

Author Name

Instructor Name

Course Name

Date

### Print Advertisement – “Glow” by JLO

In this print advertisement for Jennifer Lopez’ “Glow” perfume, the speaker is Lopez herself, as she is featured as the primary figure in the ad. The occasion for this ad is a sexually charged situation featuring Lopez, a popular actress/singer and sex symbol. The audience is young women who want to emulate Lopez’ beauty and status, and young men who are sexually aroused by her. The ad’s purpose is to get this audience to purchase “Glow” through the form of a sexualized print advertisement. The subject is the perfume “Glow,” which is the product being sold.

The rhetorical appeals being used in the ad include ethos and pathos. Ethos, or credibility, comes from the use of Jennifer Lopez as a spokesperson; she is a trusted, well-known celebrity figure, and as such this would make her audience more likely to believe “Glow” is a quality product. In addition, pathos appeals to emotion; in this case, the ad appeals to arousal and sexual appeal, which Lopez triggers here through her sexualized, nude poses.

Many elements of the ad’s visuals contribute to these arguments and their appeals. Emphasis is used by placing the focus on both Jennifer Lopez and the bottle of Glow; they are placed on opposite sides of the composition, but shaped and colored similarly so as to draw comparison to them. Color is also used as a visual element, using a nude-esque tan color throughout to imply the color of bare flesh. Characterization is another visual element; looking at

Lopez's open mouth and piercing gaze, as well as her flirtatious pose, the ad is characterized as an arousing one.