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**ASSIGN
BUSTER**

Lauren Keeter M. Willis English 1102 March 24, 2013 Covergirl is Trustworthy Easy. Breezy. Beautiful. Covergirl. What exactly is beauty? Beauty can be defined in many ways. Some may say beauty comes from within, while others say it is the physical features of a person that may be appealing. The Apple Dictionary states that beauty is a combination of qualities, such as shape, color, or form, which pleases the aesthetic senses, especially sight. In the eyes of most down to earth people, beauty comes from within; it is not based on what a person may look like. Covergirl believes in beauty being a physical feature, and without their products someone is not pretty like their models. By appealing to the emotions and visual eye of the consumer, the Covergirl advertisement convinces them that if they use their products, they will too be as attractive as the celebrities. In this Covergirl advertisement they are explicitly promoting their new eye makeup line called Exact Eyelights. The background of the advertisement is blank white, which bringing all of the attention to Rhianna's face because there are no distractions in it. In the foreground there is Rihanna, showing just her head and shoulders in the center of the page, it covers almost eighty percent of the page. Her head is sort of looking off into the right direction, and only the left ear is visible. She appears to be thinking or in deep thought. Rihanna has large beautiful brown eyes with green eye shadow and long, curly eye lashes. Her skin color is of a light brown, and her black hair is cut short, making it easier to focus on her flawless face. She is not smiling in the photograph, but her lips are very pretty shade of nude almost matching her skin tone, which also helps focus on her eyes. When looking closely, one can see where the photographer photo shopped a bit of green tint in her eyes also making the eye shadow she is wearing in the advertisement pop. The <https://assignbuster.com/lauren-keeter/>

word "Covergirl" runs across the top of the advertisement in the same color as her eye shadow. She is wearing a pearl colored top that sort of blends in with the background, and gold earrings small enough not to take the attention off of her face, but still add to her beauty. In the right bottom corner of the page there are some words that read, "Hello, Bright Eyes."

The AD plays off of logos, ethos, and pathos to convince the reader to invest in their product. The first appeal is how Covergirl uses ethos, which is a way to convince the viewers to buy Covergirl's product. Covergirl tends to sponsor the most recognizable people today such as actresses and musical artists, to implicitly gain the viewer's attention. In this advertisement Covergirl chooses Rihanna, a very well know pop singer. Rihanna is a great person to be presented in the advertisement, because she has never been seen looking rough in public. She is always flawless with her attire, makeup, and hair. Rihanna is loved and admired by millions of fans young and old. Covergirl uses these celebrities in hope that the viewers will see their favorite and want to buy their products. Covergirl believes that if the celebrities promote their makeup that the viewers will buy it, because they believe that the celebrity actually uses the makeup. Viewers think that if Covergirl makeup is good enough for Rihanna, it is good enough for them.

The second appeal used would be logos. The advertisers use of logos gives the viewer reasoning behind buying the product. In the bottom right-hand corner of the paper there are some words in big black letters that read "Hello, Bright Eyes." They are suggesting by using the Covergirl line of eye makeup, your eyes will become four times brighter, which would in turn; make you four times more noticeable with beautiful eyes. The advertisement also states that the mascara is waterproof, implying that it is useful for all

types of ladies, whether they are active, hard workers, or desk workers. It is great for those long hard days, because it will withstand sweat and tears. It will also be wonderful for the women who are in the rain or in the water all day, like professional swimmers. The product implies that the consumer will not have to worry about it washing away or going unnoticed. Finally the Covergirl advertisement uses Rihanna's emotions to show the use of pathos. Rihanna seems very confident in her Exact Eyelight Eye Makeup making her eyes four times brighter. She also has this small, pretty smirk on her face, because she knows how fabulous she looks. Her eyes are extremely noticeable in the ad, and no girl wants to go unnoticed. Her confidence and bright eyes persuade many people to purchase the product. So in conclusion, the Covergirl advertisement uses ethos, logos, and pathos to persuade the viewer to buy the Covergirl product, which will make their eyes brighter and more noticeable. Using the well-known artist, Rihanna, to advertise the product and persuade people into buying it, is a play on ethos. Logos convinces the viewer to trust that the product will work. Finally, pathos shows how Rihanna is satisfied and confident with the product. The connotation of the advertisement is to build up a trust and satisfaction with the viewer, which is what the advertisement does by appealing to the emotions and aesthetic eye of the viewer. Works Cited Covergirl. Advertisement. Beauty Is Diverse. N. p., 2012. Web. 5 Mar. 2013. .