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### Ocean Ad

I've chosen this advertisement because it describes the problem that we have today. There's too much waste thrown to the ocean, and our poor sea animals end up eating all of that. This not only shortens sea life, but it also makes our earth a dirty place to be in. As you can see, the advertisement shows sushi but it's made out of plastic bags and sea waste. It also has a description and it states the facts. It's unfortunate that so many fishes ingest over 12,000 tons of plastic a year. The good thing is that this ad is persuading the audience to make a change and to stop throwing waste into the sea. It's strong in the picture because the sushi example is very visual, and it makes the viewer uncomfortable in knowing how much plastic we throw into the sea. It helps with what the designers want the audience to do, which is to stop spreading waste.

The linguistic message in this advertisement would be the description that the ad gives us. "Recent studies estimate that fish off the west coast ingest over 12,000 tons of plastic a year. Find out how you can help turn the tide on plastic pollution at [www.surfrider.org/rap](http://www.surfrider.org/rap)" This description not only helps the audience get to the answer, but it lets the audience know about what's going on in the world. I feel like the most important thing about an advertisement is the facts or valuable information. I say this because without facts, what will the audience take out of it. When it comes to the denoted messages, you can say how the chopsticks with the fake sushi makes the visual better because it shows how big the problem can get if nothing gets done.

I wouldn't say there's any hidden meaning in this advertisement because everything is straight forward and to the point. Plus, for an ad like this, you can't really have a hidden message if you're trying to persuade the audience to do something. If you're doing an informative advertisement, you have to make it as clear as possible. Confusing your audience will not get your point across at all. The symbolism would be the fake sushi and the headline too. "What goes in the ocean goes in you" This line is important because it's the first thing the audience sees, the bigger text. And this line also makes the audience think that the ocean is getting contaminated. All in all this advertisement demonstrates everything an advertisement should have when making something informative and serious.



## WHAT GOES IN THE OCEAN GOES IN YOU.

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Bottle: Debrah D. Black (2011). Photo: Negative by iStockphoto. Photo in the North Pacific  
Subtropical Gyre. Mel. 2009. PLoS ONE 4(11):115-181.

