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BMW



Dear Mato,

We always have so much fun together. Sometimes I even feel like there is not the right time to tell you what I think of or how I feel about certain issues. I am going to change that right now. I, your younger brother, would like to tell you that I am very happy for you. It is quite amazing how well you managed past few years. I would like to congratulate you and Michelle on your marriage, because I believe that I forgot to congratulate you during this busy and hectic summer.

You are very successful in everything that you do and your hard work is finally starting to pay off. This is also the time when one needs to make good decisions. Many young people after they get a first job spend more money than what they can actually afford. I know that you are not that type of person that makes quick and irrational decisions based on commercials. There is no surprise that you are an accountant major graduate. For example, you and Michelle made the right decision when she needed a new car. You two did your homework and gathered all the important information to enable you to make the smart choice between Toyota Rav 4 and Mitsubishi Outlander.

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Now I just learned that that you would also like a new car for yourself. I, as your brother, know you very well and I am little worried if this is what you really need because I know how much you like BMW cars and their commercials. However, it is your decision and I only want to help you make a good decision. I just learned in my English class how tricky and misleading advertisements can be, thus I decided to tell you more about ads. I know for a fact that you are a very careful buyer, but I still want to tell you about strategies and tactics that commercials use to deceive people into buying their products, because I was just shocked how many different ways a commercial can trick you.

Weather may vary.
Performance will not.



All of their tricks are based on some kind of fallacy. A Fallacy is simply a misconception resulting from incorrect reasoning. It seems as something very simple and one could think that he would not fall for it, but the people who make advertisements are very good at it. Let me show you few fallacies which I found in BMW advertisements so you have a better idea what you need to watch out for.

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This commercial that I want to tell you about is a great commercial. This ad entertains. This ad makes you want to buy this car. This is the link to that commercial (<http://video.google.com/videoplay?docid=-3466438092290778950>) so you can see for yourself. It makes you believe that every time you sit down behind a steering wheel in this car it will be a lot of fun. The car is fast, has great sound. They tell you in the commercial that the car even smiles, that the car has senses (sound). This is the example of a fallacy of distraction. Specifically, they use emotive language (colored words) to abuse the power of words in order to evoke a desired response from the audience. The desired response would be the smile and the feeling of sensation that one experiences when watching this commercial. Ultimately they are trying to convince viewers that this is what it feels like when one drives this car. Another fallacy of distraction that you, my brother, should watch out for is the oversimplification. This strategy reduces a complex situation to a simple, inaccurate statement. One can see them play this trick on him at the end of this ad when a calm, strong voice says: "...and one little key!" They are trying to tell viewers that it is not so hard to buy this car; their message is that one needs only a little key and can drive away in this ultimate driving machine.

There is another deception in this same ad that I would like to tell you about. It is so called conceptual fallacy and to be exact it is personification. This is when they are attributing human traits to other creatures. They use this strategy to mislead you, to tell you that their car is different. At first they put emphasis on phrase it is only a car, by repeating it multiple times. They repeat it

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just enough times so when one hears "...intelligent wipers..." one starts thinking that this car is almost like him. The message from them is that BMW is something extraordinary, something with human-like characteristics.

Let me tell you Mato people who make these advertisements are good. I wanted to share with you what I just learned in my English 102 about ad strategies and I hope that it will help you to make smart, good decision.