

---

## Sexual Assault and Domestic Violence against Women

Interpersonal violence against someone or real weaker partner is a widespread phenomenon. Violence against women by anyone is always wrong, whether the abuser is someone you date, know or even a current spouse, boyfriend, girlfriend, an acquaintance or a stranger. Many countries have already set up laws to fight against that problem. For example of Bill Cosby, who has recently found guilty of aggravated sexual assault against 60 women and was sentenced. Why the percentage of that issue keeps increasing? It can be because the laws for punishment are not stronger enough and the fact that women do not go deeper in their accusation. They are scared about the fact that the case can go worst if they talk. Also, the way that women are thought to be the subordinates of men makes it difficult in the way that most women will not even tell the police if they have or are being physically abuse or sexual assault. NO MORE is a group of a non-profit organization dedicated to ending domestic violence and sexual assault by increasing awareness. They bring that issue through a visual with a good choice of design elements, incredible messages to persuade the audience, persuasive appeals to pathos, logos and a weak appeal to ethos.

The visual is primarily a portrait of a young woman standing at the center surrounded by some messages or sentences. She is wearing a black shirt, and only half of her body can be seen. It goes from her head to her chest. She has long brown hairs' color resting to her left shoulder. She seems sad with eyes almost closed and it hard to find if she has makeup on because the main colors are white and black, but she does not. NO MORE chooses a brilliant structure with a good organization to display that advertise. They start with who they are, who they are talking about, what they are talking about and finally what they think, front the top to the bottom. At the top center of the advertising, there is the word "NO MORE," written in big character, in kind of gray color except for the "O" after "N," which is written in green color and look like a disk or circle. That circle could mean an entire world. Below that, there is the "WHY DIDN'T SHE TELL ANYONE." It is written in big character, green color, perhaps for having special attention as the precedent. The "she" could partially refer to that woman at the center as the audience see for the first time but generally, it stands for any woman. Scrolling down up to the top of her right shoulder, there are four sentences written: "Domestic violence and sexual assault are never the victim's fault. It's time we all speak out to stop the violence" (in gray), following successively down by "No more excuse," "No more silence" and "No more violence," all written in black. Finally, at the way to the bottom to the left, there are two foundations' names: "Joyful Heart Foundation" and "EIF (Entertainment Industry Production)" written in white on her shirt. There is also a year of production. On the right side at the bottom. There is the name of that organization, a sentence which represents what they defend, their website and the name of that woman at the center which is: Jemima Kirke. NO MORE knows are to get the audience' eyes with that beautiful woman at the center and an incredible cover. Besides that, they make a good choice of design elements to go along with that advertising.

NO MORE underlines a real use of design elements with a good choice of colors. The woman at the center wears a black shirt. The black color is associated with fear, mystery, death, aggression, and rebellion. It affects the body and mind by helping to create an inconspicuous feeling, boosting confidence in appearance, increasing the sense of possibility, producing feelings of emptiness, or sadness. By using the black color on her skin, the organization shows

---

how she feels in her mind and body. Besides, there is a feeling of sadness on her face with eyes almost closed and no makeup on. Most of the time, women do makeup before going out or even to stay home. She does not have anything on, and that could mean the condition of being uncomfortable under her skin or despondency. The entire visual is recovered with a white and robust black color on the shirt which draws viewers' attention explicitly to see how women feel under her beauty. That is what the author wants to point out. At the top of the visual, the words "NO MORE" are in gray and green (the "O" after "N") also in capital letter. The gray color leads to maturation and obligation. More often, the ones who care about gray color are the ones who try to secure themselves from the world around them. Otherwise, NO MORE try to say what has to be solved by women instead of keeping sadness under their skins and feel unhappy. Furthermore, the green color has an effect of being the most restful and relaxing color for the human eye to view. Green can help enhance vision, stability, affects physically and mentally in several different ways and could stand for new growth and rebirth. That could be the meaning of why NO MORE uses that color for "WHY DIDN'T SHE TELL ANYONE" and the "O" which represents the world. If anything is done, there will be more stability and new growth for the world. The utilization of incredible design elements follows with a beautiful mixture of colors are used to build an attractive visual and get the audience' attention. Moreover, NO MORE choose simple words but strong messages to convince the audience better.

NO MORE chooses simple words with strong messages to convince the audience. Looking at the visual, the audience's eyes primarily focus first on that woman at the center which occupies almost eighty percent of the page then the symbol of the organization. Starting with the name "NO MORE," NO is a negative word or response use to show that something is the opposite of what it is supposed to be and shows that it is not allowed. The word "MORE" generally refers to addition, to finally get something in greater quantity, amount, measure or degree. The combination of no and more can express that something has to stop, and nothing furthers. At the bottom of their symbol, there are words "Why didn't she tell anyone," where the audience can have an overview of who is it about. Using "she" refers to the woman and they try to bring out and correct things that they are supposed to do. NO MORE goes further by using "It is time" with "time" which refers to a measurable period during which an action, process, exists or continues and "It" refers to an indirect object usually about a lifeless thing. Overall, it is often pronounced in an annoyed way that something should have happened now, sooner or later. Furthermore, they establish what the visual is about or what they are against off by pointing out those crucial words: "Domestic Violence" and "Sexual assault." Women are victims of one of those two issues any single minute in the entire world and the issues are inextricably linked. "Domestic violence" lead to an aggressive behavior within the home, typically involving the violent abuse of a spouse or partner and "Sexual assault" means an illegal sexual contact that involves force upon a person without her consent or is inflicted upon a person who is incapable of giving consent. Finally, NO MORE declare or show a way to fight and solve these issues by using the "No more excuse," "No more silence" and "No more violence." It demonstrates what their point of view. Those words represent what has to be done, there will not be any reason to forgive those who commit these issues, to forget to report or talk about the problems, and all those violence do not have to go further anymore. NO MORE convince the viewers with a good choice of words, beautiful sentences well explained. Finally, they use a pretty good appeal to pathos and logos and a fragile use of ethos through this visual to persuade the audience.

The rhetoric appeals is a precious piece to convince or persuade an audience and NO MORE correctly use the appeal to pathos and logos and a weak one for ethos. They effectively appeal to pathos. The use of sadness can be seen with the facial expression of the woman on the

---

visual. She does not seem happy with no makeup on, no smile. Even if she keeps a straight eyes contact with the audience, her sadness expression is big enough to make to almost close her eyes. That feeling shows how women feel around the world. They are victims of domestic violence and sexual assaults. By the sadness on her face, NO MORE tries to get the viewers' attention and convince them using emotion. The desolation also leads to the use of logos as a reason. Her unhappiness can be seen as the result of those violence, and that is why they have to stop to bring her smile. However, the visual has weak credibility according to their organization (NO MORE) and other organizations that they are working with: Joyful Heart Foundation and EIF (Entertainment Industry Foundation). Even if they share the same point of view which brings a world free of sexual assault, child abuse, and domestic violence, they are not recognized in the world. People who can probably notice who they are, are just the American citizens. Where the credibility cannot be trusted worldwide, and the crucial part is that everyone does not know about them and the action.

The domestic violence and sexual assault against women over the world are issues that people should know. NO MORE brings that through an incredible visual, full of good characteristics as a good choice of design elements, incredible messages to persuade the audience, persuasive appeals to pathos, logos. However, their credibility with the other organizations is not strong enough to convince the audience. The absence of correct use of ethos puts the visual as no effective like each visual should have. Other than the lack of appeal to ethos, NO MORE sends a powerful message that people have to look into. People should not forget that the woman is the mother of humanity.