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A Rhetorical Analysis of Apple's, "Your Verse"

In Apple's new iPad "Your Verse." the well-known company associates the usage of the device to the humanity making the audience believe that iPad has to be an inherent part of human life so that people can express all their human nature. Due to both plasticity and simplicity the TV commercial is understandable for everyone. The intended audience for this ad is very wide, the commercial is destined to a lot of different typologies of people: Teenagers, grandfathers, young people or mature people are some examples, in summary to everyone. In addition the advertisement does not refer to a particular genre since both men and women can be creative as well. Furthermore, the commercial is looking for this broad intended audience to have more possible buyers. The purpose of this ad as with all others is to increase the sales of the product advertised, in this case the iPad. Thus I believe the Apple's TV commercial apply suitably the rhetorical appeals through the different ways that its media offers to persuade all its broad intended audience.

The first rhetorical appeal of any Apple ad is always ethos. What is more, it has both types of ethos since it has an extrinsic authority thanks to the previous marketing work apple has done, giving the company an image of authority, rigour and excellence, which makes its ads worthy of the audience attention. Moreover, the commercial also shows an intrinsic ethos combined with a pathetic appeal, which enhance the emotional power of the ad leading the audience to a moved state from which persons are more sensible to what authority says. The first example of this appeal is the voice tone used by the speaker in this ad, which even could be categorized of hypnotic yet is definitely an authoritative voice. However, the biggest

ethical appeal is transmitted through the images, which instill the idea that all these wonderful descriptions of human life only can be expressed with Apple products. Moreover, the ethos transmitted by the brand and the speaker voice lead the audience to think that an iPad is needed to be able to be creative as the people of the ad is.

Another rhetorical appeal that is clearly expressed in this TV commercial is pathos. Besides the music, which is always a good recourse to evoke emotions and this case is no an exception, some of the sentences that the voice recites are strong pathetic appeals, which supported by the images, taking on even more emotional power. For instance when the voice says, “We read and write poetry because we are members of the human race and the human race is filled with passion” this is reinforced by the intonation of the word “passion” and the immediate images of people feeling passion. In this first appearance of a pathetic appeal is there is an implication that the audience and voice (therefore Apple) are together. This is done through making reference to “We” and the group that everyone in the audience is a part of - “the human race”. Moreover the word “Passion” with this specific tone and images also creates an emotion to feel passionate after watching this part, the audience wants to feel passionate. However, the greatest example of rhetorical appeal is the last five words of the ad, “What will be your verse?”. Here the author is directly addressing the audience with a rhetorical question. He does not expect any answer but this functions as a pathetic appeal. It makes the audience feel the emotion thinking they can be like the people in the commercial. Yet they need a simple extra thing to be exactly like them; buy an iPad. In this commercial pathos basically is trying to make Apple products closer to the broad audience and they do it through emotions since anyone likes to feel positive emotions.

Also can be found some logical appeal, concretely used to make the advertisement’s story more believable and not only based on emotion. For example, when the ad ties together and indisputable logical statement and other more emotional (which is an other example of

the pathetic appeal), “Medicine, law, business, engineering, these are noble pursuits and necessary to sustain life” and “But poetry, beauty, romance, love, these are what we stay alive for”. In this case, the author uses a logical appeal in a different way since he is trying to persuade the audience that both statements are logical when the second one is not strictly logical since it is not scientifically known why humans are alive for. Yet they need some logic in the ad to make it more real and not only a series of words that sound great. In conclusion they are trying to persuade the audience that there are also logical statements that support the sales of iPad not just emotions. Apple does it through including certain logic statements to not fall into a kind of emotional propaganda.

In conclusion, with this TV commercial Apple’s successfully moves its audience, which adds to both its extrinsic ethos and the intrinsic authority gained during the minute and half that the advertisement goes on, Apple achieves its goal of an effective persuasion over the audience. Moreover, the author of the commercial achieves his purpose by using the three main rhetorical appeals to move the audience to a touched state from where people are more sensible to ethos and logos, which also helps to make the argument seem more reasonable and not just emotional. In a nutshell, this is not the ordinary TV ad since it is not trying to sell the product by showing you its wonderful features; instead, it is making the audience think in the endless list of things they could do with an iPad. The commercial gets it through several arguments, which pathetical and ethical appeals are paramount.

Work Cited

Appel Inc. "Apple – iPad Air – TV ad - Your Verse." *Youtube*. Youtube. 12 Gen 2014.
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