

Essay #1

Alshatti 1

Think Of Her As Your Love

To grab and attract the audience's attention to buy or purchase a product ²⁵ could be the best definition for what advertising ^{does} is. It could be as a pictures, videos, and posters. People usually see it in the schools, malls, restaurants, Internet, TV, and newspapers. The best advertisement is the one, which ^{can} grab the audience's attention very quick. Also, the successful advertisement depends on several things. The pictures and the words, which are in the advertisement, are the most important things ~~that the~~ successful advertisement depends on. The advertisement always should be attractive and powerful, and it ~~always~~ should include that appeal which ^{draws} makes the audience ~~attracted~~ to the product. Each advertisement ~~could~~ include one or more than one appeal. ^{In} Back to Jib Fowles' essay "only twenty percent of advertisements have one primary appeals" (531), so it could be more than one appeals in the same advertisement. Nowadays, Audi is one of the best companies in the whole word, which ~~can~~ attract their consumers by many different appeals and ~~different ways~~. The quality, the strongest, and the look are a few examples of Audi's appeal to attract the audience. Audi ^{has} have many different targets ^{for instance} students, businessmen, and parents. Each target ~~would be attracted by a special and a specific appeal~~. Audi ^{has} have that ability to attract them, because Audi always creating a good advertisement.

no comma w/
"because"



too much clutter

Als

"Nowadays, Audi is one of the best companies in the whole world; it is part of the "German Big 3" along with BMW and Mercedes-Benz, which are the three best selling cars in the world. Audi established in July 16th, 1909. Its headquarters located in Ingolstadt, Bavaria, Germany. It has nine production facilities in eight different countries. The company name is based on the name of the founder, August Horch. The four rings of the Audi logo each represent one of four car companies that banded together to create Audi's predecessor company. The first Audi car was delivered early in 1910, while the first (six-cylinder) model appeared in 1924" (Wikipedia.com).

Var font still changes

Selecting the audiences as a target is the most important part while the company or the seller is ~~creating~~ ^{creates} the advertisement, because while creating the advertisement, the seller should address the appeals that ~~will~~ ^{attract} the audience to purchase the product. However, it could be

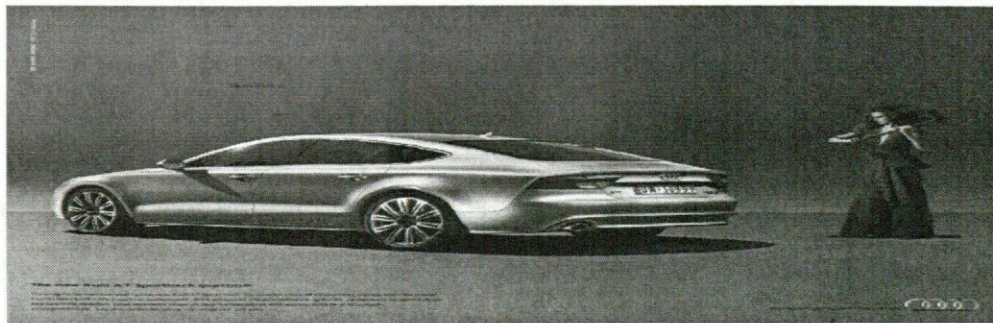
~~more than one~~ ^{replicating} appeal that grabs the same audience. Also, addressing the appeals depends on ~~the~~

~~type of gender, the age, the occupation, the country, and the monthly income.~~ "There are many

~~different kinds of advertising appeals seen in the media today~~ (infojug.com). The need of sex, ~~which have described by J. B. Fowles~~ ^{describes} "it conventionally works better on men than women" (520)

is one important example of today's appeals. Also, According to the same essay, the need to

achieve, the need to feel safe, and the need for guidance are a few examples of today's appeals.



The image took from ~~google.com~~

image is too stretched.

The Audi advertisement, which is in the top, shows some appeals that ~~will~~ attract the audience, it shows ^{GeS} that the car has the ability to attract the girls, so the driver will get a better chance to attract the girls and makes a lot of friends. Also, it shows ~~that~~ the girl carries an ax, which means the car has a very strong body works for everywhere and every time. These types of appeals attract many kinds of people. For example, it ~~could~~ ^{? confuse} attract students, businessmen, and parents. ^{how so?}

You can't use outside material to create an entire IT

"There are a lot of reasons and purposes for the advertisement. The main purpose of advertising is to inform people about a new product. The second purpose of advertising is to persuade people to purchase these products that the company sells it. Also, it helps increase the demand for good and services by the consumers. It also helps to let people know about the company and the services they offer. In addition to that, advertisement helps people to see what the differences between company and others, and it helps them to think what those companies have and what they do not have" (Ask.com)

Advertisements have a lot of advantages and disadvantages that ~~could~~ affect the whole society by a negative or positive way. Attract the company's targets ~~could be~~ ^{is} one of the most important advantages that will affect the society; on the other hand, it ~~might~~ ^{is} affects on the other ^{repetitive} part of the society. For example, some advertisement has some sexual pictures or words, which will attract the adults' attention to purchase that product, but at the same time it ~~could~~ affects on the kids behaviors, which would be the negative way, so companies should always keep in mind ^{be aware of} and being awake about that issue. Also, showing the differences between the companies could be one of the most important advantages that help the consumer and the society.

In conclusion, because the purpose of the advertising is to compete with others company, and pursued the consumer that they are the best, the advertisement always should looks sexy, attractive, and perfect to grab people's attention. Also, the successful advertisements is the one, which have a special power to affect and pursued the audience, and make them feel ~~that~~ they can not live without that product, ^{responsibility} and make them feel it is the best product in the whole world. The advertisement always should compete others advertisement in a good way not in an offensive way. ^{You need to focus.}

Keep work on effectively integrating outside sources into your writing. You must integrate all sources, & a source cannot be an entire $\frac{1}{2}$ of your essay. Your essay needs to look like the one in the book (not your bottom margin). You need to proofread for surface errors. You need to take all writing for this class to TWC & sit up a tutor. At points you address advertising in general when you need to focus on your ad.

Thanks! 57

Works Cited

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"Audi." *Wikipedia*. Wikimedia Foundation, 10 Mar. 2013. Web. 03 Oct. 2013.

Ambekar, Ashwini. *Different Types of Advertising Appeals*. infojug.com, 09 Jan. 2009. Web. ^{no holes} ^{1st day}

"What Is the Purpose of Advertising?" - *Ask.com*. Web. 04 Oct. 2013.

Fowles, Jib. "Advertising fifteen basic appeals." 07 Dec. 2011. P.gs (515 - 532).

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