

with what's seen as stylish (Jeong and Kwon 2012:86). In contrast to this point several years earlier there is a slightly different view by Walton (1999:87) stating the bandwagon effect to be where there is a feeling of need to follow a crowd in a decision. Going into further detail there was discussion on the impact that the bandwagon appeal can give such as making individuals question their own beliefs or actions (Walton 1999:87).

Ford use the Band wagon effect as stated by Walton (1999) fairly subtly in the smaller text in their advert promoting the black and white cars as an essential need this season telling the audience that they must buy this car as it is classed as in fashion now. This has a link with the two women in the advert who are dressed to look sophisticated and fashionable which links with the text telling the audience to be like them.

MG fails to use the bandwagon approach in their advert with more focus on personalisation aspect of the advert and rather being individual than the same as others.

Hyperbole

Ford also show use of hyperbole in the text on their advert, Callister and Stern (2007:2) discuss a hyperbole to be an expression which is used to purposely exaggerate on a specific topic or issue to create extra effect and capture attention.

The same set of words which have the bandwagon appeal on the advert are also seen as hyperbole in relation to Callister and Stern (2007), the words used over exaggerate implying the car is an urgent must have and that instantly by purchasing the car you will become fashionable which is clearly over exaggerated.

system with the signifier being the object, word, phrase or sound and the signified being the interpretation of the signifier and the meaning behind it.

In application of Ford and MG based on the adverts figure 3 shows this:

	Ford	MG
Signifier	Ford Fiesta Car	MG 3 Car
Signified	▪ Transport ▪ Sophistication	▪ Transport ▪ Sporty car

Figure 3: MG and Ford signifiers

Source: Adapted from Berger 2014:22

Preview from Notesale.co.uk
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Part 1: Comparison of Adverts - Rhetoric

Pracejus et al (2006:82) defines rhetoric to be simply persuasive communication and then goes on further to discuss that advertisers use Rhetoric to persuade consumers to purchase something.

Cognition

Chang and Yen (2013:81) discusses consumers with higher need for cognition form their opinions on a rational and in-depth evaluation of the advert rather than just a simple overview hence the need for more written evidence in an advert. In terms of Ford and MG they have a strong focus on the cognition and the audience will need to evaluate the adverts in-depth to really gain all the information from them.

MG seem to show this better due to the information being spread in more than one place within the advert keeping the audience needing to re-evaluate

LOGOS (Logic)

MG and Ford both use Logos (logic) out of the three key elements of Rhetoric in their adverts. Logos is discussed as being based around logic and showing clarity in the message being put across with evidence to support any claims made within it. It is also easily understood often with images alongside words to aid understanding (Higgins and Walker 2012:197).

Ford use Logos with the advert being based around the Sync Text reader using logical discussion in the bottom left of the advert keeping it clear focusing solely on the Unique selling point of the advert. The advert uses the images of the black and white cars, linking back to Higgins and Walker (2012) using this to back up the logical description in the text.

In contrast MG uses Logos to a great extent in their advert however in some opinions it could be seen to be too much logic causing confusion for the audience. They do well to back up the advert with the images alongside the logical text keeping a consistent flow with the use of cars. The small cars play a significant role in the advert similarly to Ford, in relation to the slogan 'GO P3RSONAL' as the different