

Pepsi TV Advertisement
Do their Propaganda Techniques
Have Substance?

Propaganda is often introduced in a way that attempts to intentionally bring to mind a strong feeling, especially by suggesting unreasonable (or non-intuitive) associations between ideas. There are three different propaganda techniques in this particular Pepsi TV commercial advertisement, which may be substantial propaganda to lure you into buying the product. Do these particular propaganda techniques on this Pepsi TV commercial inclined to using more unusual and unclear statements that sound appealing, but have no substance? Pepsi TV commercials are more inclined to using more unusual and unclear statements, which are enticing and alluring to the mind, but have no substance.

Comment [L1]: If these words are a "direct borrowing" from a source, you need to put those words in quotation marks and document where you got the text from.

Comment [L2]: Read aloud. Rough phrasing.

Comment [L3]: I think you might have been better served to just say, "yes, they use propaganda techniques in these ads."

Comment [L4]: Good Topic/transition /linking sentence.

The first propaganda technique Pepsi uses in its ads is the transfer technique. In fact, in the transfer technique, "promoters try to improve the image of a product by associating it with a representation most people respect." (McClintock 665). For instance, most Americans respect human life. In this particular commercial, the young woman at the end takes a drink of the soft drink with the impacting statement, "It's the cola." The transfer technique in this particular commercial with Pepsi is used because of everything that surrounds this young lady is pleasant people around her full of grace and happiness. Basically, because of everything that is going on the laughter, smiling faces and the upbeat rain falling on her is happening because of the drink in her hands, "Pepsi." In other words, she is associating life full of happiness due to her soft drink.

At the same time in this transfer technique, “advertisers hope that the prestige attached to the symbol will carry over to the product.” (McClintock 665). For example, the red, white, and blue

Comment [L5]: You don't need the period here. The period goes at the end of the sentence.

colors symbolize what America stands for—unity, pride and freedom. The symbol, which is representing the reputation behind the product and quality Pepsi holds. In other words, the colors, which are the same colors of our American flag is the trademark for Pepsi, hence, it is associated to what stands behind their product pure quality. Moreover, Pepsi modernizes its appearance with a daring more modern representations that better captures the brand's young at heart attitude. For instance, you see young children with a soccer ball running through the rain

Comment [L6]: Good example!

following this woman dancing around being playful and twirling around with an elderly man, so you see how different generations relate with each other just because of the drink. In this case, when you see this type of joyfulness being spread with different age groups you think of “Pepsi,” what a drink to make you feel alive and young. The simplified fine points better symbolize the brand's crisp, snappy, and invigorating qualities, such as detail on the music they use in this commercial, which brings out the crisp, invigorating taste, and the snappy look of “Pepsi.”

When you hear the music, which symbolizes Pepsi's quality it forms an idea in your mind on how great the flavor is. Therefore, they associate the upbeat music in this particular ad with Pepsi, so when the music plays you think wow, “Pepsi!” Not only this, but this as well, the

Comment [L7]: Awkward phrasing here. Any time you say "this" you need to clarify what it is referring to—this what?

association with the energy in this commercial is the drink in itself. In other words, because you drink Pepsi it makes you feel energetic. Especially, when you are out in the hot sun and you see an ice cold Pepsi, you automatically associate it with refreshing, energizing, and smoothness.

Comment [L8]: Wow! What a well supported paragraph.

The second propaganda technique Pepsi uses in its ads is the testimonial technique.

Comment [L9]: Another great transition sentence.

Particularly, because “testimonial capitalizes on the admiration people have for a celebrity to

Comment [L10]: You need to do a better job setting this quote up.

make the product shine more brightly-even though the celebrity is not an expert on the product being sold.” (McClintock 665). This Pepsi commercial has a famous star, being Eva Longoria the superstar actress from Desperate Housewives. Everyone wants to be beautiful and talented following a superstars step into fame. People react to what they see on TV, so they want to be just like that actress on the commercial. They will buy into what she is stating through her actions, “Drink a Pepsi.” Furthermore, testimonials sometimes do sound unsupported. In other words, they have no basis as to what their product really does do for the people, but as long as they have a celebrity to win the hearts of the American public they may be successful at times. Moreover, as McClintock noted, people think, “we like the person so much that we like the product too.” (666). This celebrity associates her talent with drinking Pepsi, because the audiences, “people” love what they stand for whether it be acting or singing they want to do what they do, so if drinking a Pepsi is the famous thing to do then I want to be just like her and drink Pepsi. Eva Longoria does let America know that Pepsi is the way to go if we want to feel and look just like her, because she loves to act, therefore, she loves to drink “Pepsi.” People tend to perceive that just because a celebrity who they love so much is enjoying an ice-cold Pepsi then they too will have the same enjoyment by drinking a Pepsi. The whole perception this commercial presents, is that America’s number one choice is “Pepsi,” being that Eva Longoria is on the hottest and highest rated TV show, so she must be drinking America’s favorite drink. Moreover, this Latin superstar is not only reaching the Hispanic cultural through her charisma by drinking Pepsi, but also how strong she comes out by implicating through her movements that is the joy of “Pepsi.”

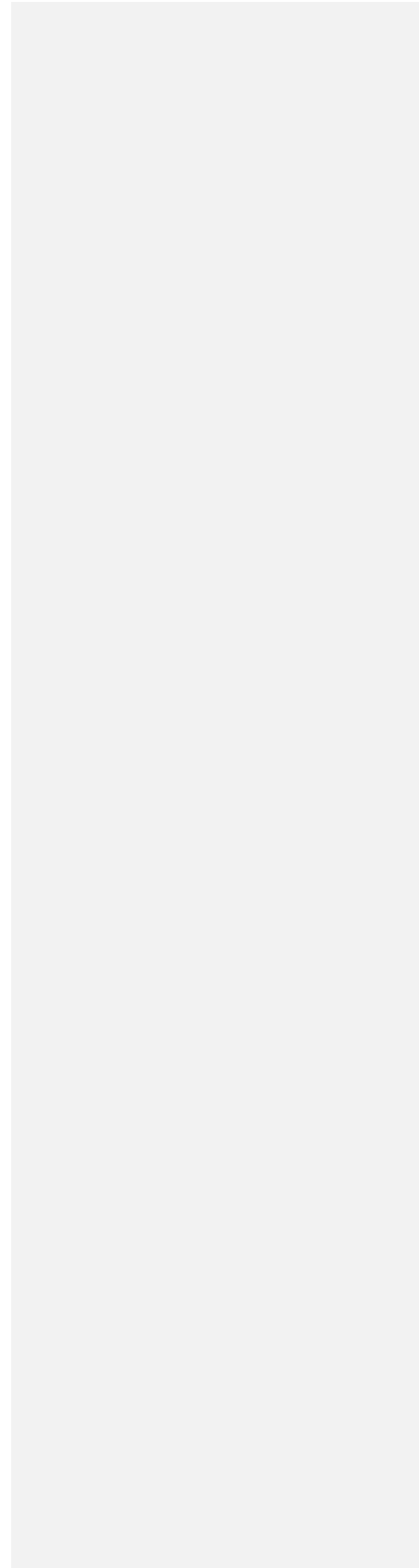
Comment [L11]: Good quote.

The third propaganda technique Pepsi uses in its ads is the bandwagon technique, which according to McClintock the advertisers apply a peer pressure sort of technique: “[In the bandwagon technique advertisers pressure, ‘everyone’s doing it. Why don’t you?’ (667). The product they are selling to America is Pepsi, take a sip and you will be hooked for life on the snappish taste overtaking your mind. Why not join America in drinking the cola that is just right for you. For instance, if you want to feel free with no care in the world like everyone else is in this commercial, then if everyone is getting pleasure from this why don’t you? Not only this, but this as well happens in the bandwagon technique where people are enticed to buying a product, because they believe in the product. In fact, according to how McClintock explains it is, “in the market-place, the bandwagon approach lures buyers.” (667). As an illustration, this commercial focuses on the Pepsi drink, which goes with everything, from cooking to entertaining. Basically, “Pepsi. It’s the cola,” anything can happen. Furthermore, the assertiveness and upbeat that this commercial has shows what is the interest of America. For instance, drinking “Pepsi” the American drink, which is the American flavor. Taste the flavor that America loves. In other words, “Goza el Sabor,” which means enjoy the taste just like everyone else is. When you clearly pay attention to their statements you can see how they catch your mind with just a few words, “It’s the cola,” so because this is the drink the public wants, then this is the drink you want. For example, if you are not in the crowd drinking the maximum drink, which is Pepsi then you are not right. Additionally, if you want to feel the rush and juices flowing through your veins do what America is doing drinking “Pepsi,” by living the life through the experience of what we all love Pepsi!

Comment [L12]: It is awkward to have your first quote within your transition sentence. Finish the transition sentence and start a new sentence to introduce your first quote.

Comment [L13]: It would have been nice to have more specific descriptions from the ad. You sort of filled in the emotional message of the ad here without a close connection to the specifics of the ad.

In conclusion, Pepsi TV commercials are more inclined to using more unusual and unclear statements, which are enticing and alluring to the mind, but have no substance. Furthermore, these three techniques being transfer, testimonial, and bandwagon, which are used in the Pepsi TV commercial are very attractive to the mind, and influential to your thoughts, but I believe it all depends on the individual as to how deep they fall into the brainwashing aspect of the commercialization.



Works Cited

McClintock, Ann. "Propaganda Techniques in Today's Advertising."

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ed. Boston: McGraw-Hill, 2005. 663-667.

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Feedback on the Essay: (0301)

<u>CRITERIA FOR EVALUATION</u>	Score on a 1 to 4 scale (4 being the best)
Appropriateness Has the author addressed the topic and task appropriately? Have they used appropriate word choice?	<u>4</u>
Unity and Focus Has the author made a clear point and stuck to it?	<u>4</u>
Organization Has the author arranged the ideas in a clear, logical way? Is there a sense of essay form?	<u>4</u>
Development Is there enough support to be convincing? Is it detailed?	<u>4</u>
Sentence Skills Has the author avoided major sentence skill errors such as sentence fragments, run-ons, subject-verb agreement, and faulty parallelism?	<u>3</u>
Usage Has the author avoided usage errors in verbs, standard word formation, articles, comparatives and superlatives and word choice?	<u>3</u>
Mechanical Conventions	

Has the author avoided errors in spelling, capitalization, and punctuation?	
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Total Essay Score: 4 Writing Grade: _____

- 4-- a well-formed writing sample that effectively communicates a whole message to a specified audience.
- 3-- an adequately formed writing sample that attempts to communicate a message to a specified audience.
- 2-- a partially developed writing sample in which the characteristics of effective written communication are only partially formed.
- 1-- an inadequately formed writing sample that fails to communicate a complete message.

Wow! Great job on this paper. You really have used quotes well and put together an exceptionally well supported paper.

Great work! You convinced me.