



Name Surname

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Rhetorical Techniques in the Nike Advertisement

In the Nike “Dream Crazy” advertisement, the company uses powerful rhetorical techniques to encourage women to dream big and achieve their goals, despite societal barriers and expectations. The ad opens with a series of clips of female athletes achieving greatness, interspersed with images of women facing discrimination and marginalization. The ad then transitions to narration by tennis star Serena Williams, who speaks directly to the audience, urging women to “show them what crazy can do.”

One of the most effective rhetorical techniques used in the ad is pathos or emotional appeals. The ad features emotional music and powerful images of women overcoming obstacles and breaking down barriers. This is designed to evoke a strong emotional response from the audience, inspiring them to feel empowered and motivated to pursue their dreams.

Another rhetorical technique used in the ad is ethos or credibility. The ad features a number of high-profile female athletes, such as Serena Williams, who are widely respected and admired for their athletic achievements. By using these athletes as spokespersons for the message of the ad, Nike can establish credibility and authority on the topic of female empowerment.

Finally, the ad also uses logos or logical appeals. The ad presents a clear and compelling argument for the importance of female empowerment, citing statistics and research on gender



inequality in sports and beyond. By using data and evidence to support its message, Nike can convince the audience of the urgency and importance of the issue.

Overall, the Nike “Dream Crazier” advertisement is a powerful example of effective rhetoric in advertising. By using emotional appeals, credibility, and logical appeals, Nike can effectively persuade their audience to support their message of female empowerment.

example from [essaypro.com](https://www.essaypro.com)



References

Nike. "Dream Crazyer." *YouTube*. <https://www.youtube.com/watch?v=zWfX5jeF6k4>

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