

Aidan Kindt

English 103

Michael Lucas

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## The “Good” Way To Smoke

Recently, vaping has become more popular than it has ever been. Middle aged people have started making the switch from cigarettes to a type of vape such as the one being advertised below. Not only have middle aged people started to get on the trend, younger generations have begun to as well. There have been many improvements in the vaping industry such as many more flavors, and many different types of vaporizers. It has created an issue among younger



individuals and possible health issues in the future for everyone who partakes in vaping. Nobody really knows any of the side effects that come from using nicotine in this type of way. This advertisement portrays that you should switch to an electronic cigarette rather than quit because it’s the “smart choice for someone who wants a change”. It uses pathos by letting you know that nobody likes a quitter, misuse of logos as it distracts the audience away from future problems, and involves hasty generalization which is targeted at the middle, and now, younger age audience.

**Figure 1:** This 2013 “Blu Cigs” advertisement is Targeted at middle aged audiences to “not be a quitter” but switch to the healthy and easier choice to smoke whenever you’d like.

<http://ecigarettereviewed.com/class-action-filed-against-blu-e-cigs>

The setting of the ad gives off a “cool” vibe. It involves a well dressed man who some could say that he looks successful and smoking isn’t really a bad thing. The main message is the very first words that are larger than most of the other text, getting you to read them first. “Why Quit?”, this is the start to how they distract audiences from seeing any problem with switching to the E-Cig. The only negative part of the advertisement is the warning label which is portrayed as a small font at the very bottom of the ad. The warning label claims that nicotine can cause birth defects and reproductive harm. As a male, you wouldn’t see any issue with this because those statements are only targeted towards women. Those also aren't the only side effects from vaping. You can easily become addicted to the chemical, nicotine, which could affect you in many different ways.

The ad includes an effective way of persuading the audience by using pathos which is a good rhetorical element for wanting to distract whoever begins to pay attention to the advertisement. It starts off right away with the term “Why Quit”. This immediately targets your emotions because nobody likes being a quitter. This makes you already interested in what the ad wants you to do considering being a quitter can change the way you are looked at in certain circumstances. In this situation, I wouldn’t take being a quitter as a negative thing but maybe some others would. With the way the man in the ad is dressed, there are possibilities that it may put some people down or encourage them to try and be like the man. This would be more intended for the younger audiences as it would be much easier for them to want and try to change since they are young and still growing up. With this approach of persuading through emotion, it will make it harder for people not to give in as emotions have a big impact on many decisions we make in life.

Other than pathos, there are also a couple examples of misuse of logos that are presented within the ad. Red herring is one of them as the advertisement doesn't mention anything negative about what they are trying to get other people's attention for. Obviously, if there is nothing but positive things about an item or idea, it'll be easier to put trust in whatever is being portrayed. You won't be thinking of any kind of risks or side effects if there aren't any that are present or they aren't facts that you already know. This distracts the audiences from any issues that may be created when making the decision to either start vaping or switching to vaping. Which again, nobody really has an idea of what vaping does to your health in the long run.

The last rhetorical element used in this advertisement is hasty generalization and is targeted at all types of audiences. In one of the lines of the ad it says "take back your freedom to smoke when and where you want". This isn't necessarily a true statement because in some areas there is no type of smoking or use of nicotine allowed at all. Another line of the ad is "blue is everything you enjoy about smoking and nothing else". They don't mention anything about what the vape does or what it could do to you, this would be a false statement since there isn't really any context as to why it's "perfect". It is just luring you in by saying it's going to be everything you want. Lastly, the ad claims that "blu is the smart choice for smokers wanting a change". Again, there is no real evidence of why it is the smart choice and someone who doesn't have a clue about vaping will probably believe that maybe it is good for you.

The purpose of this ad is to convince audiences of all sorts to switch to vaping because it's "the better way of smoking". The ad is one sided and only wants you to choose their product. It doesn't mention any of the side effects or any dangers that could occur when vaping. Recently it has been suggested from studies that vaping does affect your lungs, but it is still being researched. I would want to know about something like this if I were interested in a product

because it would be pretty important to me considering it involves my overall health. It uses many techniques to persuade you into buying their product that mostly involves pathos, misuse of logos, and hasty generalization. Using these techniques is a great way to attack you emotionally and eventually win you over on deciding what to do with this product.

Works Cited

Blu. "E- cigarettes and the marketing push that surprised everyone". Advertisement. Tobacco Control. 2 October. 2013. Web. 2 October 2013

"Is Vaping Bad for You? And 12 Other FAQs". Article. healthline. 3 January. 2020. Web. 3 January 2020