

Rhetoric Theory in Nike Ad

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The study and practice of persuasion through language and communication is known as rhetorical theory. It studies the influence of language and symbols on people's attitudes, opinions, and actions. The main purpose of rhetoric is to persuade an audience to adopt a certain point of view or concept. Advertisements often use rhetoric to get customers to buy products or services. The use of rhetorical theory in Nike's print ads is a description of how to sell a product. To convince the audience to buy Nike shoes, the ad uses several persuasive techniques. The use of rhetoric in advertising can help companies differentiate their products from competitors, which is one of the arguments for it. Nike is a cult brand. However, it competes with other shoe manufacturers. So, to differentiate their shoes and convince customers to choose Nike over other brands, they need to use persuasive language and imagery. Using discourse analysis in advertising also helps companies build emotional connections with their target market. Nike's target audience, athletes, and aspiring athletes, is exciting. The billboard reads, "Believe in something, even if it means sacrificing everything," and features a black-and-white photo of Colin Kaepernick, the former NFL player who protested racial inequality by kneeling during the national anthem. Advertisements are designed to appeal to the ideals and emotions of the target audience. connecting social issues that interest many people with the Nike brand (Hildebrandt & Peracchio, 2020).

Applying the rhetorical theory to a Nike Print Magazine ad: To convince readers to buy the shoes, Nike uses several rhetorical strategies in its print ads. One of the advertising techniques is pathos, which refers to the audience's emotions. The slogan "Believe in something, even if it means sacrificing everything" is featured in the ad along with a striking image of Colin Kaepernick. Nike's marketplace for athletes and wannabes can feel awe and inspiration through

images and slogans. By associating the Nike brand with a social cause, the ad aims to create an emotional connection with the viewer. Many people have strong feelings about this social issue. Ethos is a rhetorical device used in advertising to promote Nike's credibility and trust. Nike is a well-known company, the ad highlights this by prominently featuring the recognizable swoosh logo. Nike aims to position itself as a trusted brand that customers can trust to deliver quality products with its logo. In addition, logos are used in advertisements referring to the rationality of the recipient. In the ad, we briefly describe Nike footwear and highlight their benefits and features (Wang & Jiang, 2020). To illustrate, the shoes say, "flywire cables for a secure fit" and "foam sole for extra comfort." Nike shares this information to convince customers that their shoes are better. in their competitors' shoes (Scharkow, Wirth, & Reichelt, 2020).

Implication of the analysis: The study of Nike print advertising reveals many methodological and sociological implications. A sociological aspect of discourse theory is that companies can use it to promote social issues and their products. Nike ads associate their brand with a social cause that can benefit both Nike and the cause. Some may object that companies do not use social issues as a marketing strategy. Advertising's ability to influence people's attitudes and opinions has many social effects. Nike's marketing objective is to convince the target market to believe and act accordingly. Advertisements are not only effective in promoting goods but can also be used to destroy or misrepresent information. Therefore, consumers should be suspicious of advertising messages and assess the veracity of the information provided.



Nike.com (2012): Print advertisement

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