

Chevy Impala  
Brendan Wilson

Everyone wants to have the coolest car around, right? Then why not buy the Chevy Impala. It's got a 303 horsepower engine with Active Fuel Management. Along with having the best car out there you want to be the coolest person on the block too, right? In the Chevrolet Impala advertisement you've got your all-around rapper standing next to his brand new car. He also has got a good grip on his leather jacket. In the background there is a large gold building. In the top left hand corner there is a quote that says, "Chrome feet down low and my Impala wet black". T.I. is actually rapper Clifford Harris. This is T.I. being the coolest guy ever with his awesome wet black Impala. There is info on the Impala on the bottom of the ad and it says, "An American Revolution" with the Chevrolet sign next to it. The Chevrolet Company is trying to get the message out to the African-American groups who are around the ages of twenty to thirty. Another target group is people who like rap or hip-hop.

Some persuasive techniques that are being used in this ad are beautiful people and bandwagon. Beautiful is used to attract girls to the car. Some women could call T.I. a beautiful person. Bandwagon is also being used because you could consider T.I. to be cool or a gangsta, which is cool to some people. With T.I. standing there it symbolizes that everyone in the 'hood should have the Impala so they can also be cool. Also using bandwagon in the ad is Chevrolet's way of saying that if you buy our really expensive car then you will be cool and hip. The ad was found in *SI (Sports Illustrated)*

The ad could be misleading in many ways. The main one is because many people do not know the truth about T.I. First, he was convicted of drug felony charges in 1998 and is now not allowed to possess a firearm. Second, he was arrested for giving his bodyguard \$12,000 to buy and deliver him three machine guns and two silencers. I am pretty sure that many people would not like to be like him. Some people do not actually know the full case with T.I. That is a major factor in this ad and is probably the most convincing. American patriots could also be offended by the American Revolution title in the ad. It might be offensive to other members of the African-American community who were raised not to like people who are gangstas. There are also parts of the story that are not being told. This is the second Impala this year because of a recall with the same features. That gives you a little insight to the company's testing and safety. If everyone knew these facts I am sure that nobody would buy this car.

This is quite literally a very bad ad. The main reason is T.I. was arrested and found with possession of illegal firearms. Most of my reasons are just stated above. It's quite outrageous what the Chevrolet Company is trying to do just to get their car sold. From the American Revolution part to the quote that is "interesting". Many people could be offended by this ad. To be truthful, the ad is quite hoodlum like and is saying that being bad is good.