

Introduction

Rhetorical Analysis

It does not matter how minor the external manifestations are; decoration still fools the world. Today's marketing world is awash, with businesses trying to manipulate their target demographic into purchasing their supposedly desired goods. To entice their intended audience, businesses must use specific distinguishing decorations in their advertising. Advertisements have used a few ingenious tactics to affect the psychological behavior of the viewers, some of which are deemed immoral by some. Ads used this strategy by focusing on the product's emotional and rational arguments. This Pantene advertisement from 2015 appeals to the women in this target audience by addressing concerns about beauty, especially concerns about a woman's hair. The appearance of a woman's hair is of great concern in America's society, and women are constantly seeking products that will help them to sculpt their hair into the latest style. This ad seeks to exploit the insecurities a woman may feel about her hair to offer her a product that will build her confidence and make her beautiful. They also have Selena Gomez as a big advantage. Thus, the message for this ad is promising women beauty and confidence.

Supporting
Evidence

Many modern women find attractiveness and admiration in the rudiments of physical beauty. Being confident and self-assured is also essential for a good relationship and meeting new people. Pantene demonstrates its integrity and credibility in the eyes of its target demographic by taking in a popular singer celebrity Selena Gomez as their spokesperson in 2015 (Blank Canvas Portfolio). As an internationally renowned actress and singer, Selena lends her

Body
Paragraph

celebrity status to the campaign, which has a more significant influence on the public. Ethos is another term for this type of persuasive argument. These features are all presented in this model's appearance: beautiful complexion; an oval-shaped and flawlessly symmetrical face; thin, elegant white clothing; and long, shining hair. Accordingly, she has the qualities that many women seek and need. Sexy does not begin to describe it. Audiences are inclined to assume that Pantene is to thank Selena Gomez's smooth and thick hair and that she must have explicitly confirmed her use of the Pantene shampoo. We may infer from the presence of Selena Gomez in the commercial that it is aimed chiefly at female consumers looking for softer, more malleable hair. In this advertisement, Selena Gomez's fan base consists of Cosmo teens, women, and youngsters who strive to become like her and are in the same age range. Pantene also timed the commercial's premiere to coincide with Selena's performance, which is just a few months away. This underlines the hair-detergent company's strategy.

Furthermore, the commercial has employed brilliant and shimmering colors and enticingly arranged the ad's images. Our eye is drawn immediately to what appears to be a robust and heavenly figure because of the ad's overall white tone. Because of this positive impression, Pantene's audience wants to experience the sophisticated feel of a costly and luxury shampoo at a low and affordable price, which implies that Pantene is striving to attain. It is possible to assume that this group comprises persons from lower and middle-class families. A well-crafted ad that depicts a viewer's aspirations or wishes is sure to draw attention and stick in the memory for a long time. Selena's outfit in the commercial matches the shampoo's hues, which is a nice touch. Using this method is all about getting your point through. If you buy this stuff, you will look like her, too. Pathos is a term used to describe this sleight of hand in manipulating the audience's emotions. Finally, we can see the shampoo's logo at the lower right. With its golden-hued

emblem, the company indicates to the public that it cares about your hair's health and strives to help it grow into delicious strands of smooth and lustrous hair.

Concerning the expectations of all Selena Gomez admirers, the product is included in advertising using the face of Selena Gomez. Selena's smooth, beautiful hair is shown in a Pantene shampoo commercial to encourage people to use the product to get the same results. Selena's hair is strong and resistant to breakage in the commercial. Because Selena claims to use Pantene to keep her hair in tip-top shape, viewers are persuaded that the same results can be expected if they follow her lead. This advertisement gets an eight from me since it uses ethos so liberally. Their endorsement of Selena Gomez will have a powerful impact on the audience. Known for her attractiveness and personality, Selena Gomez is one of the most popular stars in the entertainment industry. Selena's endorsement of Pantene will motivate many females to purchase the shampoo to achieve her hairstyle.

Using pathos, you may persuade a particular audience by getting them to empathize with your cause. Pathos is by far the most major rhetorical argument in this commercial. If we take a close look at the commercial, it appears to be reinforcing the American cultural standard of beauty. As the final piece of the puzzle, this commercial uses logos, a form of logic. Using pro-v formulas, the shampoo feeds and rejuvenates the hair by addressing the vulnerable regions to cure. The commercial uses scientific language and a complete description of the usefulness of their product, which contains pro-v moisture, which is rich in minerals. This makes it stand out from the competition. The commercial emphasizes the creamy shampoo's ability to restore dry hair damaged by dozens of air dries and make it smooth and wonderful once more. In this way, the commercial appears credible.

The advertisement for Pantene appears to be full of rhetorical tricks. The marketer must have put in a lot of time and effort to develop an enticing commercial. The ad's message is that you can conquer the world, and the viewer is encouraged to correlate their sentiments with the goods. It is via celebrity endorsement that more women are drawn into the product because of the promise of a solution to their hair woes, making them more likely to purchase it.

Work cited

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