

Rhetorical Analysis Draft: Anti-Vaping Campaign

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Vaping is a huge problem, particularly among young people and teenagers. Numerous ads and campaigns have been developed to educate the public on the negative effects of vaping and nicotine addiction. A good example is anti-vaping campaigns that have robust imagery, facts and emotional appeals to persuade people to not vape. The campaigns are aimed to inform the viewers as well as convince them not to do something bad. This rhetorical analysis will look at how the anti-vaping advertisements employ rhetorical strategies including ethos, pathos and logos to try to communicate their message and to try to persuade their audience. In general these campaigns are successful, as they use emotional fear, credible evidence and logical facts to demonstrate the negative effects of vaping.

The intended audience for anti-vaping campaigns is mainly teenagers, young adults, and even parents. Anti-vaping campaigns can be designed to directly confront the image of vaping that often appears modern, colourful and appealing to younger people. These ads are meant to alert people to the dangers of addiction, harm to the lungs and long-term health effects from smoking. Overall, the tone of these campaigns tends to be serious and urgent, as the authors aim to send a clear message about the dangers of vaping.

Pathos is one rhetorical strategy utilized in anti-vaping efforts (emotional appeal). The fear, sadness, or shock tactics are used in many anti-vaping advertisements to persuade viewers. Some campaigns display a scene of a young person with addiction, an elderly man struggling to breathe, a man or woman with damaged lungs or a person struggling to breathe. These graphics may cause discomfort or anxiety to the viewer. The advertisement elicits emotions and thus is more memorable. The younger audience is particularly susceptible, as they may not always consider the long-term health effects, so shocking images bring a focus to the matter. This emotional pitch makes vaping appear less appealing, and more risky.

Logos is another rhetorical appeal that is used which is an appeal to logic and facts. Often, anti-vaping campaigns feature statistics on nicotine addiction, lung disease, or chemicals in vape products. If that is the case, when there are facts and scientific evidence, the message becomes stronger and unignorable. For instance, if you explain that many vape products contain addictive nicotine, you will be able to back up the argument with logic. The fact that the campaign has been supported by facts makes it appear more educational than opinion-based. This is significant because not all individuals are going to react to emotional arguments. Logical evidence will provide the audience with a reason to believe the warning.

The use of ethos, or credibility, is also important in these campaigns. A lot of anti-vaping ads feature doctors, health groups or research-backed statements. If the campaign involves medical people, or trusted public health organisations it makes the message credible. Information is more likely to be accepted when it is from an expert rather than from some random person. The campaign feels serious and reliable due to the involvement of Ethos. It makes the point that vaping is bad and shouldn't be taken lightly.

Anti-vaping messages are typically serious, urgent and alarming. The tone of this advertisement is suitable for the purpose because its intention is to caution people to avoid engaging in harmful activities. The language is frequently straightforward and uncomplicated which helps the younger audience to grasp. Some ads may also be bold with phrases and strong language to make the message more prominent. The pictures and the direct text make it easy for the campaign to get the message across quickly and effectively.

Anti-vaping campaigns are overwhelmingly effective due to their multi-rhetorical approach. Pathos: generates emotion, logos: provides reason or support, and ethos: provides

credibility or trust. These appeals combine together to form a stronger argument than relying on one. But, some ads might appeal to fear too much and may lead some viewers to disregard the information or believe it is exaggerated. Despite this, the majority of anti-vaping campaigns still effectively convey the dangers of vaping.

In general, anti-vaping ads employ strong arguments rhetorically to dissuade people from vaping. These campaigns are aimed at trying to keep younger people away from nicotine addiction and health issues through emotional images, scientific facts and trusted sources. They make the message convincing and memorable through the use of pathos, logos and ethos. Some of the ads may be more effective than others, but anti-vaping ads are effective overall in making clear that vaping can have serious consequences. This rhetorical analysis demonstrates the interplay of structure, tone, and persuasive strategies in these campaigns and their effect on influencing public awareness and behavior.