either affect people by making people buy a product that they are advertising or by changing people's way of seeing something differently. When companies advertise their product they are either making their product look good or trustworthy. In the article "Advertising Fifteen Basic Appeals" Fowels says that McLuhah states that "Advertisers are ever more compelled to invoke consumers' drives and longings; this is the "continuous pressure." (Fowels) This quote is saying that advertisers would do anything to persuade people into buying their product. The "Dettol" ad, they give us facts that like telling us that the product is affective and that it really works. It lets people know that the hand sanitizer would keep people's hands 99.9% clean or in their way of saying it "It will kill 99.9% of the germs." People that are gremophic will easily buy this product.

The Dettol ad picture had a big hand and many other hands and show the things that people touch on their daily day and it proves where they might get their germs from. People all over the world are always touching many things without noticing what they are touching and they don't realize how dirty their hands might be because people are usually busy to notice it. The Dettol bottle says that it can get rid of 99.9% of germs. The company makes people believe that their product is trustworthy and it works, there are many type of color hand which means that this product is for anybody.

People that would fall for the Dettol ad and buy this product are people that like to be clean and germ free. In the article "Advertising Fifteen Basic Appeals" Fowles says "We want to be safe and secure; buy these products, advertisers are saying, and you'll be safer than you are without them."(Fowles) This is saying that advertisers know that people in a way want to feel safe and with their product they will be safe. This connects with the Dettol ad because the hand sanitizer would make people safer because they would be germ free. Teachers are a group of people that would fall for an ad like this because they would like to keep all their students germ free. Not only individuals would buy this product but places or companies would. For example, hospitals try their very best to keep everybody germ free because they know that you could catch something if you don't wash your hand and hand sanitizers all over the hospitals would reduce sicknesses.

Many ads use rhetorical appeals like ethos, so people would be persuaded to buy a certain product or feel persuaded to change their behavior on something. The Dettol ad uses ethos by making people believe that the company that is selling this product is trustworthy because they have tested

the product that they are advertising and they inform people that it will leave their hands refreshed and 99.9% clean. Ethos can be hard to find in an ad because people can never know if the product is trustworthy or not. The Dettol ad uses ethos by showing people what they touch in a busy day or on a regular day.

People's emotions are something that always or sometimes takes over a person's decisions on something. The article "Advertising Fifteen Appeals" Fowels inform us that "When enough advertisements are examined in this light, it becomes clear that the emotional appeals fall into several distinguishable categories, and that every ad is a variation on one of a limited number of basic appeals." This quote is saying that advertisers try everything for people to get their emotions involve when they are looking at a product that a company might be selling because advertisers know that emotions can take over a person's decision and they fall for the ad. The Dettol ad uses pathos by making people feel nasty about their hands when they realize how dirty their hands can be. When people realize this they then know that the Dettol product could keep their hands clean.

Logos is another rhetorical appeal that advertisers use to make their product look more trustworthy and make people believe that it really works. The Dettol hand sanitizer bottle at the bottom of the picture reads that it can keep people hands 99.9% germ free meaning that I can practically keep people's hands clean without washing their hands. Advertisers use numbers because it's something else that people look at and when they look at something like that they will fall for the product and buy it.

There are ads that don't provide rhetorical appeals and when they don't it makes their ad weak and people won't be attracted to it. The Dettol ad uses ethos, pathos, and logos very well, they make people realize how dirty their hands can be with the picture they show and they make people trust the product because it had been tested and proves that it actually works plus they inform people how affective their product is. What can improve this Dettol hand sanitizer ad is showing someone using this product. It makes me wonder if it's really trustworthy when I don't see anyone using it. The Dettol ad should also make the bottle more visible.

In conclusion, ads will always be around us no matter what. Ads are made to inform people about new products and companies will do anything to make people fall for them or either buy their product or change a person's point of view on something. Companies would use statistics and make people's emotions take over their decisions and that is what makes people end up buying the product being advertised.