



Who is More Persuasive in the Letter Correspondence between Seaver and Herbert Essay Sample

In 1970, Grove Press used the slogan "It's the existent thing" in an advertizement for *Diary of a Harlem Schoolteacher* by Jim Haskins. The Coca-Cola Company had already been utilizing this motto and similar mottos for about 28 old ages, and as a consequence a Coca-Cola Company executive, Mr.

Ira C. Herbert and Mr. Richard Seaver, who was a representative of Grove Press,

have a two missive correspondence in which the usage of this motto is discussed. Although both letters contain similarities in respects to word pick and the usage of inside informations and illustrations, the overall tone and strength of each missive varies greatly. In the missive from Ira C. Herbert to Richard Seaver, Herbert uses specific words and illustrations to convey his statement of why Grove Press should stop their usage of the slogan "It's the Real Thing" .

The first thing Herbert does is utilize certain words to sabotage the thought of both companies utilizing the same motto. Herbert speaks of how if both companies were to utilize the same stating for their advertisement, it would do "confusion" for the populace, it would "dilute the distinctiveness" of the motto, and "diminish its effectiveness" .

Herbert uses the words "confusion" , "dilute" and "diminish" in effort to convert Mr. Seaver that it would be debatable for both companies to utilize the same motto. Mr. Herbert so continues to utilize some illustrations of why Coca-Cola deserves to be the exclusive user of this peculiar motto.

He explains how the motto was used in advertizements "for Coca-Cola over 27 old ages ago" and how they have used the motto throughout the old ages. Basically he is stating that Coca-Cola had the motto foremost so Grove Press needs to make as they ask. His usage of illustrations and the fact that he evidently expects Grove Press to follow to his petition gives his missive a disdainful and chesty tone. In response to Ira Herbert's missive, Mr.

Seaver writes a missive in which he parodies Mr. Herbert's composing manner. First he mimics Herbert's word pick, Seaver uses many of the same words as Herbert but uses them as he explains a wholly sarcastic and opposing position. He says that he does non believe that usage of the motto to publicize *Diary of a Harlem Schoolteacher* will "dilute the distinctiveness" of the motto but will alternatively do people who read the ad may "go out and purchase a Coke.

The Herbert Correspondence

Lingjun Ying



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