# Rhetorical Analysis Vintage Ad

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Ad - Begin Early, Shave Yourself

This advertisment was released in 1920 by Gillette a razor making company . This ad displays a baby in the poster having a razor in hand, lathered up and acting like he is shaving. The title written at the top states, “Begin early, Shave Yourself,” while the baby is using a Gillette Safety Razor with tag line of, "No Stropping No Honing" at the end. This baby’s grin is so lovely, simple and artless, mainly with him having a razor that is almost equal in height of his face , the motto of this seems to recommend it is so secure that it can also be used by a child of that age and providing such a smooth shave it compares to baby skin. Thesis statement needed here. The thesis must contain the words pathos, ethos, and logos. Please refer to the sample paper that is in Doc Sharing.

Prior to the introduction of safety blades, A direct razor also known as “cut-throat razors” were used by the men to eliminate their face hair. The issue of using a direct razor is that you quickly hurt yourself while shaving if used improper and can trigger discomfort to your skin known as "Razor burns” The concepts of developing a safety razor is to apply a safety system placed between the skin and the blade edge and these safety products can considerably decrease the stage of damage and unpleasant discomfort to your skin while shaving. This ad described to its clients the protection of this item and how easy it is to maintain since there is no need to horn and strop the razor. This paragraph doesn’t relate to the purpose of this assignment. This paragraph should discuss either pathos, ethos, or logos.

This razor gained its full reliability through the product name ‘Gillette Protection Razor’. Gillette is a reputed razor production company and mainly selling the products related to shaving and individual care. When the very first protected razor was presented new with non reusable Blades went for sell in 1903, more than a thousand clients adopted this razor for the sake of smoothness and safety. This paragraph must discuss either pathos, ethos, or logos. Also, it is not allowed to use any information that is not in the ad itself.

This Ad entices feelings which makes customers to believe that this blade can be used safely and rewards your skin the same as a baby. As we all know, a baby has the most wonderful and smoothest skin in this world. When clients see the image of this baby with a blade while shaving with his face having a wonderful grin and the expression of enjoying it really makes clients truly believe that this razor is the safest and can really make your face smooth as a babys so there is no question that there is no other razor like a Gillette Razor. This paragraph describes the idea of pathos (or emotions). To make it fit into the assignment requirements, begin the paragraph with a topic sentence that uses the word pathos. Then, end the sentence with a concluding sentence that uses the word pathos.

Men usually spend a total of 5 months of ones life to shaving to keep their individual cleanliness and maintain a good overall clean look.<--This information would need to be documented with an APA style citation. However, we have not studied that yet. That’s why you cannot include any information in your essay that we can’t see in the ad. If you include information that isn’t in the ad, and you don’t document it with citations, it is plagiarism, and that’s a very serious problem that results in a very low grade. These days, the marketing of shaving related items is quite aggressive. Most of the companies are advertising their items on Televisions, Radio, Publications, Internet or other mediums. The advertisment really sales the “Begin early, Shave yourself” Protection Blade from Gillette efficiently through its concepts of a safe, no stropping, no honing and gives a smooth shave idea. This is a perfect example of capturing the 3 elements of rhetorical advertising, as it appeals to your intellect (Logos), establishes reliability (Ethos) and entices feelings (Pathos) in this ad. This last sentence would make a great thesis statement.

Michael, this essay has a lot of strengths, especially in your writing style, which is easy to understand and interesting to read. However, this rhetorical review assignment is very structured and doesn’t allow for much variation. A sample of what your paper should be like can be found in Doc Sharing. There is also a Powerpoint that explains the assignment. The thesis statement must use the words pathos, ethos, and logos. Each body paragraph must be devoted to discussing these concepts. No other information should be included. If we don’t see it on the ad, we can’t talk about it. As you revise, please make your essay conform to the assignment requirements.

References

Magazine ad– Begin Early, Shave Yourself (1920) Retrieved from http://farm5.staticflickr.com/4151/5017918912\_99e179f435\_z.jpg