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## Rhetorical Analysis of 'want It All' Advertisement by Nike

When a big company like this produces a commercial, the main objective is to get their product by showcasing it so it can sell worldwide. Many of these methods are used to lure the audience being targeted to purchase a product. Nike has numerous sports shoes and different apparel that are well known around the world by its logo and brand name. This Nike product is very effective and makes one of the most interesting advertisements by the theme having mostly energy, courage, and dreams that anyone could have. As this kid watches others play basketball his dream sequence continues as it passes through the stages. It reaches a training court and he learns from a coach also watching other teenagers play. This shows how far you with get with the dreams and goals you put effort to. This gives the audience hope but mainly sets an example sending out a positive message that those who set their mind to something will accomplish it.

This appeals to ethics because of the gains credibility from the Nike sign, since Nike is a big well known company. This is a brand that millions around the world would rely upon and love because everyone you see or know is not only familiar with the company but owns at least one Nike product. Also, the kid uses the logo to think that Nike is what got him great at basketball and got him feeling that pro players in the NBA will inspire him to reach his goal.

This advertisement shows a deep emotional appeal towards every heart by showing a young boy having a dream of wanting to win a competitive game like the sport basketball. To win you always need unending energy and persevere towards your goals. It shows that every kid has a young heart who can dream and aspire to reach any achievement ambitions they desire as long as they put effort and work for it. The astonishing kid in the video symbolizes the nestled objectives in the heart of basketball fans. Along, this leads us strength and practicing to be the best person by the pathway of success. The advertisement wants to send a message to the audience by showing a scenario and using basketball as an example of others goals and dreams.

The logos in this video is the part that leads to strength and how logic goes through the product by emotion and spirit, its reflection towards the game. The logic of Nike is the ego of basketball which is never to let go and stop what you want to accomplish. It stresses upon hard work and how several phases of failures can never determine your dynasty along your journey of benefits. It uses the logic and makes it as simple as work for what you want and you will get it where you want to be eventually.

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