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“Smoking Kills” Visual Artifact Analysis



The visual artifact “Smoking Kills” was made to bring awareness to the smoking problem in the world. The artifact depicts a hand holding a lit cigarette. There is a shadow on the wall of the hand but instead of a hand it portrays a gun. A statistic is shown below saying “106,000 people in the UK die each year due to smoking.” The visual artifact “Smoking Kills” persuades people of all ages to not smoke and has a grave effect on the reader through a metaphor, symbolism, and a statistic.

The shadow portrayed on the wall of a gun leaves the audience knowing that smoking is deadly. According to the CDC, cigarette smoke is responsible for 480,000 deaths in the US per year. This fact is evidence that smoking really does have a deadly effect on those who smoke, just as deadly as a gun. Because smoking is so destructive, it leaves the audience realizing the artifacts credibility and have a grave effect. The shadow of a gun on the wall lets the viewer know that smoking is truly destructive and brings awareness to the audience.

“106,000 people in the UK die each year due to smoking” is a great way to let the audience know how deadly smoking is. Tobacco smoke contains over 4,000 chemicals according to Action on Smoking and Health. This data and the statistic shown on the artifact support each other by showing how disgusting and unnatural smoking is to the body. These facts help set the tone in the visual artifact by letting the audience know the reality of how dangerous smoking can be. Because of the statistic shown in the artifact, the audience can really grip the fact that smoking is extremely deadly and needs to be brought to the attention of everyone.

The metaphor of a lit cigarette in a hand to a gun helps the viewer of “Smoking Kills” know that smoking is just as deadly as a weapon. According to the CDC, smoking-related diseases kills 1 in 10 adults worldwide. This fact goes along well with the metaphor of a gun and a lit cigarette in someone's hand. Relating a gun to the problems of smoking is a good way to portray to an audience of how much tobacco can ruin lives. Through a metaphor of a gun to a hand holding a lit cigarette, the viewer most likely has a grave feeling towards smoking and is urged to stay away from it.

Some people may think that it is out of your own free will to start smoking. What they do not realize is that according to the CDC, 41,000 deaths are the result from second-hand smoke each year in the US. This goes to show that the visual artifact “Smoking Kills” is not just looking out for smokers, but everyone exposed to it. It is a cleverly made piece of work, created to make its audience have strong feelings towards tobacco use. That is why the visual artifact “Smoking Kills” persuades people of all ages to not smoke and has a grave effect on the reader through a metaphor, symbolism, and a statistic.

Work Cited

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