



In this advertisement, McDonald's is promoting that they are offering free wireless internet inside their restaurants. In this specific ad, McDonald's features the box holder for their hamburgers that is opened up right to represent the figure of a laptop and the hands of a patron with their hands in the typing position with the wording, "Free Wi-Fi served at all locations".

The advertisement displays various rhetoric devices such as imagery, simile, ethos, and metaphor, to name a few. The advertisement uses imagery to call to mind an idea and describe an object. As mentioned, the photo uses a hamburger box to represent a laptop to appeal to an audience that frequently uses technological devices. Simile serves as the same purpose in comparing the hamburger box to a laptop, as it uses one object to describe another. I find that ethos is used in the advertisement due to ethos being able to influence and draw characteristics that define community. This day in age, technology is not only common but a necessity. The advertisement is appealing to those that are avid or every day users in technology. The metaphor in the advertisement is showing the relationship consumers already had going to McDonald's as regular patrons and now offering Wi-Fi which would entice the same demographics and more looking for internet access or somewhere to study or to do work.

In today's age, technology is rapidly growing and changing. You see many people in coffee shops with their laptops either studying or finishing some sort of assignment for work. If one does not have internet access at home or it is too late to get to a library, the next best place to go to would be a coffee shop to gain internet access and at the same time purchase coffee and a treat. With McDonald's appealing to its

audience that they, too, offer free Wi-Fi and are still able to enjoy the same food selections, as well as coffee, from their menu, it makes McDonald's more competitive and appealing to its audience.

Our society is usually looking for convenience and affordability. McDonald's is already catered to a lower priced menu by offering a dollar menu and pricing similar items such as coffee, soda, cookies and such at similar prices as their competitors. I could personally recall a friend asking if I wanted to study at Starbucks one evening to work on a project we had together and grab coffee. This was some time ago and during that time; coffee shops were the main establishments to offer free Wi-Fi. Now that McDonald's is becoming competitive and offering free Wi-Fi, it has a new effect on its target audience.

McDonald's is already a familiar past time that most children remember going to as a child and sometimes something they were able to receive as a treat or a reward. As you grow older, you begin to recognize the foods McDonald's has to offer and the convenience that comes along with it. You continue to frequent McDonald's and order what you would have ordered as a child or perhaps ordering an item that you typically order for the mere fact that McDonald's menu has stayed true and faithful and has not experienced too many changes in its menu. McDonald's offers its customers familiarity to its customers leaving little doubt that whatever they are ordering will deliver to their expectations and to what is known. The psychological factor in this advertisement is that McDonald's is using something that is familiar to the brand, which is a Big Mac Hamburger box to represent what is to be a laptop. McDonald's is sending the message to its audience that you could still enjoy your favorite menu items for however long you have been partaking it them, as well as coming into our restaurants to take advantage of the free Wi-Fi that is being offered to its customers at every restaurant they go to.

With the demand of Wi-Fi in various areas for working professionals and students, being easily accessible to free Wi-Fi is something that most people look for to complete their work when they are on a time restraint. McDonald's is supplying a demand that is in need from its consumers. It is supplying free Wi-Fi that will open or help maintain the traffic flow that McDonald's already encounters in a day. The advertisement is letting its reader know that is more than just the McDonald's you once knew as a child. McDonald's is now trying to appeal to the working professionals and students what coffee shops had started offering. McDonald's also offers coffee, teas and beverages just like any other coffee shop that this typical audience may frequent. In addition to that, McDonald's is also offering whatever food items to

their audience, which helps set them apart from coffee shops that do not offer meals. McDonald's is trying to show their target audience that they offer exactly what Starbucks or the coffee shop around the corner may have to offer but also trying to use the fact that they are a familiar brand that will make it easier for its audience to convert to your services because of what they know and what they have grown up consuming.