Rhetorical Analysis Essay

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A Dose of Children’s Claritin

Parenting can be very trying at times, especially to first time parents. Parents are some of the strongest people, almost like a super hero. When becoming a first time parent, there are lots of questions on raising a child and many go to the internet, doctors, more experienced parents, and even reading materials, such as magazines, for answers. The Parenting magazine was published to give helpful insight and tips such as recipes for children, mommy workouts, children’s arts and crafts; it advertises clothing stores and even promotes different types of medication. In April of 2005, The Parenting magazine published an ad on Children’s Claritin. This type of ad catches the reader’s attention and helps him or her to make a better decision on what might be best to give a sick child. The Children’s Claritin ad in the Parenting magazine is very effective to the intended audience and shows credibility to the magazine, emotion to the reader or parent, and logic for all that the Claritin can do.

While tired, worried, parents are searching for answers as to what to treat their child with, they will be sure to check the Parenting magazine for useful tips and answers. The Claritin ad was placed in the Parenting magazine because that specific magazine is published for parents and caretakers. When reading a Parenting related magazine, one
might chose to go with what the magazine recommends for a child over what a Cosmo magazine might say. The Claritin, along with the other top baby and children’s brands that are out there, is a confirmation to the parent because it is being promoted in the Parenting magazine.

The Parenting magazine effectively shares a lot of emotion in the Children’s Claritin ad by using illustrations of a little boy that make parents sense what he is feeling. The ad uses a little boy on a playground, except in one picture he is sitting on the ground and in another he is up the sky. When one sees the little boy sitting on the ground he senses a feeling of sadness because he or she knows that something is wrong with the child. When the reader sees the other image of the boy up in the sky, he gets the feeling of happiness because the child is happy and playful. The ad also gives off a blurry side to the picture and a clear side. The reader or parent might sense what the child is feeling in the blurry picture because everyone feels blurry when being attacked by allergies. The clear picture brings off a sense of relief and wellness after viewing the blurry picture. The little boy’s facial expressions have the most dramatic emotion because in one picture he has a very sad look and in the second picture he has the biggest smile. A sad face sets off an uneasy feeling and an apparent sign that something is wrong with the child. The little boy’s smile in the second picture lets the parent know that what they did helped, and he is feeling much better.

Parents want something that will be most effective to his or her child when they are sick. The Children’s Claritin ad is verbal and has a lot of points on what the medicine does and how it affects the child. The ad first states that the Claritin is “non-jittery” and “non-drowsy.” There is no parent that wants his or her child to take a medicine that will
make him feel like a zombie. All parents want the child to have a medicine that will restore and heal and not make the child sleepy. The ad also states that, “one does last all day.” Parents around the world are having to give their child several doses a day, of certain medicines, to keep the allergies away. The Claritin is not that way, and the fact that the parent would only have to medicate his or child once a day, is a huge plus. While the ad has already grabbed the parent’s attention, the ad boldly states the medicine has, “a great grape taste.” Parents, caretakers, grandparents, nurses, doctors, anyone who has tried giving a child medicine, knows that if the medicine doesn’t taste good, it is harder to get the child to cooperate and take the medicine. Knowing that the medicine can be given easily because of the great taste, and last all day, while being non-drowsy, makes this a top contender in children’s medicine.

In today’s society, there are multitudes of medications that all treat the same symptoms. One might have seven different types that relieve runny nose and seven types that are decongestants, which makes choosing the correct medicine a difficult task. So while parents are standing on the prescription aisle at Walgreens searching for their child the right type of medicine, they will instantly go back to the ad they once saw in the Parenting magazine and know that Children’s Claritin would be an excellent choice. The Children’s Claritin ad is extremely effective in drawing in the reader and doing so by using lots of ethos, pathos, and logos.