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English 400

<https://www.youtube.com/watch?v=Sckyo3-f2D8>

Carl’s Jr. commercial “The Most American Thickburger” conveys its message through a commercial that was aired on TV in 2015. The conclusion that can be drawn from the commercial is Carl Jr.’s attempt to persuade his viewers, both men and women, to purchase his burgers from Wendy’s. He attempts to do this by using an attractive and scandalous supermodel Samantha Hoopes and other desired “American” materialistic items. The objectification of women has a very powerful effect on women, adolescents and men in society today.

**PATHOS:**

Carl Jr.’s commercial demonstrates two rhetorical appeals. His most obvious tool is its appeal to emotions, also known as pathos. The supermodel Samantha Hoopes is portrayed in the first 10 seconds of the commercial wearing an American bikini (red, white, and blue) and is sitting in a hot-tub in the back of a pick-up truck with the “Thickburger” in her hand. This scene immediately grabs a male’s attention right away and brings out the emotions of lust, desire, and longing. These are similar emotions a guy would have for an attractive sex partner and Carl’s goal is for these emotions to connect with his Wendy’s Burgers. Furthermore, Carl uses masculine materialistic objects to appeal to a male’s emotions in hopes to gain support for his “Most American Thickburger”. He portrays a customized large pick-up truck that has a flag painted on it, and the truck is on an American military air-craft carrier with Lady Liberty in the background. Carl Jr. is hoping that any American loving man that watches this commercial is going to gain the desire to go out and purchase a Wendy’s burger.

Carl Jr.’s commercial also appeals to the emotions of females. Women will feel envious. Practically in America’s society women yearn for a healthy- and good-looking body figure. Eating healthy and staying active is how an individual achieves a good-looking body. However, Carl Jr. puts an unhealthy loaded “Thickbuger” in the hands of a supermodel with a great looking body; therefore, making women viewers feel that it is acceptable to eat his burgers since the beautiful supermodel Samantha Hoopes did and she is still healthy and attractive.

**ETHOS:**

 Carl Jr.’s commercial attempts to persuade his views by using ethos. He does not just pick any hot and attractive female to play in his commercial, but he does use a popular supermodel Samantha Hoopes. Samantha Hoopes is experienced and an expert in modeling. Hoopes is an American model known for her appearances in the Sports illustrated swimsuits.

**LOGICAL FALLACIES**

Carl Jr. demonstrates the logical fallacy AD POPULEM. This is defined as an appeal to the people, to what they want to hear or see. In the commercial, Carl Jr. appeals to the American people of the United States by using repetition. He repeats the word “America/American” in almost every sentence in the commercial. He even names the burger “The Most American Thickburger”. Additionally, He hires an American supermodel and makes addresses this fact in his commercial. Carl Jr. displays what every American loving individual admires, our Lady Liberty who is “gazing” and “admiring” Carl Jr.’s “Most American Thickburger”.

Carl Jr. demonstrates the logical fallacy BANDWAGON APPEAL which is described as if “everybody’s doing it,” then don’t you want to “get on the bandwagon?”. We see this occurring in the commercial regarding being an “All American” with having the large customized pick-up truck that sits on America’s air-craft carrier. The commercial purposely flashes materialistic objects to display what American people should look and have.