

Ben James

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Michael Lucas

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Seventy-one percent plastic

People traverse the ocean via plane, boat, or submarine and the human race has explored some of the darkest reaches of this vast expanse of water and life, but we still do not seem to fully grasp the scope of how important the world's oceans are to our species.

In a moving advertisement created by the Surf Rider Foundation you see rolls of sushi made of assorted varieties of plastic. This visual is displayed on the right side of the page, along with the caption “What goes in the ocean goes in you.” as to remind whoever sees this that many countries and communities around the globe need the ocean’s bountiful resources to survive, as well as the fact that every single person world-wide requires the ocean if they want to breathe clean, uncontaminated air. The Surf Rider Foundation employs the usage of Logos, evokes Pathos and utilizes a Scare tactic. In doing so, the Surf Rider foundation seeks to alert the reader



An advertisement put out by the Surf Rider foundation, in an attempt to raise awareness for both their cause and oceanic pollution worldwide.

and get them emotionally involved by creating an easily recognizable visual that sparks curiosity and concern.

The rolls of sushi are wrapped in brown, plastic grocery bags in place of seaweed. There are around three hundred and twenty seven million of these bags in the ocean as of today. White plastic beadlets comprise the rice, these beadlets can be melted down and used to form any kind of product a manufacturer desires. These are said to be one of the most lethal kinds of plastic, due to their small nature that resembles small fish and even large planktons. In the center, where the filling would be, there is assorted plastics from both the sea bed and the world's beaches. On average, the world's beaches have an estimated five thousand pieces of plastic and one hundred and fifty plastic bottles in each square mile. By using this hodgepodge of waste from the world's oceans, the author is applying a scare tactic to get their point across to the viewer by showing them that ocean based products are disappearing and being replaced by waste plastics.

This ad utilizes Logos by appealing to the logical side of the topic. Due to the continued dumping of plastic into the ocean, over seventy-one percent of the ocean's surface has some form of plastic on it and sea life around the world is dying at an incredible rate. The effects of this mass genocide are being felt worldwide by the three and a half billion people that rely on the ocean for their food and income. With current population projections, in twenty years this number could double to seven billion people. Logically speaking, in twenty years at the current rates sealife is dying and plastic is entering the oceans, there will not be enough resources left in the ocean to sustain those that rely on it. This will cause a famine in ocean based communities around the world, which in turn will force them to rely on more land based protein sources. This will place a greater strain on the bovine and poultry (the most common land based protein sources) industries, causing a strain on the total amount of meat worldwide, which could very

well lead to a worldwide lack of much needed protein. Due to these projections, logical thinking dictates that we should be more conscientious to the oceans.

By evoking the usage of Pathos within the imagery shown above, the author is showcasing the great destruction mankind has wrought upon the oceans. The goal of this is to involve the reader emotionally by making the viewer feel guilt for the damage caused by their own species and instilling a sense of responsibility for the remedying of this problem. The sense of responsibility is thrust upon the viewer in the print below the large caption, the smaller text reads "...12,000 tons of plastic per year. Find out how you can help turn the tide on plastic pollution..." The goal of this caption is to leave the reader with one responsibility, to go and find a way that they can assist the clean up efforts of the Surf Rider foundation. The guilt trip aspect of this ad goes back to the composition of the visual, the usage of trash and waste making up a dish that is composed of ocean based ingredients imbues a guilt within the reader. The guilt that comes from the knowledge that we as a species, have hunted, pillaged and razed one of the most ecologically diverse environments on the planet. This usage of Pathos works well with the usage of both a Scare Tactic and Logos.

Many forms of persuasive advertising have been used over the years. Utilizing a pre-existing set of traits and with the imagery of an advertisement only limited to the creativity of the author, this allows for a broad range of creative motifs. This ad is no exception, with a usage of Pathos, Logos and a Scare Tactic, the Surf Rider foundation has made a visual that can transmit their message that plastic in the oceans is a clear and present danger to the human race.

Works Cited:

<https://www.surfrider.org> <https://oceantoday.co.uk/plastic-in-the-ocean/#:~:text=For%20every%20mile%20of%20beach%20in%20the%20UK%2C,proportion%20of%20which%20are%20made%20up%20of%20plastic.>