

*by Sam Jang 1A*

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# Super Bowl 50

## Study in Propaganda

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# A. Smartphones

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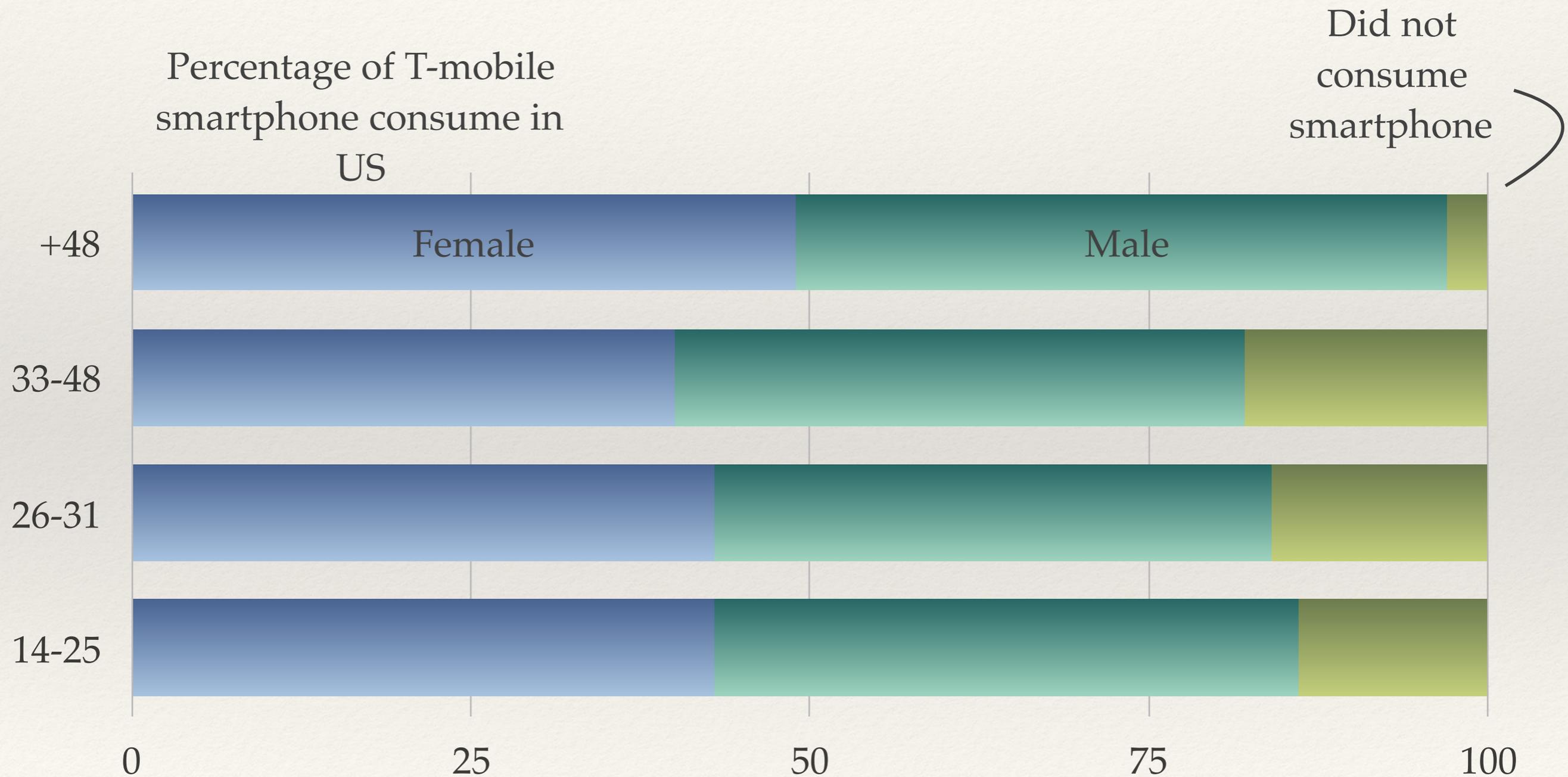


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D e m o g r a p h i c  
**B. Demographic**

The target audience of the product is all middle, high class male and female in US, except for babies



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Psychographic audience

## C. Psychographic

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- ❖ Since the company **Samsung**, that made the smartphones, is discovering new smartphones and other new unique high-tech devices, the psychographic target audience would be mostly the explorers. Explorers value energy, freedom, new challenges, and exciting experiences. Explorers will choose brands that highlight their uniqueness and independence, and give them new sensations. Explorers will be the first to try new brands. The company will target the explorers' impulse to make the explorers to consume the product. The company will advertise all the positive side of the product to pull the consumer into buying the product.

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Propaganda Technique used

## D. Propaganda Technique

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- ❖ In this advertisement, Steve Harvey, a famous celebrity who's also known as a comedian, spoke about how T-Mobile had more LTE towers than Verizon. Steve Harvey called Verizon's negative side to make unfavorable opinions towards Verizon, T-Mobile's competitor, to show that T-Mobile was a better company than Verizon. Therefore, this particular advertisement used testimonial and name-calling as its propaganda technique.

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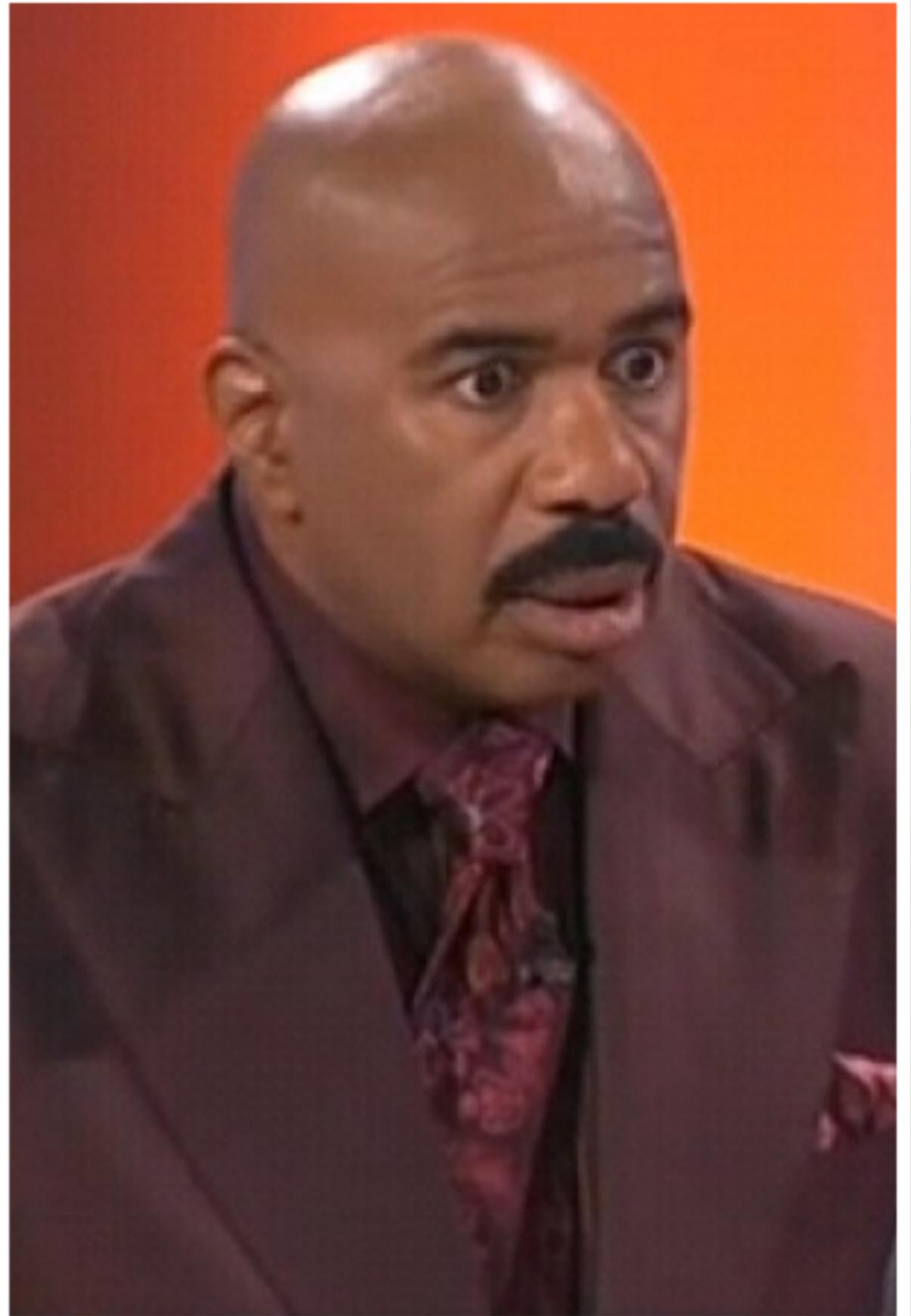
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## LOGOS, PATHOS, ETHOS

# E. Analysis

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The primary appeal seemed to be Ethos. The definition of Ethos is an appeal to ethics, and it is a means of convincing someone of the character or credibility of the persuader. The advertisement created a trustworthiness hiring Steve Harvey, a well known comedian, to attract consumers to be interested in their products. Because most of the people in US knew who Steve Harvey was, the advertisement gave the consumers a more friendly view of the product.



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c o n c l u s i o n

## F. Evaluation

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- ❖ In conclusion, I thought the advertisement was effective. Since the advertisement utilized two effective propaganda techniques, the advertisement seemed attractive, which fitted the purpose of the advertisement. For example, Steve Harvey, a celebrity, was used in one of the propaganda technique along with Steve Harvey criticizing Verizon, which was defined as name calling. Steve Harvey, in the advertisement, also used his ability to talk in a more ridiculous way, as he was a comedian, to give the audiences more friendliness and attract the people to consume the shown product. Moreover, the advertisement effectively used their advantage that the advertisement was a super bowl commercial. The advertisement was to have a larger influence since everybody who watched super bowl would have seen the advertisement. In my view, the advertisement was not only effective, but also an advertisement which had the best opportunity, which caused the advertisement to become more well-spread.

# Citation (they are labeled with their number.)

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2. *Nguyen, Kenny. "Note 3 vs Iphone 6 plus Speed Test on T Mobile Network." YouTube. Kenny Nguyen, n.d. Web. 09 Feb. 2016.*
3. *MAXCDN. "Samsung Galaxy Grand Prime Pictures." , Official Photos. GSMARENA, 1 Oct. 2014. Web. 09 Feb. 2016.*
4. *Benjamin, Freddie. "Redirect Notice." Redirect Notice. Data 'N Charts, 24 Aug. 2015. Web. 09 Feb. 2016.*
5. *Crashes, Motor Sports. "Steve Harvey T-Mobile Super Bowl 2016 Commercial." YouTube. YouTube, 7 Feb. 2016. Web. 09 Feb. 2016.*
6. *Schlosser, Kurt. "Redirect Notice." Redirect Notice. Los Angeles Times, 8 Feb. 2016. Web. 09 Feb. 2016.*
7. *Carey, Jesse. "Redirect Notice." Redirect Notice. RELEVANT, 17 Sept. 2015. Web. 09 Feb. 2016.*

Thank you