“Every breath you take will eventually destroy your future.” There is not a truer statement than this when it comes to smoking cigarettes. Smoking cigarettes has dramatically decreased in the last decade due to new informational ads and commercials. This ad of a clock with some cigarettes tied to it and a hand holding a lighter is a great example of why the use of cigarettes is declining. Ever since this new information about cigarettes being able to kill people has come out every anti cigarette campaigns ties cigarettes to killing and destroying people’s lives. Anti smoking campaigns bring to life the horrific truth and reality of what smoking can do to the human body.

By now everyone who is in touch with reality knows that smoking is not the best thing to do if one wants a long cancer free life. Anti cigarette campaigns take this idea and have creative ways to show that smoking will kill one puff at a time. The ad of a clock with some cigarettes tied together on it and a fuse coming off the cigarettes with a lighter in hand moving towards it is an example of how anti ads work. Underneath the
clock with cigarettes tied to it and the hand with the lighter there is one fallacy free sentence to really slam down the point. The sentence reads “Every breath you take will eventually destroy your future.” In this ad the creator wants the viewers to see that smoking will shorten ones life with every cigarettes someone smokes. The clock is a representation of the life span of the human person and the cigarettes tied to it acts like a fuse that will set off this time bomb once they have burned all the way down. The hand with the lit lighter moving down towards the fuse connected to the cigarettes as a representation of smokers giving up their lives just to smoke a few more cigarettes. All anti cigarette campaigns have a strong true message that they try to convey to the viewers just like this ad does with the image and the writing at the bottom of the ad.

Every anti cigarette ad uses its fair share of logos, and pathos to prove how smoking is bad and to deter people away from doing it. Pathos and logos is used strongly in the Ad of the clock and cigarettes. The pathos or emotion is how the ad makes the viewers feel after seeing it. The ad wants to embed a spot in the viewers emotion on what they just saw, read, or heard. The creator of this ad uses a clock as a symbol of the life span of a human being. This ad is trying to appeal to the emotion that if one wants to live a long healthy life than one shouldn't smoke. A long healthy life is what the goal of what most people would want and this ad tells its viewers that if they smoke cigarettes they will have a harder time achieving this goal. This ad also gets the emotion across by the words at the bottom of the image. It reads “Every breath you
take will eventually destroy your future.” These words make people who read this ad think, do I really want to make my life shorter than it has to be if I continue to smoke cigarettes? Ad creators especially anti-cigarette ad creators use a decent amount of pathos because it is an easy way to persuade someone or give off a certain vibe for the message they are trying to convey. If they can pull off the vibe that smoking is a killer than it causes less people to want to smoke.

Along with pathos logos is a key part of proving a point or making something more credible. Everyone knows that cigarettes are bad for one's health and if they continue to smoke them they have increased chances at shortening their life span. Knowledge and facts help make ads like this one provable and a turn off to smoking. Facts and studies alone have shown that smoking is not a good habit to have. Having facts to use as backup only helps prove that ads like this anti-cigarette ads is credible and the creator knows what he or she is talking about. The clock used like a bomb in this ad is another example of logos that helps this ad prove its point. People know that bombs explode and kill so why would anyone want to get in the middle of it and smoke? The creator of this ad uses the clock to connote the idea that smoking will eventually go off and kill you. Knowing this fact gives smoking the impression of death and killing.

In addition to the pathos and logos of this ad the lighting of the background has a theme within itself. There is no foreign light source in this ad. The only light that
illuminates the image is the light coming from the lighter in the hand. I believe that the creator was trying to make a point by having the lighting this way. I think that the creator’s message in doing this is someone who smokes has the light to lead their way in life, if they choose to smoke then they can light their own bomb. The use of this light brings a whole new message to this ad. If the creator meant to use this single light source as a way to demonstrate that each person has the power to do whatever they want in their lives than it shows how people are choosing to shorten their life span knowingly. This is the biggest of all the different way this ad demonstrates that smoking is bad. It hints towards a bomb, and a clock representing someone's life span, and also uses the sentence “Every breath you take will eventually destroy your future.” These three examples of how smoking is dangerous and bad for the human person are good, but the example of a person holding a light, giving them the choice of how to proceed with their life is the best example of how dangerous cigarettes are. Someone is sacrificing their life span just to have a few more smokes.

Lastly the time bomb reads eleven forty five. This is a smart concept that the ad creator thought of in order to give hope to people that see this. The ad is saying that if one smokes they will eventually die, but the time reference is allowing fifteen more minutes for those who want to quit enough time to save themselves. This reminder that life ends in fifteen minutes unless there are changes in one smoking habits is a real wake up call. When someone's life is in danger people tend to perk up and pay closer
attention. Although this is a subtle detail I think that it might be one of the most important ones because it is a way out instead of dying.

In all, anti cigarette ads have strong influence by pathos and ethos. Whether it is the emotion of killing or just the facts that cigarettes kill, pathos and ethos are clear and easy ways to prove to a common person that smoking is a bad dangerous habit to have. The use of a single light source in this ad allows the viewers to see in the mind of a smoker holding the light of their future. This one thing is enough to prove that cigarettes are dangerous because someone is shortening their own life span in order to have a few more puffs of a cigarette. This ad of a few cigarettes tied to a clock like a ticking time bomb and the simple sentence “Every breath you take will eventually destroy your future” exemplifies how horrific cigarettes are and what it can do to the human person.