

## **“Onslaught” by Dove**

1. The onslaught of visual depictions of women being manipulated by society to look a certain way and be a certain size facing a young innocent girl creates a feeling of panic and could easily cause parents to turn to Dove for their help and look to them for healthy products.  
(Barbara Funk)
2. In the Dove “Onslaught” advertisement the pathos appeal is demonstrated through reverse psychology by projecting several images of what beauty is thought to be, in order to evoke the opposite effect of self-love within the audience. (Nikki Robinson)
3. By using rapid graphic images of the “perfect” body type, the Dove “Onslaught” commercial emphasizes how the beauty industry manipulates young girls’ self-image and destroys their self-worth. (Sherry Miller)
4. The Dove “Onslaught” ad uses pathos to connect parents’ love for their daughters to the refreshing shared ethos of parental and corporate responsibility, using images of an innocent girl whose eyes and mind are attacked by conflicting and damaging images of beauty, followed by her independently lagging behind and giggling gaggle of girls whose parents have not, as Dove suggests, educated their daughter about the truth of self-image. (Jeremy Jinks)
5. By using the contrasting images of a young, innocent girl against an onslaught of media driven archetypes of women, Dove captures the disturbing essence of the battle we are up against. (Sarah Durham)
6. The use of the slow intro leading into the quick cuts in the framing of the Dove “Onslaught” commercial creates the unsettling feeling in the viewer that they are seeing into the child’s future. (Cate Doran)
7. The ad “Onslaught” for Dove self-esteem kits to appeal to emotions with a quick fire barrage of images. These images are disturbing and thought provoking views of what females do to attain “beauty” as defined by media and cosmetic industries. ( C. Buran)
8. Dove soap’s “Onslaught” ad uses a young, innocent girl of about 8 years old as a warning to parents to talk to them about self-esteem but using beauty industry/media to show how they ‘could’ look. (Lisa Richter)
9. The ad by Dove entitled “Onslaught” attempts to educate girls about the loss of “pure,” or natural beauty. With its multiple screen shots of societal norms according to real beauty, such as medical enhancements, it draws our attention to the harmful views of our world’s view about true beauty. (Amy Clayton)
10. “Onslaught” by Dove shows that our daughters are constantly being bombarded with messages that they are not good enough and warns/encourages parents to combat the effect media has. (Haley Terrell)
11. Dove had a PSA-style approach with their “real beauty” campaign ad entitled “Onslaught,” targeting moms (using ethos) and encourages them to protect their

daughters from the barrage of “beauty” ads that promote unhealthy and unrealistic images of what beauty is. (Kritsy Duenwald)

12. The “Onslaught” commercial penetrates the viewer’s hearts and minds with worldly images of “beauty;” as a people this should be our greatest disappointment how have we allowed such “beautiful” darkness mold such young, innocent minds. (Falyn Kopidlansky)
13. In the Dove advertisement “Onslaught,” pathos is used to evoke an emotional reaction to what girls are exposed to through media’s messages of artificial beauty and the call to speak to your child before she believes the lies of expectations. (Elise N.)
14. The Dove “Onslaught” ad pulls the viewer in by opening with a shot of an average, seemingly innocent preteen girl, but then the viewer is forced into a vortex or “onslaught” of other media that will force the sweet girl into following a false idea of perfect beauty. (Stacy Shellhorse)
15. The Dove film’s ad “Onslaught,” utilizes other beauty industry advertisements to demonstrate the lethal onslaught of images directed daily at women—appealing to how we can achieve or maintain the often unrealistic ideas of youth, fitness, and beauty and then appealing to own ethos by challenging us to go against mainstream media’s idea of beauty. (Peyton Jones)