

Jane Doe

Professor Ewan

ENG 100

10/19/16

### **ARGUMENT ANALYSIS**

Our nonprofit's name is Uku Killahz. Our group's mission statement is to reduce the number of head lice (or "ukus") outbreaks in Hawaii through prevention, education, and advocacy. This advertisement by our nonprofit organization, which is part of our social media awareness campaign, is specifically targeted towards parents in Hawaii. Obviously, parents are our target audience in this campaign, as they are more likely than their children to visit our informational website and learn all about this particular problem in the islands. I targeted parents in Hawaii by placing our logo in the upper left corner, which clearly shows the Hawaiian Islands. This is important, as I want those scrolling through social media to know that we are a Hawaii-based organization. I also targeted parents by having a large quote in the bottom of the advertisement that reads: "GOOD NEWS: YOU CAN LEARN HOW TO PREVENT CHILDREN FROM GETTING INFECTED." If this were a real nonprofit organization and I actually had money to spend on advertisements, I would use tools such as Facebook Analytics to assist in getting this advertisement to my intended audience (parents in Hawaii). I would also take out advertisement space in the Honolulu Star Advertiser.

I used a number of important rhetorical appeals in this advertisement. I used Ethos, which deals with the persuasion through credibility, by pasting the following quote at the top of the advertisement: "98 percent of head lice in all 50 states are developing resistance to the active ingredients in drugstore lice products." This quote is from the Journal of Medical Entomology,

which is an authoritative source on these topics. Therefore, it gives our message legitimacy. I also used Pathos, which is an appeal to emotions. I chose a picture of a terrible head lice outbreak which I believe will be shocking to the audience. I also chose a picture of a girl making a painful face as someone brushes through her hair with a lice comb. Here, I am attempting to shock parents into paying attention to the advertisement. Finally, I used Logos, which is an appeal to logic. Logos is often associated with important facts or statistics about a subject. One example of logos—which is also an example of pathos—is the fact that “6 to 12 million kids between the ages of 3 and 11 get head lice each year.” By including such shocking statistics, I am attempting to scare the audience with important facts in the hope that I can direct them to our website.

I believe that this is a strong advertisement for our Uku Killahz website. By using Ethos, Pathos, and Logos, this advertisement will very likely help get our organization’s message out to the public. Our plan from here is to post this advertisement, along with all of the other advertisements from our group, onto our Facebook, Instagram, and Twitter pages.