

Commercial Analysis to “The Interview”

In *The Interview* the Harper administration argues that Justin Trudeau does not have enough experience to be the Prime Minister of Canada by pretending that Trudeau is applying for a job (cpcpcc, 2015). The commercial begins as a diverse group of people are in a business meeting discussing candidate’s resumes. They then begin discussing Justin Trudeau’s resume, noting that he has included his photo with it. The first point that they discuss is that Trudeau has no experience in balancing a budget, remarking on a troublesome quote from him. Next, while discussing his stance on public defence they bring up his desire to give winter coats to Syria. The group then discuss how some of his actions and stances, like his stance on marijuana make him seem naïve and immature. One of the members then bring up Trudeau’s desire to end income splitting, to which a concerned older gentleman fears will lead to the removal of pension splitting as well. The group then comes to the same conclusion and agrees that Trudeau does not have enough experience to be Prime Minister.

The Interview (2015) uses logos, pathos and most of all ethos. The ad uses logos in instances such as when the group discusses the Trudeau quote, “budgets balance themselves” (cpcpcc, 2015). Since budgeting takes a lot of work commercial infers that Trudeau doesn’t understand how to run one. *The Interview* then uses pathos when the older man discusses his concerns over pension splitting (cpcpcc, 2015). This uses pathos because many elder citizens live on a tight budget and seeing the fear in the old man’s eyes could raise concerns and sympathy from either older citizens or people who know elderly people who deal with financial problems. The commercial also uses pathos when it links Trudeau’s desire about giving winter jackets to Syria to ISIS (cpcpcc, 2015). Since donating winter coats is not a stance against ISIS it could raise a reaction of fear or anger from people with concerns over the radical group. Lastly *The Interview*

relies heavily on ethos by trying to make the actors in the commercial seem trustworthy, and by making Trudeau seem untrustworthy. The commercial makes the actors seem reliable by gathering a sophisticated looking group of people from different races, genders and age groups (cpcpcc, 2015). Since this group is diverse when they begin to discuss Trudeau's faults, it makes it seem like a wide group of people would then agree with them. The ad also uses ethos in its portrayal of Trudeau, as an underqualified candidate who is more akin to a celebrity than a politician (cpcpcc, 2015). The commercial also portrays Trudeau as superficial, by noting that he included his picture at the beginning of the ad as well as their comments on his hair at the end. The commercial then makes the group seem more open minded by remarking that they would maybe "hire" him in the future if he had more experience (cpcpcc, 2015). Using all three of logos, pathos and ethos the commercial is very aggressive in its portrayal of Trudeau.

The Interview uses persuasive appeals in a partially effective manner as it does paints Trudeau in a negative light but isn't a very flattering commercial for the Conservative Party. In regard to presenting Trudeau in a negative light the commercial is rather successful because it does a good job on twisting his words and appearance to make him seem naïve of the world. By doing this the Conservative Party is able to paint Trudeau as unqualified as well as having his priorities in the wrong order. The commercial is not very persuasive in making the viewer vote for the Conservatives however. Since the commercial never brings up any conservative policies it does not try to convince you that Stephen Harper is good candidate, but merely just the runner to settle on. The commercial also includes a rather shameless jab on Trudeau's hair, as well as when the actress in the ad says she, "not saying no forever" (cpcpcc, 2015). This is a rather meaningless line as the Conservatives who created the ad would never support Trudeau. *The Interview* is a fairly effective attack ad but does not focus on the topics the Conservatives should.

References

cpcpcc. (2015, May 25). *The Interview* [Video file]. Retrieved from
<https://www.youtube.com/watch?v=c86-9HitWg0>