Cigarette smoking

Name

Institution

The image depicts two cigarettes that are lit and are producing a lot of smoke that bellows to the atmosphere. From a far range there are modern buildings that stretch to the horizon which indicates that this is an urban city which has been affected with the harmful substance that are injected into the atmosphere by the cigarette smoke. From the image there is smog that can be seen at the lower part of the image which shows the extent at which the environment has been polluted. Apart from the objects that appear in the image, there are words that read ‘STOP BURNING OUR LIFE’ which have been used pass the message to cigarette smokers to stop smoking. The designer of the picture uses imagery whereby he refers the cigarette as life. In other words the designer passes the message that when a cigarette is lit, life is being destroyed.

The image objective to put across the message is working because of the arrangement of the actions and pictures that are in the image. In this paper I will use the image to explain how the air we breathe in is polluted because of cigarette smoking and how lives are affected by the harmful cigarette smoke. Exigency can be defined as an affair that makes urgent demand for it to be addressed. The word is directly connected to what is being depicted in the image. As explained early the image depicts pictures of cigarettes smoke and a polluted urban environment. It is evident that this is a catastrophe that needs assessment in urgency. Cigarette smoking not only affects the person who is smoking but also the people who breathe in the air.

According to CDC research data it is estimated that more than 480,000 deaths are as a result of cigarette smoking in United States only. These deaths are of course from respiratory diseases or cancers related due to the cigarette smoke. This statistics is inclusive of secondhand smoke deaths. With these staggering statistics the nation leaders and individual people need to act in this exigency in order to save more lives.

This debate of the harmful effects of cigarette to human race has been brought about by the rising figures of the deaths that are as a result of cigarette smoking. To save millions of lives that are lost annually from cigarette smoke is important that this issue should be addressed with urgency to find a viable solution that will have the human race.The primary goal of this discourse is to raise awareness that cigarette smoking is a killer habit in our midst that needs to be eradicated. The secondary goal is for people to quit the habits of smoking cigarette so as to save lives. And the broader goal is for the people to understand the importance of maintain a healthy environment where we can breathe in clean air.

The debate on cigarette smoking will have mixed reactions in the society. There will be those who will take it positively since they value their health and well-being of their families and also the environment. On the other hand there will also be those who will take it negatively since they smoke cigarette for leisure and most are addicted to it. Most likely they will feel they are deprived of their rights and habits.

A rhetor can be defined as a teacher of rhetoric. In this image the rhetor is a concerned citizen that lives in the urban area and who is conscious of the environment.Rhetors can be describes as the tutors who have immense knowledge in being rhetoric. They have the skills on how to use and arrange words well either when speaking or writing. In this image the rhetor chose the write words to put on the image that gives the theme of the image message. According to me the rhetor is a health officer that is concerned of people habit of smoking cigarette.The rhetor shows empathy to the audience by the words he uses (Filter your life). He also shows that he has good intentions in the message as he is trying to save lives by stopping the habits of cigarette smoking.

The audience in this image is the cigarette smokers. The audience demography is not biased as it is addressed to all races, gender and ages who smoke cigarette. With the modern building being depicted in the image the audience could be the urban dwellers. The primary audience is the cigarette smoking group. The secondary audience is those that are passive smokers as they are only affected by inhaling the polluted air. The tertiary audience is the manufactures of the substances that is, cigarette. The image fully responds to the audience needs in that its primary goal is for the smokers to quit killing us with the harmful smoke from cigarette.

According to the image, the smoke from the two cigarettes sticks are assets that helps the audience to understand the message being put across by the image. Without the smoke the message couldn’t have been clear. A liability in this image is the environment that needs to be protected from harmful air pollution. The image follows precedent. It starts with the burning cigarette then to the environment and finally to the people who are being affected by the polluted air.

In conclusion cigarette smoking is a killer disease that is stealing most lives of our loved ones. It does not only affect the smokers but also the people who inhale the smoke passively. There is a dire need to form policies that will prohibit cigarette smoking and put extreme penalties to those who violate the law.