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Rhetorical Analysis Paper

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The purpose of a rhetorical analysis is to analyze and explain the rhetorical devices that were used in either an essay or even a video. By doing that we would be able to understand the author's purpose of their creation or what they are trying to persuade the audience to think about. A rhetorical analysis features sources such as logos, pathos, ethos, kairos, and telos. This is where we will analyze the communication and language the creator is trying to portray. Also understanding these will help understand the message better. For this rhetorical analysis, it will be written about a super bowl commercial by the company Always and will discuss the rhetorical features of the video.

The video starts off in a studio and we are shown people being interviewed on how girls do certain things. For example, the first question is to show how a girl runs, and then they would demonstrate how they think a girl runs. They also ask them to demonstrate how they think a girl would fight. We see with this group of people that consists of men, women, and a child that women run and fight in a stereotypical way. For the second half of the commercial, they ask younger girls to demonstrate the same questions as before. Here we clearly see a different result from the last group. The young girls answer the question by showing us how they actually run, throw, or fight instead of the stereotypical ways like in movies or television.

Logos is basically to describe the structure and content of a text or in this case the commercial. As well as to describe the content of a speech of the video and how the video is perceived. The way that the video is structured is by trying to show the two perspectives of the

groups. With first having the stereotypical group go first then having the younger girls go last. By doing this it could leave a lasting impact on the audience to think about how wrong the first group was. Also, the overall message of the commercial is trying to stop the stereotype that women are weak or unable to do certain things better than men. With this mindset of using the phrase “acting like a girl” as an insult, we see the effect that it has on younger girls. The commercial reveals to us that most girls lose self-confidence before puberty.

Pathos, it's the emotional response of the video of the audience that the creator of the video wants them to feel. For this video, it's almost like they want the people who think like this to feel bad or even embarrassed for their thought process. Also, make them feel sad for the younger girls that have lack self-confidence because of what society thinks of them. The audience sees an example of this in the commercial itself. As a younger boy finished demonstrating how he believes girls can not throw, the interviewer asked him a question of if he believed he just insulted his sister. Without hesitation, the boy says no then quickly realizes his mistake and reiterates his answer by saying he is insulting girls but not his sister. The use of one family member is used to create a sentimental connection to his actions to make him realize how wrong it really is.

Ethos is basically the credibility of the video and its trustworthiness. For the video, it's believed to be not as creditable. The reason for that is because we are able to see the interviews but there could be things they could have left out. Also, the whole thing could be part of the script and have paid actors in it. They might have tried to shoot it with the real reaction but may not have gotten what they wanted. This is not only for this commercial but numerous other commercials that say it's real but have actors in it. Although the credibility aspect of the

commercial may be questionable it doesn't take away from the overall message of the commercial.

Telos is all about the purpose and attitude of the commercial. The clear purpose of the commercial is to spread awareness about the issue of stereotyping women to make them seem weaker. As well as trying to empower young girls and those girls who have lost their confidence because of these stereotypes. Not only was it created to stop stereotyping but to stop people from using the phrase "like a girl" as an insult to insinuate weakness. Of course, with these motives, it is trying to just make a better world for us and more importantly the next generation.

Kairos is referred to the time and place of the video basically the setting. The time that the video was aired was during the super bowl which is a great time to air it. Not only is the super bowl one of the biggest sporting events ever but the commercials are a big part of the whole event. Airing this important message you are able to get more than plenty of people to watch it while they are watching the rest of the commercial waiting for the game to come back on. The overall setting for the commercial seems to be a regular studio with a blue background. This is also a good move because there aren't any distractions in the background and allows the viewer to stay focused on the message.

For this rhetorical analysis, I talked about the Super Bowl commercial by the company Always and will discuss its rhetorical features that are in the video. We see its clear purpose of trying to stop the unnecessary insults toward women. It also educates us on how younger girls begin to lack self-confidence once they reach puberty because of the stereotypes. I also found it interesting how the older women were doing the stereotypical running motions and fighting motions. Perhaps this is because they feel like this is how the world sees them and they just want

to fit the mold of others. To conclude this commercial is something really important to watch and understand especially these days.

Work Cited

“Always #LikeAGirl - Super Bowl XLIX.” YouTube, uploaded by Always, 29 Jan. 2015,
www.youtube.com/watch?v=yIxA3o84syY.