

Rhetorical Analysis Draft: Anti-Vaping Campaign

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Vaping has become a major issue, especially among teenagers and young adults. Many advertisements and campaigns have been created to educate people about the dangers of vaping and nicotine addiction. A strong example of this is anti-vaping campaigns that use powerful imagery, facts, and emotional appeals to persuade people not to vape. These campaigns are designed to both inform viewers and convince them to avoid harmful habits. This rhetorical analysis will examine how anti-vaping advertisements use rhetorical strategies such as ethos, pathos, and logos to communicate their message and persuade their audience. Overall, these campaigns are effective because they combine emotional fear, credible evidence, and logical facts to show the harmful effects of vaping (Centers for Disease Control and Prevention [CDC], 2024).

The intended audience for anti-vaping campaigns is mainly teenagers, young adults, and even parents. Since vaping is often marketed in ways that appear modern, colorful, and appealing to younger people, anti-vaping campaigns are often designed to directly challenge that image. The purpose of these advertisements is to warn people about the dangers of nicotine addiction, lung damage, and other long-term health effects. The overall tone of these campaigns is usually serious and urgent because the creators want to make the dangers of vaping clear and difficult to ignore (U.S. Food and Drug Administration [FDA], 2024).

One major rhetorical strategy used in anti-vaping campaigns is **pathos**, which is emotional appeal. Many anti-vaping advertisements use fear, sadness, or shock to influence viewers. Some campaigns show damaged lungs, people struggling to breathe, or young people dealing with addiction. These visuals can make viewers feel uncomfortable, worried, or even scared. By creating emotional reactions, the advertisements become more memorable. This is especially effective for younger audiences because they may not always think about long-term health

consequences. Shocking visuals help bring immediate attention to the issue. This emotional appeal helps make vaping seem less attractive and more dangerous.

Another rhetorical appeal used in these campaigns is **logos**, which focuses on logic and facts. Many anti-vaping advertisements include statistics about nicotine addiction, lung disease, and harmful chemicals found in vape products. According to the National Institute on Drug Abuse (2023), nicotine can negatively affect brain development in teenagers and can quickly lead to addiction. When advertisements include facts and scientific evidence, the message becomes stronger and more difficult to ignore. For example, explaining that many vape products contain highly addictive nicotine helps support the argument through logic rather than just opinion. Facts make these campaigns seem educational and reliable. This is important because not everyone responds to emotional arguments. Logical evidence gives viewers another reason to believe the warning.

The use of **ethos**, or credibility, is also important in these campaigns. Many anti-vaping advertisements include doctors, public health organizations, or research-backed statements. When trusted medical experts or organizations are connected to the campaign, it increases the credibility of the message. People are more likely to trust information when it comes from experts rather than random opinions. Ethos helps make these campaigns feel serious and trustworthy. This strengthens the argument that vaping is harmful and should not be ignored. According to the American Lung Association (2024), vaping can damage lung health and expose users to harmful chemicals.

Anti-vaping campaigns also rely on tone and language to strengthen their message. The tone is usually serious, urgent, and sometimes alarming. This matches the purpose of the advertisement

because the goal is to warn people before they develop harmful habits. The language is often direct and simple, which makes it easier for younger audiences to understand. Some advertisements also use bold phrases or strong wording to make the message stand out more. The combination of visuals and direct language helps the campaign communicate quickly and effectively.

In terms of effectiveness, anti-vaping campaigns are generally successful because they combine multiple rhetorical strategies. Pathos creates emotional impact, logos provides logical support, and ethos builds trust and credibility. Together, these appeals create a stronger argument than if only one strategy was used. However, some advertisements may rely too heavily on fear, which could cause some viewers to ignore the message or feel that it is exaggerated. Even with that weakness, most anti-vaping campaigns still effectively communicate the risks of vaping.

Overall, anti-vaping advertisements use rhetorical strategies in strong ways to persuade people to avoid vaping. Through emotional imagery, scientific facts, and trusted sources, these campaigns aim to protect younger audiences from nicotine addiction and long-term health problems. Their use of pathos, logos, and ethos helps make the message convincing and memorable. While some campaigns may be stronger than others, anti-vaping advertisements are generally effective in showing that vaping can have serious consequences. This rhetorical analysis shows how tone, structure, and persuasive techniques work together to influence public awareness and behavior.

References

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