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Essay #1

English 1302

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Essay 1: Advertisement

What do we really look at in an Ad? How do we normally feel about the message it is trying to get across? Or do we even get the actual message? This are all questions we have to think about whenever we want to analyze an Ad or even look at it for a brief second. The Ad “It’s the hat” or at least that’s how I call it, we can see that all of this questions can be answer and discuss the way pathos or emotional appeal is used to get to the audience. This ad is trying to demonstrate how simple a hat can change the perspective of how people see you.

The Ad “It’s the hat” has a wide audience because it can be targeted to any person with an interest in hat or even someone that wants to change the way people look at them and so on. Therefore, it does not have a specific target when it comes to the buyers. It is a simple Ad, it does not have much content in it just the two figures and a small text in it, but the message it’s trying to get across is the one that is important and essential to understand the ad. Many people may see this ad and not even understand it because the lack of knowledge about history and who the figures represent. For those who don’t know, the figure on the left represents Adolf Hitler, which was the leader of the Nazi party during World War II. The right side figure represents Charles Chaplin, an English comic actor that is considered an icon in the film industry. I think that is a good point to include here because it is important for the analysis and specially the understanding of the message.

In my opinion the Ad is very clever because of how it uses emotion to get to the broad audience it can have. When say this, I am referring to the specific characters it uses, even though it does not say any names or show any actual pictures, we can inferred who they are and what they represent in history and to the world. It is clever because it is trying to show how simple it can be for people to change their opinion with a simple hat. What I mean is that when people see the left side of the ad they can infer that the figure represents Hitler, which has a negative reputation for what he did and because he can also represent evil or darkness. On the other hand, when they see the right side of the ad they can infer that it represents Chaplin, in this case representing joy, fun, laughter, and many other positive feeling and attitudes that Chaplin could reflect on people. After looking at the two figures, that is when emotion kicks in; what do I mean by this? What I mean is that people will have a negative response to the left side of the ad because of all of the bad things that Hitler did and the pain he caused to some people. Therefore, whenever looking at the right side they can just think that buying a hat will change who you are and what people will think about you. I think the ad has just the great amount of text because it does not need to say much but it needs to say the right thing and it does. By looking at it, we can see that the text is placed under the right figure because it is the one that is wearing the hat, also representing the “good guy” in the ad; and this way people can easily relate to the figure above it. When it comes to content, I think it doesn’t need anything else added to it because just by using the two figures it is enough to get the message across and also leave room for people to have a more diverse point of view.

In conclusion, I can say that this is a very unique ad because of the characteristic explained above. Also, I think it expresses a great message not only for the buyers but also anybody that looks at the ad. It has a great way of explaining how people can change their opinion just by changing the appearance of others.