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Civic Artifact Rhetorical Analysis Rough Draft

Tobacco remains the number one preventable cause of death in the United States today, despite its consumption being at an all-time low. Marijuana, however, is experiencing opposite trends, recently gaining a strong footing in society by becoming known as a safe, harmless drug used for recreation. Advertisements, such as the “Kill a cigarette. Save a life. Yours.” ad that has been used by Youth Eliminates Smoking and the World Health Organization to spread the word about the problem of tobacco and drug use among young adults, have begun to address the issue of tobacco use and attempt to evoke change in the habits of our younger generations. However, ads, such as Chipotle’s ad that compares the rolling of a burrito the rolling of a cigarette, have taken advantage of the emerging pop culture surrounding the use of illegal drugs, specifically marijuana, in an attempt to connect more closely with their audience. Targeting similar demographics, the ad against smoking and the Chipotle ad both employ stylistic choices and intrinsic proofs in varying ways in order to send two very different messages regarding the emerging ideology and newfound popularity of smoking for recreation among young adults.

It is interesting to note that these two very different ads, hoping to achieve two completely different goals, share the same audience. Both advertisements target a young audience, but depict the use of drugs and the act of smoking in opposite lights. 90% of smokers began before the age of 19, and 30% of these smokers will die from a smoking related disease(DoSomething.org). Smoking is a serious issue among young people, which is why the anti-smoking ad desperately reaches out to those of younger ages to show them the harms smoking can cause, using the image of a young man in the front of the ad in hopes to supply a figure of which is relatable to a younger audience. In recent years, marijuana has been believed

to be the most used drug among teens; an idea which is reflected in the Chipotle ad that compares the rolling of a burrito to the rolling of a blunt. These ads, despite having similar audiences, support competing ideologies that make each of their claims more powerful.

Tobacco use saw rapid growth during the 1930s and 1940s, however began to steadily decrease as soon as health effects started to be reported out in the mid-1900s (National Library of Medicine). It is a commonplace that smoking kills and has been a commonplace for many years. The fact that smoking is harmful and destructive is a dominant ideology, called upon by the artifact against smoking. Marijuana, specifically the recreational cannabis market, is the fastest growing U.S. Industry, growing 74% just in 2014. The emerging ideology that marijuana is “safe” and “fun” is what prompted Chipotle to make an ad that insinuated about the “goodness” of marijuana and relate that to the flavor of their food. Marijuana found an emergence in today’s society as being a safe drug; however, many people who find themselves continuously using the drug develop a dependence and can abuse the drug, proving that marijuana is not completely represented by its reputation of being a safe option(DrugAbuse.com).

Both ads employed similar stylistic choices in terms of color scheme, depicting their messages in all black and white shades. However, the ways in which they use this color scheme create two completely different tones. The ad against smoking is primarily black, while the Chipotle ad is primarily white. The anti-smoking ad, by using darker colors in the ad and choosing to utilize a completely black background establishes a much more serious, somber tone than that of the Chipotle ad. Black is often associated with death, immediately notifying the viewer that this ad is not trivial or pleasant. The little light color the ad did use stands out against the dark background, signaling their importance. The smoke shaped as a gun is lightened to emphasize the effects of smoking. The face of the young man is also lightened to express where

the problem lies, which is in the individual and among younger generations. By pointing to the individual, the ad calls its audience to action, making it clear that the only person who can save them from the consequences of smoking is themselves. The Chipotle ad takes a different approach by using white as the background, creating a much brighter, livelier mood. The roll of the burrito is a grayish reflective material, symbolizing the ad's effort to reflect the culture of our current society.

Chipotle used a short slogan, "Gourmet Burritos, Addictive Flavor" in their ad, connecting burritos and marijuana through the strategic word choice of "addictive." The ad employs logos, acknowledging that the weed is addictive, and transforms this alarming reality by associating it with the addictiveness of food. The ad lessens the severity of addictiveness and the stigma surrounding drug use by comedically making the comparison to chipotle products. The anti-smoking ad, divergently, uses logos to express the effects of smoking to their fullest and most drastic. The ad states "Kill a cigarette. Save a life. Yours." Similarly, to the Chipotle ad, word choice allows this logical appeal to be effective. By using the word "kill," the audience is immediately forced to consider death. It is common knowledge that smoking is harmful, and by showcasing this statement on the ad, the destruction that inevitably follows the abuse or overuse of tobacco products is brought into light.

The lethal nature of cigarettes portrayed in the ad against smoking also lends itself to producing emotional appeals. The gun shape the smoke forms alludes to a form of suicide. The gun represents that, as individuals, people are not helpless against the evils of smoking but can choose to save themselves. The smoke appears bright against the dark background, emphasizing the power and control smoking can have on your life. By choosing to engage in smoking, one is accepting the risks and willing to gamble their life and their future in turn for the short-term

enjoyment or image a cigarette offers. The Chipotle ad lacks in pathos, and instead exerts a comedic appeal to its audience. By suggesting that burritos and blunts are similar, Chipotle aims to connect with their audience by presenting themselves as an engaging, relatable company that understands the views of their customers. Unlike the anti-smoking ad whose sole purpose is to help their audience, Chipotle has invested part of their own stake into this ad and hopes to achieve a goal that will directly affect them. They want to expand and grow their business, and they make use of serious topic twisted in a humorous way in an attempt to help themselves.

The ad against smoking and the Chipotle ad both target the same audience, but support two competing ideologies. The Chipotle ad addresses the emerging ideology of smoking as the cool and now safe thing to do, while the anti-smoking ad challenges the ideas expressed in Chipotle's ad, supporting the dominant ideology that smoking is harmful by spreading awareness of the effects of smoking through the powerful imagery seen in the ad. The maintenance of one's image in today's society drives many people's decision making, especially teenagers and young adults who are the most susceptible to influence. Smoking has increasingly become a part of this shared social experience among younger generations and the only way for this to lose traction is by spreading knowledge and enforcing individual growth, a message the anti-smoking ad hopes to send; however, large corporations, including Chipotle, who take advantage of teenage influence on society, are inhibiting us from making progress.

Works Cited

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