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Rhetorical Analysis: Why PEP Vitamins? Pep Gives You Energy

The non-fiction source I chose to analyze was an advertisement by Kellogg's. The advertisement seems to be a fairly old photograph from the 1930's-1940. There's a photo of a man and woman who appears to be husband and wife, the box of vitamins in the lower left corner, and a few sayings from the couple. You can tell this is an old photograph because the photo is in black and white, and also by the way they're dressed. **The wife is dressed in your typical housewife attire, dress, apron, dust bunny in hand while the husband is dressed in a suit and tie.** The intended audience for this advertisement is the general public **so they could get them to buy the vitamins.**

Kellogg's is trying to promote PEP vitamins. The message they're trying to give is that these vitamins are good for you. Kellogg's **thesis** is that you should consider taking PEP vitamins because they give you energy. One may **rebut** against Kellogg's promoting this because they may think that it's just a regular vitamin, or they just won't take it simply because they don't want to, but after reading the message between the husband and wife in the lower right corner, they may consider taking it **because of her boost of energy.** Kellogg's **supports** their claim by having the wife saying "Vitamins darling! I always get my vitamins."² The wife says this because the husband sees that she's full of energy after a long day of work. In the conversation on the bottom right, the husband makes a remark talking about all of the house cleaning and cooking, and after all of that she's still thriving, but after he's done a day's worth of work, he's exhausted.

The response from the wife is on broader text to show the power of the vitamins. Taking these vitamins are beneficial to women and Kellogg's wants to grasp the attention to get more to take the vitamin.

The warrant of this advertisement is that the author values energy and health. We can assume this, again referring to the conversation in the lower right, because of how energized the woman is. Kellogg's main point is that PEP vitamins give you strength to do a full day of work and still have energy afterwards. Also, from the name of the vitamins 'PEP', one may be familiar with the saying "put a PEP in your step", meaning some sort of boost, and that's what PEP does. It gives you a boost of energy.

Although Kellogg's does a great job at promoting their PEP vitamins, one may say that this advertisement is sexist. Because there's a woman promoting the vitamins, then perhaps these vitamins are for women only. If you look at the bigger picture, the woman is standing in front of her husband in with a dress and apron on with the dust bunny in her hand. The husband is standing behind her in his nice suit. This is your typical housewife and working husband. The husband says to his wife "so the harder a wife works, the cuter she looks!" One may interpret this and say that the husband is saying how it's the woman's job as a wife to stay home and clean, and still look nice. A woman has the right to work as well as a man. Some men make it seem as if the women shouldn't be in the work place. They try to make it seem like women are incapable of doing anything other than staying home and being a housewife. Kellogg's is promoting these vitamins to get the public to buy them. Reading into this ad you get the idea of how it gives energy and that taking these vitamins help give a better healthier lifestyle.

**SO THE
HARDER
A WIFE
WORKS,
THE CUTER
SHE LOOKS!**

GOSH, HONEY, YOU SEEM TO THRIVE
ON COOKING, CLEANING AND DUSTING-
AND I'M ALL TUCKERED OUT BY
CLOSING TIME. WHAT'S
THE ANSWER?

VITAMINS,
DARLING!
I ALWAYS
GET MY
VITAMINS

**Kellogg's
PEP
VITAMINS-ENRICHED
WHEAT FLAKES**

Vitamins for pep! PEP for vitamins!*

"Flashback: Every Wifey's Beauty Secret Circa 1930." RSS. Web. 5 Feb. 2015.
<<http://www.popsugar.com/love/1930s-Kellogg-Pep-Cereal-Advertisement-1673932>>.
