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RHETORIC IN 30 SECONDS OR LESS

Through the use of several accepted American values today's television advertisements are able to sell a non-physical product by instead presenting an image to sell. With non-physical products companies are able to use a formulated image to persuade potential customers that paying for the company's service will result in the consumer being more like the advertised image. In the Sprint unlimited data commercial there are no adult actors featured, instead the commercial relies heavily on the presence of a narrating voice and as well as a child to embody the image of an ideal American. The commercial's image relies heavily on making the narrator (i.e. the iPhone owner) appeal to several accepted societal values resulting in iPhone owners venerating the fictional image. The iPhone owners therefore are no longer purchasing the given data plan, but instead are making a purchase in hopes of they themselves becoming the fictional image.  
 The commercial's presentation of the information persuades the viewer that choosing the Sprint unlimited data plan is a wise decision for any iPhone user to make. With tactics such as avoiding the use of adult actors, choosing a certain style of voice to narrate, and the use of displaying a child playing with the iPhone all add to the viewers’ desire to purchase this data plan. The advertisement begins with an aerial view of a small town while multiple application icons hover over several buildings, the scene then changes to a city, a park, and various other locations while a young man speaks of the Sprint Unlimited Data plan (Apple and Nintendo News, 2011). In each scene there are pictures of applications that can be used anywhere, after the purchase of a data plan (e.g. showing a music streaming application hovering above a train) (Apple and Nintendo News, 2011).  
 Sprint's choice in using a voice to narrate the commercial adds to the message that Sprint is trying to send, by making the advertisement appeal to a certain consumer, while at the same time, making the service appear more personal. The voice of the narrator, in this commercial, is that of a young man in his late twenties to mid-thirties; his tone of voice and choice of wording suggests to the viewer that he is a young, respectable man who is college educated and makes responsible decisions (Apple and Nintendo News, 2011). In a commercial that is not persuading an individual to purchase a physical product it is paramount that the advertisement sells viewers a desirable idea. Likewise, the use of the man's voice without the aid of multiple human actors makes the commercial seem more personal. The voice of the narrator then can be interpreted as whoever the viewer wants him to be and is then encouraged to make the purchase in order to be more like the made-up man. Therefore, through the use of the narrator's articulation the viewer is persuaded to purchase this phone plan in hopes of becoming more like the narrator that has already been formed in his/ her head.  
 Through the entirety of the commercial there is only one person that is pictured with the iPhone, a young child in his toddler years who appears to be concentrating on an application currently on the phone. Sprint's use of the child appeals to pathos, assuming that the viewer values having a family and wants the best for those in his/ her family in addition to displaying the range of ages that will benefit from purchasing Sprint's unlimited data plan. The viewer can see that the child shown in the commercial is indisputably enthralled in the game that he is playing without the limitations of a lesser data plan. By using the child, viewers are reminded of the importance of family in most lifestyles and the importance of children in a family household. Consequently, the child appeals to the viewer's pathos by encouraging the viewer to consider that they are limiting not only themselves by not purchasing the Sprint data plan, but they are also limiting others around them by keeping a limited plan. In addition to appealing to the family oriented viewers the use of the child also provides an example of how wide of an age range benefits from the use of unlimited data. Similarly to how Sprint subtly implies that young ambitious adults would benefit from this particular plan through the narrator's voice, the visual of the child hints that even individuals at this young age will be able to take advantage of the data plan.  
 The commercial is able to appeal to the viewer’s logos through the presentation of socially acceptable/ desired values in America. By presenting values such as a "busy American lifestyle" and the importance of "getting a deal" the viewer is able to associate the presented phone plan with these qualities.   
 Since the typical, modern American is constantly occupied with work and family it is important to invest in products and services that cater to this lifestyle. By displaying the application icons in a variety of situations and locations Sprint appeals to the viewer's logos, implying that an unlimited data plan will benefit the user wherever everyday life may take them. The need to cater to a fast paced lifestyle is evident when one takes into consideration how the traditional American family has changed over the year to being busier than previous generations. According to PBS, in the nineteen-forties sixty percent of in all families in America had the traditional family structure (i.e. a family of consisting a mother and a father, with the father bringing in the majority of the income) whereas in today's society the majority of families consist of two working parents resulting in thirteen percent of all families relying on one person's income (i.e. the father) (PBS, 1998). Given that that the working class American family structure has changed so drastically over several generations, today the need for products to cater to a "busy American lifestyle" is far higher than it was in previous years.  
 In recent years, since the nineteen-forties, many American families require the income of two individuals to support a family, considering this the commercial appeals to the viewer's value of a deal (PBS, 1998). The continues emphasis on the unlimited plan appeals to the logos of potential buyers through insisting that the plan is a certain way to avoid fees from excess data usage. Since the voice is intended to appeal to a younger, educated generation, the target audience is more likely to be concerned with college loans and avoiding going over budget. Given the assumed economic status, the viewer is more likely to value a deal that will give him or her more for his or her money without the concerns of extra fees. Similarly, sprint relies on kairos from the current economic downfall to further entice the viewer that the presented plan is not only a necessary purchase, but a wise one. Through the duration of the commercial the narrator emphasizes that the data plan is unlimited and that there is a flat rate each month. The emphasis on the unlimited plan reminds viewers that no matter how much they use the plan they will not be penalized with fees for going over a monthly plan.  
 With the manipulation of several accepted American values and the well thought out presentation of information, companies are able to sell a non-physical product thorough constructing an image to sell. Sprint's use of image building appeals to viewers’ pathos by building a fictional character in each viewer's head as well as the viewer's logos by the implication that the purchase is a economic decision that multiple people will benefit from. To conclude, the Sprint unlimited data plan not only encourages viewers to form their own image of the data plan, but assists, with presentation and exploitation of the audience's values, in creating the character for the viewer to emulate.

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