1. What are the images doing?

The purpose of the first image is to inform people that the NSA only ‘discriminates’ based on the ability of a job applicant. The purpose of the second image is to urge the armed forces of the United States of America to keep all confidential information secure.

1. What are the appeals used?

Ethos, Pathos and Kairos are used in both images.

1. Appeals
2. Ethos

In the both images, the seal at the bottom of the image shows that this is an advertisement by the NSA. It lends to their credibility of being one of the top cyber security agencies in today’s modern world.

1. Pathos

In the first image, the usage of a person with color leads the audience to feel for the past history of racial inequality and how people still face forms of racism today.
In the second image, an element of pathos is the flag of the United States of America. Many Americans are patriotic, especially those who serve in the armed forces. This is an effective element of pathos as the audience of this advertisement are specifically those who serve in the armed forces.

1. Kairos

In the first image, the bottom of the page urges individuals to visit the NSA careers website so as to apply for a job there. Another element of Kairos is directly below the first element. The NSA has given details for prospective employees to meet them at the Morgan State University Student Union’s diversity fair.

In the second image, an element of Kairos is the statement ‘Information Security Begins with you!’. The usage of this statement urges the armed forces to enact appropriate security measures with immediate effect.

1. Conclusion
2. To conclude, both advertisement campaigns run by the NSA are of great impact and send powerful messages to their respective audiences.