

The NBA Trailer

The efficacy of visual media resides in its capacity to communicate messages and elicit emotional responses through a fusion of imagery, auditory elements, and linguistic components. The trailer for NBA 2K23 M.J. Edition effectively utilizes a combination of ethos, logos, and pathos to construct a compelling storyline that deeply connects with its intended demographic. The promotional trailer serves a purpose beyond mere product advertisement, effectively narrating a compelling story. This narrative is deeply rooted in the values and character of a renowned basketball icon, the logical progression of a player's personal development, and the emotional intensity associated with the thrill of the game.

Establishing ethos in the NBA 2K23 M.J. Edition Trailer is primarily achieved through its affiliation with Michael Jordan, an individual of significant renown within basketball, rendering any introduction unnecessary. The game benefits greatly from Jordan's esteemed status as one of the most exceptional athletes in its history, which enhances its overall credibility. The trailer explicitly articulates the credibility by stating, "Nobody better than MJ to grace the #NBA2K23 cover." The words mentioned above enhance the game's credibility by establishing a connection between it and a highly revered and respected figure within basketball. The utilization of ethos in this context is consistent with Laura Bolin Carroll's argument in "Backpacks vs. Briefcases: Steps Toward Rhetorical Analysis" that ethos can be established through the author's character and credibility (Carroll, p. X). Through the strategic association of the game with the esteemed figure of Jordan, the trailer effectively leverages the credibility and reputation of this basketball icon, thereby augmenting its persuasive efficacy. Additionally, The ethos is strengthened by incorporating Jordan's legendary moments within the game, effectively prompting the audience to recall his exceptional skills and notable accomplishments. The deliberate utilization of ethos serves the dual purpose of establishing credibility and fostering trust and respect among the audience, thereby enhancing their receptiveness to the conveyed message.

The presence of logos in the trailer is discernible through the coherent and rational development of the storyline. The trailer commences by capturing the fervor of the game, symbolized by the enthusiastic audience and the dynamic gameplay. The initial context is established to introduce the central character, Michael Jordan, who is portrayed as a player encountering various obstacles. The subsequent segment of the trailer focuses on the obstacles encountered by Jordan, symbolized by his influenza-like symptoms. Notwithstanding these obstacles, Jordan exhibits resilience and success, as exemplified by his ability to score at the game's final moment. The logical sequence depicted in the trailer mirrors the experiential journey of a player within the game, thereby establishing relatability and coherence. The narrative is understandable to the audience, facilitating their understanding of the message. The utilization of logos in this instance is consistent with Rebecca Jones' claim in her work "Finding the Good Argument OR Why Bother With Logic?" that a strong argument necessitates a coherent and rational sequence of ideas (Jones). The trailer adeptly employs logical appeals (logos) to construct a coherent and

captivating narrative for the audience. This coherent narrative contributes to the overall persuasive effectiveness of the trailer. Through a coherent and rational storyline, the trailer effectively enables the viewers to comprehend the progression of the player's experiences, grasp the obstacles encountered, and partake in the revelry of their accomplishments. This phenomenon generates a feeling of anticipation and enthusiasm among the audience, thereby increasing their propensity to interact with the product actively.

The trailer effectively elicits pathos by employing language that is emotionally charged. Expressions such as "This location is exhibiting a state of heightened excitement!" and "An exceptional maneuver!" accurately depict the ongoing events within the game and evoke the players' intended emotional responses. These phrases elicit intense emotional responses and generate enthusiasm among the audience, immersing them in the game's realm and enabling them to partake in the exhilaration and thrill associated with attending a basketball match. The use of pathos in the trailer is consistent with Carroll's argument that emotional appeal can be a potent instrument in persuasion (Carroll 3). By eliciting emotional responses from the audience, the trailer establishes a connection that transcends the rational appeal of the game. Establishing an emotional connection augments the persuasive appeal of the trailer. The trailer offers the prospect of exhilarating gameplay and guarantees a deeply affecting emotional encounter. It offers the potential for experiencing the exhilaration of successfully scoring a basket just before the expiration of time, the heightened enthusiasm of an exuberant audience, and the gratification derived from executing an impressive maneuver. The attributes mentioned earlier in the game transcend mere characteristics, encompassing profound emotional encounters that the game pledges to provide. The persuasive nature of the trailer lies in its ability to offer a promise of an emotional experience.

The NBA 2K23 M.J. Edition trailer adeptly employs ethos, logos, and pathos to achieve its intended objectives effectively. The individual responsible for the visual production adeptly integrates various rhetorical strategies within the narrative, culminating in a captivating and convincing trailer that elicits enthusiasm and anticipation for the upcoming game. The present analysis aims to underscore the influence of rhetoric in visual media and its capacity to construct narratives that not only endorse a particular product but also captivate the audience on a more profound level.

Works Cited

Carroll, Laura Bolin. "Backpacks vs. Briefcases: Steps Toward Rhetorical Analysis." *Writing Spaces: Readings on Writing*, vol. 1, 2010, pp. 1-16.

Jones, Rebecca. "Finding the Good Argument OR Why Bother With Logic?" *Writing Spaces: Readings on Writing*, vol. 3, 2021, pp. 1-14.

"NBA 2K23 - M.J. Edition Trailer | PS5 & PS4 Games." YouTube, uploaded by NBA 2K23, 5 July 2022, www.youtube.com/watch?v=rBZ_q6wIJKY.