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**Techniques and Modes of Persuasion Used in Some
American Brands' Advertisements on Instagram: A
Rhetoric Approach**

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Dedication

I dedicate this work to my beloved mother, sister, and brother.

Thank you for your endless love, support, and encouragement.

To my late father, I hope I make you proud.

Acknowledgments

First and foremost, I would like to express my deepest gratitude to my supervisor Dr. Katia BERBAR for her continuous help and guidance throughout the completion of this study, and for her never-ending patience in face of unexpected circumstances.

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Abstract

The present dissertation investigates the techniques and modes of persuasion used by ten American brands in their advertisements on Instagram. The aim of this study is fourfold. First, it attempts to determine the techniques of persuasion utilized in brands' advertisements. Second, it intends to identify the modes of persuasion implemented by the advertisers. Third, it seeks to check whether brands use the same techniques and modes of persuasion based on the sectors to which they belong. Fourth, it strives to examine whether big brands and small brands use the same techniques and modes of persuasion. In order to meet the objectives of this study, Keraf's theory of persuasion techniques and Aristotle's theory of persuasion modes are applied. A descriptive qualitative approach is used to conduct the research and analyze the data. The findings reveal that brands utilize six techniques of persuasion in their advertisements; they are Rationalization, Identification, Suggestion, Conformity, Compensation, and Displacement, with Suggestion being the most widely used technique. In addition, all three modes of persuasion Logos, Ethos, and Pathos, are implemented by the advertisers. Moreover, the results indicate that American brands do not use the same techniques and modes of persuasion in their advertisements based on their sectors. Finally, a comparison between big brands and small brands shows that both types of brands utilize almost the same techniques of persuasion and they both use the same modes of persuasion.

Key terms: Advertisements, American Brands, Instagram, Modes, Persuasion, Sectors Techniques.

List of Tables

Table 1. Description of the Study Corpus.....	24-26
Table 2. Techniques of Persuasion Used in American Brands' Advertisements on Instagram.....	30
Table 3. Modes of Persuasion Used in American Brands' Advertisements on Instagram.....	31
Table 4. Techniques and Modes of Persuasion Used by American Brands Based on the Sector.....	32-33
Table 5. Techniques and Modes of Persuasion used by Big Brands and Small Brands.....	35-36

Table of Contents

Dedication.....	I
Acknowledgments.....	II
Abstract.....	III
List of Tables.....	IV
Table of Contents.....	V

General Introduction

Statement of the Problem.....	- 1 -
Aims of the Study.....	- 3 -
Significance of the Research.....	- 4 -
Research Questions and Hypotheses.....	- 4 -
Research Methodology.....	- 5 -
Structure of the Dissertation.....	- 6 -

Review of the Literature

Introduction.....	- 7 -
I. Discourse and Discourse Analysis.....	- 7 -
I.1. Persuasion in Discourse.....	- 8 -
II. Advertising.....	- 9 -
II.1. Functions of Advertising.....	- 10 -
II.2. The Language of Advertising.....	- 11 -
II.3. Social Media Advertising	- 11 -
III. Persuasion.....	- 12 -
III.1. Persuasive Language	- 13 -
IV. Theoretical Framework.....	- 15 -

Table of Contents

IV.1. Persuasion Techniques.....	15 -
IV.1.1. Rationalization.....	15 -
IV.1.2. Identification.....	16 -
IV.1.3. Suggestion.....	17 -
IV.1.4. Conformity.....	17 -
IV.1.5. Compensation.....	18 -
IV.1.6. Displacement.....	18 -
IV.1.7. Projection.....	19 -
IV.2. Persuasion Modes.....	19 -
IV.2.1. Logos.....	20 -
IV.2.2. Ethos.....	20 -
IV.2.3. Pathos.....	21 -
Conclusion.....	22 -

Research Design and Methodology

Introduction.....	23 -
I. The Research Method.....	23 -
II. Procedure of Data Collection.....	23 -
III. Description of the Corpus.....	24 -
IV. Procedures of Data Analysis.....	26 -
Conclusion.....	28 -

Presentation of the Findings

Introduction.....	29 -
I. The Techniques of Persuasion Used in American Brands' Advertisements.....	29 -
II. The Modes of Persuasion Used in American Brands' Advertisements on Instagram....	30 -

Table of Contents

III. Comparison between the Techniques and Modes of Persuasion Used by Brands Based on the Sector.....	31 -
IV. Comparison between the Techniques and Modes of Persuasion used by Big Brands and Small Brands.....	35 -
Conclusion.....	36 -

Discussion of the Findings

Introduction.....	38 -
I. Discussion of the Techniques of Persuasion.....	38 -
I.1. Discussion of Rationalization.....	38 -
I.2. Discussion of Identification.....	40 -
I.3. Discussion of Suggestion.....	42 -
I.4. Discussion of Conformity.....	44 -
I.5. Discussion of Compensation.....	45 -
I.6. Discussion of Displacement.....	46 -
I.7. Discussion of Projection.....	48 -
II. Discussion of Modes of Persuasion.....	49 -
II.1. Discussion of Logos.....	49 -
II.2. Discussion of Ethos.....	51 -
II.3. Discussion of Pathos.....	53 -
III. Discussion of the Techniques and Modes of Persuasion that Brands Use Based on their Sectors.....	54 -
IV. Discussion of the Techniques and Modes of Persuasion Used by Big Brands and Small Brands.....	56 -
Conclusion.....	58 -
General Conclusion.....	59 -

Table of Contents

Bibliography.....	- 62 -
--------------------------	---------------

Appendices

General Introduction

Statement of the Problem

Ever since the dawn of time, communication has been an essential tool for mankind's cohabitation, interaction, and survival. Communication is defined as the exchange of messages between members of the same species. It can occur at many levels, from involving only human beings to involving media outlets or mass communication systems that encompass entire societies (Danesi, 2013). With technological development, the means of communication have evolved granting people with tools to communicate in various ways, in different fields. One way of communication is through advertising, which is a hybrid of art and science that employs aesthetic, rhetorical, and marketing approaches to influence people's perceptions of goods and services (Ibid.). This method of marketing communication has existed since the beginning of the print media era, through the electronic era, to the era of digital media. It has evolved to keep up with the needs of consumers and has advanced far beyond mere product availability announcements to the realm of unconscious persuasion (Ibid.).

Persuasion is described as human communication aimed at influencing other people's decisions and actions. It varies from other methods of influence as it does not coerce, bribe, or put pressure of conformity on a group. When addressed to decision-making individuals, it increases their susceptibility and responsiveness to the topic/ idea that is being introduced to them, but it does not impose or force them into accepting it. It has an impact on their perceptions of what is true or false, their assessments of individuals, events, ideas or plans, their willingness to take a certain action, and, maybe, even their fundamental beliefs and ideologies (Jones and Simons, 2017). Advertisers use certain techniques and appeals in their advertisements to captivate consumers' attention, entice their interest, and convince them to purchase their products.

General Introduction

The internet, more specifically, social media platforms on the internet are advertisers' paradise for marketing items and services. Instagram is one of these platforms. Founded by Kevin Systom and Mike Krieger in 2010, Instagram is undeniably one of the most popular social media platforms today. With roughly one billion monthly users (according to Statista), it provides businesses with access to a large potential audience. It also has a high average of engagement and feedback, allowing advertisers to gain insight into how consumers perceive their brands, and also have a deeper understanding of their wants, desires, and the way they think, thus; having better leverage on how to promote their product in a manner that guarantees the successful persuasion of the consumers.

This research is set out to investigate the techniques and modes of persuasion that are adopted by advertisers in American brands' advertisements on Instagram. The study relies on the seven techniques of persuasion (rationalization, identification, suggestion, conformity, compensation, projection, and displacement) introduced by Keraf in his theory of persuasion and the three modes of persuasion (Ethos, Pathos, and Logos) proposed by Aristotle.

An overview of the literature reveals that several studies, which are relevant to this research, have been conducted. Nasruddin (2016), for instance, investigated the way persuasive techniques are applied in Apple advertisement relying on Keraf's theory of persuasive techniques. The results of the study showed that Apple advertisers use six types of persuasive techniques: rationalization, identification, suggestion, conformity, displacement, and projection, with projection being the most used technique.

In another study, Mukarromah (2016) examined the persuasive techniques used in slogans of iPhone advertisements. The research strived to identify the types of persuasive techniques used in slogans of iPhone advertisements, and to understand the way the advertiser implemented persuasive appeals in these slogans. The researcher applied both Kerf's theory and Aristotle's theory. The findings showed that iPhone advertiser employed six persuasive

techniques that are rationalization, identification, suggestion, conformity, compensation, and displacement. In addition, it was found that the advertiser adopted Aristotle's three modes of persuasion that are Ethos, Pathos, and Logos.

Another study that applied both Keraf and Aristotle's theories was conducted by Devi (2020). The study analyzed the persuasive strategies used in slogans of women cosmetics "Wardah" advertisement on Instagram. It aimed to identify the types of persuasive techniques used in the slogan and to describe the strategies that were used. The results of this study revealed that five persuasive techniques are used in "Wardah" cosmetics slogans, which are: rationalization, identification, suggestion, conformity, and compensation. Additionally, all three modes of persuasion are adopted by the advertiser.

Although the techniques and modes of persuasion have been a subject of study by many researchers, most of them focused on the advertisements of one brand, and many of them chose to analyze the slogans. Slogans are known for being short, striking, and memorable; but they can be repetitive based on the brand they represent, and, in some instances, too short to carry a persuasive message. This lack of brand diversity in research and the general focus on slogans in analyzing the techniques and modes of persuasion in advertisements is the motive behind this study.

Aims of the Study

The aim of the present dissertation is to analyze the techniques and modes of persuasion used in Instagram captions of various American brands' advertisements. This study has four objectives. First, it aims to investigate the techniques of persuasion used in brands' advertisements on Instagram. Second, it endeavors to find the modes of persuasion that are implemented by the advertisers. Third, it seeks to explore whether brands employ the same techniques and modes based on the sector to which they belong. Finally, it intends to examine whether big brands and small brands use the same techniques and modes of persuasion.

In order to achieve these aims, the present study considers both the techniques of persuasion proposed by Keraf in his theory of persuasion and the modes of persuasion proposed by Aristotle.

Significance of the Research

Based on the aim of the study mentioned above, the results of the study contribute theoretically and practically. Theoretically, this study is expected to be one of the sources in discourse analysis studies, particularly on how brands use language to persuade people. Practically, it is expected to help advertisers in designing their advertisements. When designing an advertisement, it is important to capture consumers' attention and convince them that the product is worth purchasing. Knowing which mode and technique to employ, and which one is appropriate for each type of advertisement will allow them to be even more successful in their pursuit of persuasion. In addition, this research can provide additional information for other researchers who are interested in the methods of persuasion, particularly persuasive techniques and modes. Finally, this research can be specifically helpful for master-two level students in the department of English at Mouloud Mammeri University of Tizi-Ouzou. It can be used as a reference for their future studies on persuasive techniques and modes.

Research Questions and Hypotheses

In order to reach the objectives of the present research, the following questions are raised:

1. What are the techniques of persuasion used in American brands' advertisements on Instagram?
2. What are the modes of persuasion that are implemented by advertisers in American brands' advertisements on Instagram?

3. Do American brands employ the same techniques and modes of persuasion based on the sector to which they belong?
4. Do big brands and small brands use the same techniques and modes of persuasion?

In order to answer the research questions, the following working hypotheses are advanced:

1. Only some of the techniques of persuasion are used in brands' advertisements on Instagram.
2. All three modes of persuasion (Ethos, Pathos, and Logos) are implemented by the advertisers.
3. American brands do not use the same techniques and modes of persuasion based on the sectors they belong to, but rather choose them based on what they want to achieve.
4. Big brands and small brands do not employ the same techniques and modes of persuasion.

Research Methodology

In order to answer the aforementioned research questions and reach the research aims of the present study, a descriptive qualitative approach is adopted. The Instagram captions are analyzed using the theories of persuasion proposed by Keraf (2004) and Aristotle. The classification of the persuasive techniques relies on the seven techniques introduced by Keraf that are rationalization, identification, suggestion, conformity, compensation, displacement, and projection. The analysis of the modes of persuasion is based on Aristotle's three modes of persuasion that are Ethos, Pathos and Logos. This analysis is applied to a corpus that contains forty advertising captions of ten American brands (Ralph Lauren, Baacal, Estee Lauder, Alder New York, Tiffany& Co, Amarilo, Ashley HomeStore, Txtur, M&M'S, Askinosie Chocolate), belonging to five different sectors (fashion, beauty, jewelry, furniture, confectionary), four advertising captions for each of the ten brands.

Structure of the Dissertation

The overall structure of the dissertation follows the traditional-simple model. It is composed of four chapters in addition to a “General Introduction” and a “General Conclusion”. In the “General Introduction”, the context of the study is introduced, the research objectives and questions are identified, and the value of the research is established. The first chapter is entitled “Review of the Literature”. It provides the theoretical background of the current study. The second chapter is called “Research Design and Methodology”. It provides a detailed description of the method followed to collect and analyze the data of this research. The third chapter is named “Presentation of the Findings”. It presents the results gained from the analysis of the selected corpus. The fourth chapter is entitled “Discussion of the Findings”. This chapter attempts to discuss and interpret the results in order to answer the research questions and confirm or reject the set hypotheses. This dissertation ends with a “General Conclusion” that summarizes the main points of the study, discusses its limitations, and suggests possible areas for further research.

Review of the Literature

Introduction

This chapter is concerned with the review of the literature. It is designed to account for the works that the present study adopts to analyze the techniques and modes of persuasion in Instagram advertisements. It is divided into four main parts. The first three parts of the chapter introduce the main concepts in relation to discourse, advertising, and persuasion. The fourth part explains the theoretical framework that consists of Keraf's techniques of persuasion and Aristotle's modes of persuasion.

I. Discourse and Discourse Analysis

Communication exists in every aspect of human life. It is the bridge that connects people and allows them to express their ideas and emotions. Verbal or written communication between people is known as discourse. While discourse analysis seeks to understand how this form of communication is used, it is important to first understand what discourse is before discussing discourse analysis.

Discourse is defined by researchers in multiple facets. According to Tannen *et al.* (2015), discourse has been defined, in general, by linguists as anything beyond the sentence. Renkema (2004) states that it is a discipline that aims to provide descriptions of the relations between forms and functions in verbal communication. Besides, in the book entitled "Discourse", Cook (1989) claims that discourse is concerned with language use. He defines discourse as "language in use, for communication" (Ibid.: 6). Based on the previous statements, it can be concluded that discourse is any form of verbal and written communication.

The most extensively used method to analyze spoken and written discourse is discourse analysis. Discourse analysis is described as "a set of broad methodological principles which are applied to both naturally occurring and contrived forms of talk and texts." (Daymon and Holloway, 2002: 140). In other words, it is a collection of many methodological principles

that can be used to analyze both natural and contrived forms of speech and writing. Discourse analysis is also defined as the study of language in use in a particular context (Brown and Yule, 1983; McCarthy, 1991). Brown and Yule (1983) stated that while some linguists focus on the formal features of a language, discourse analysis investigates what it is used for. All these descriptions allude to the fact that discourse analysis is a study of how and what language is used for in given contexts. These contexts are various. Halliday and Hasan (cited in Devi, 2020) argue that language can be used in advertisements, dramas, conversations, discussions, debates, questions, letters, papers, and theses.

I.1. Persuasion in Discourse

Fasold and Connor-Linton (2006) argue that all approaches to discourse analysis address the functions of languages, the structures of texts, and the relationship between text and context. They explain that the function of language is mainly referential, which is used by people to communicate knowledge about entities as well as their traits, behaviors, and relationships. But it also has social and expressive functions that allow people to communicate their feelings to others. They also mention a persuasive function, in which language is used to persuade others of one's convictions and compel them to act by producing texts that demonstrate the logic and appeal of those convictions. In addition, discourse analysis recognizes that language, or discourse, is not simply a means of generating and delivering information. It is a strategy that people employ to create a particular effect. This implies that language is not restricted to one purpose but it can be used to influence others to achieve certain objectives. Furthermore, Kineavy (1997; Cited in Sitanggang, 2019) divides discourse into four main types, namely: 'expressive discourse', 'referential discourse', 'literary discourse', and 'persuasive discourse'. In persuasive discourse, Kineavy considers the encoder (sender), reality, and language itself as instruments for achieving some practical effects on the decoder (receiver). Thus, persuasive discourse views that the decoder is affected

by the encoder which utilizes language and reality for this specific aim. These statements prove that persuasion is an integral part of discourse. People use discourse for communication and often times it is done with a predetermined intent to affect the listener; this intent can be manifested as a form of influence and temptation which is known as persuasion.

II. Advertising

Advertising is a common tool used by businesses or brands to increase customer reach. It is a familiar concept to people as advertisements can be found everywhere. Advertising is generally used to build customer awareness and communicate information about a business. It also promotes the benefits of a product or a service which, in return, increases sales and demands.

Advertising is defined similarly by researchers. Richards and Curran (2013: 13) consider advertising as “a paid non-personal communication from an identified sponsor, using mass media to persuade or influence an audience”. Arens *et al.* (2011) and Moriarty *et al.* (2019) also define advertising as a systematic form of non-personal persuasive communication that connects identified sponsors with target audiences through various media to transmit information about their products (goods, services, and ideas). The words “structured”, “communication” and “persuasion” bring forth the fact that while designing an advertisement, advertisers use both verbal and nonverbal elements that are deliberately placed in an impactful perceptible manner with the intent of transmitting a message that specifically seeks to influence and persuade consumers to take interest in the product and buy it. These advertisements are dispersed through mass media such as television, radio, newspapers, the Internet, and social media.

While most researchers view advertising from a similar perspective, Zyman and Brott (2002) took a different approach. For them, “advertising is everything” (Ibid: 13). While it is true that it includes common advertisements as we know them such as radio advertisements,

television advertisements, and print advertisements, it also includes branding, packaging, spokespeople, promotional materials, publicity, sponsorship, customers' service, employees' treatment, and even the way unexpected situations are handled (Ibid.). In brief, advertising is everything that communicates something about the brand, everything that influences how it is viewed by people which, consequently, influences their willingness to buy the brand's products.

In short, advertising is a strategic discourse that transmits messages, which are dispersed through various media, with the intent of persuading prospective consumers into buying the advertised product or service.

II.1. Functions of Advertising

Advertising is a popular form of marketing. It is widely used and comes in a variety of types. Advertisements provide an assortment of options for people and they generally serve to inform, persuade, and remind customers of the offered products. Shimp (2007) recognizes five functions that give advertising its high value. The first function of advertising reported by Shimp (2007) is informing. This means that advertising informs customers of the brand features that make it distinct; it facilitates the creation of a positive brand image and introduces new brands. The second function is influencing. Advertising influences potential consumers. It uses emotional appeals and logical arguments to persuade them to buy the advertised products. The third function is reminding and increasing salience. Advertising keeps brands relevant. In a fiercely competitive industry, it reinforces the brand's importance and keeps it fresh in consumers' memory. The fourth function is adding value. By influencing consumers' perception, advertising amplifies the elegance, style, and prestige of brands; hence making them seem more valuable. The fifth and final function is assisting other company efforts. Advertising, at times, is used to facilitate other marketing efforts and enhance their effectiveness.

II.2. The Language of Advertising

Advertisements use a combination of visual and textual elements (language) that work harmoniously to present a product. Language holds power. It can inform about anything and everything, describe one single thing in different ways, and introduce new concepts to people's lives, thus, altering their views, attitudes, and ultimately their beliefs. This power can be seen in the use of language in marketing and advertising. While visual content and design have a significant impact on consumers, it is language that allows them to recognize and recall products. Thus, it is critical to use the appropriate language to deliver constructed messages which are essentially aimed at influencing people.

The language found in advertisements is quite different from natural everyday language. Words, tenses, rhetorical resources, and phonological aspects are meticulously selected and combined to create the perfect message; while taking into consideration the target audience, and the reactions that are intended to be elicited. The language in advertising is typically quite positive, but it might not necessarily be “proper” or grammatically correct in the typical sense (kannan and Tyagi, 2013). Nevertheless, effective use of language will result in effective persuasion. A language that stresses the uniqueness of a product and differentiates it from competitors plants the idea that it is worth it which influences and persuades people to purchase it.

II.3. Social Media Advertising

As people spend increasing amounts of time online, use various applications, and engage on social media platforms; companies must adapt in order to reach their key audiences successfully. Whether is it a big or small business, social media advertising is a must. Lariscy *et al.* (2009; cited in Freberg, 2019: 36) define social media as “online practices that utilize technology and enable people to share content, opinions, experiences, insights, and media themselves”. It is evident that social media is mainly focused on people; it is what makes it

unique from other platforms of communication. Social media is all about interactions and conversations; it is not just a broadcasting platform but rather a place where communities are built based on shared interests. This makes it valuable, from an advertising perspective, as it not only allows companies to reach large audiences but also enables them to target specific consumers and serve them highly relevant advertisements based on their interactions on a certain platform. It also provides feedback to the company since the audience can talk back and personally communicate their opinions regarding the advertised products; this makes social media a powerful tool for building long-term consumer-seller relationships.

One of the most important social media platforms currently is undeniably Instagram. While it was essentially created for personal use, Instagram has evolved into a global platform that can be used as a full-on marketing channel. It is a platform that allows brands to humanize their content, showcase their products more effectively, and reach customers with precise targeting; while building a solid active relationship with their audiences thus ensuring consumers for their brands.

III. Persuasion

In the communication process, persuasion has a major role in conveying messages and achieving goals. Persuasion is the heart of communication, but it is such a common component of everyday communication that people are not usually aware of it. It is present when people try to convince others of something such as their beliefs or values, or when they want to change people's views on certain issues, or even when they try to make them buy their products. It can be commonly recognized in advertisements as advertisers use persuasion to attract consumers and promote their products. However, persuasion is not only related to advertising, it is also prevalent in politics, religion, and health.

Several definitions of persuasion have been proposed by scholars. Floyd (2018) views persuasion as the communicative process of convincing people to act or think in a certain

manner. To him, persuasion occurs on both a broad scale and seeks to influence large numbers of people at once such as through advertising campaigns and televised speeches, and it occurs on one-on-one with small groups like family or coworkers.

Perloff (2017: 22) defines persuasion as “a symbolic process in which communicators try to convince other people to change their own attitudes or behaviors regarding an issue through the transmission of a message in an atmosphere of free choice.” To explain, persuasion is not something that occurs in the blink of an eye, but it is a process that takes time and follows many steps while taking into consideration the recipients of the message. It is symbolic as it involves the use of various components including language, symbols, and images that are subject to different interpretations. Persuasion includes deliberate attempts to influence people one way or another, yet it is not done forcefully. Persuaders merely transmit messages through several means and use cues in hopes of convincing people to change their attitudes concerning an issue.

Considering these definitions, it can be said that persuasion always deals with the process of influencing people. By using persuasion, one might be able to avoid unpleasant communication or arrange for a better one (Mulholland, 1994). The user of persuasion seeks to achieve the goal of communication courtly, and rather than impose that on people, s/he presents it in a very appealing manner and encourages them to meet that goal. The effect of persuasion may differ in each case depending on who is being persuaded and how the persuasion is done.

III.1. Persuasive Language

Persuasion can be achieved through multiple ways such as bribery, social influence, and statistics. However, all these persuasive approaches would not happen without the existence of language. As mentioned before, language holds power, and according to Mulholland (1994: XV):

Review of the Literature

Language is influential because of the many powers it has: it can represent any single thing in many different ways; it can vary the mental representations of matters in the world to suit people's beliefs; it can mention or omit things, or repeat them till they are accepted as normal (and perhaps true); and hence can construct matters in a way which suits the user's purposes.

All these powers could be used to persuade people.

Persuasive language purposely tries to influence the reader by appealing to his emotions. Strong emotive language is used along with inclusive words like "we" to make the reader feel as if s/he is on the same side as the writer. Facts and figures are given in a vague or exaggerated manner, expressions such as "the majority of people" "the majority of women/men" are used to give the facts without actually revealing the exact numbers. This gives the implication that one is going against popular opinion and is abnormal if s/he does not agree, which is very useful in advertising where the main goal is to convince the largest number of people of their need for the product too. Adjectives and adverbs are used excessively to describe the product and praise its effectiveness, or to make it seem better than other products within the same category. Rhetorical questions with only one possible answer may be used. For example, the expected answer to the question "Do you drink bottled water?" is 'yes'. Finally, the writer's opinion is often clear from the beginning of the sentence, his/her view of the product is clearly stated in expressions such as "the best product on the market" "people's favourite product" "the most anticipated product", this shows that the writer views the product in a positive light and that it is at the top in its field. This allows the message to be more impactful.

Persuasive language makes use of carefully chosen words and phrases in order to convince the readers of an idea or opinion. It makes it the perfect tool for advertisers who always seek to persuade and influence possible consumers into buying their products.

IV. Theoretical Framework

The guiding theories of the present study are Keraf's seven persuasion techniques and Aristotle's three modes of persuasion.

IV.1. Persuasion Techniques

In his book *Argumentasi dan Narasi* (Arguments and Narratives), Keraf (2004; cited in Alfian *et al.*, 2019) identified seven techniques of persuasion that are *Rationalization*, *Identification*, *Suggestion*, *Conformity*, *Compensation*, *Displacement*, and *Projection*.

IV.1.1. Rationalization

According to Keraf (2004; cited in Alfian *et al.*, 2019: 34), "Rasionalisasi adalah proses menggunakan pikiran untuk membenarkan masalah tertentu." This means that Rationalization is the process of using logical statements. It is basically a process of using reason i.e. mind process to provide a basis for the justification of a certain issue. These technique statements are used to give proof and justification about the benefit and quality of the product in order to convince prospective consumers of its effectiveness (Dawd and Salih, 2020). For this technique, brands use logical reasons; therefore, they should be aware of the targeted consumers' beliefs, attitudes, and most importantly their needs. By taking these elements into consideration, the advertiser can use statements that give the impression that the product will provide for consumers' needs, and that it matches with their beliefs and attitudes. In addition, this technique depends on using the truth to achieve persuasion, although that truth is not always factual. An example of this technique can be illustrated by an advertisement for wax wrapping paper. It might focus on the fact that consumers prefer an environmentally friendly product that is also effective, but at the same time, they do not want to spend too much money on it. Therefore, the advertiser may use statements like "keeping food fresh over long periods of time can be a serious hassle sometimes, especially when you have to buy single-use plastic wrap again and again. But worry no more, our reusable wax

wrapping paper will keep your food fresher, the environment safer, and your pockets heavier”. The first sentence “keeping food fresh over longer periods of time can be a serious hassle sometimes” shows the problem of keeping food fresh over extended periods of time. Then in the next sentence “especially when you have to buy single-use plastic wrap again and again”, the advertiser wants to show that plastic wrap consumes too much money and it hurts the environment. That is why he offers a solution to the problem in “But worry no more, our reusable wax wrapping paper will keep your food fresher, the environment safer, and your pockets heavier”. The advertiser solves the problem and introduces the quality of their product. In short, Rationalization is a technique that gives rational arguments to convince consumers.

IV.1.2. Identification

According to Keraf (2004; cited in Alfian *et al.*, 2019: 34), “Identifikasi adalah mengidentifikasi penerima dan situasi, pembicara harus menganalisis situasi audiens atau pendengar secara akurat”. This means that Identification is the process of identifying the recipient and the situation; the advertiser must analyze the situation of the audience accurately. Accordingly, advertisers have to identify consumers’ gender, age, social status, and anything that could be of importance to the advertised product in order not to face hesitant attitudes or conflict situations. Put differently, identification is about to whom the advertisement is addressed. By analyzing and identifying the consumers and the situation, the persuasive process will run smoothly as advertisers will know how to advertise their products in accordance with the criteria of potential consumers. Potential consumers can be males, females, or both; consisting of youth, grandparents, parents, or people from different walks of life in general. Identification is used by companies so that they will be able to show their product to consumers easily. For example, in clothes advertisements, the consumer could either be male, female, young, or old. Therefore, they may use sentences such as “the most

comfortable women's footwear" or "the men's classic suits" to indicate the targeted consumers.

IV.1.3. Suggestion

Suggestion is an attempt to persuade or influence people to accept a certain belief or conviction without giving them a principle or logical explanation. It is defined as "Saran adalah upaya untuk membujuk atau mempengaruhi orang untuk menerima keyakinan tertentu tanpa memberikan prinsip atau keyakinan logis untuk membujuk orang" (Keraf, 2004; cited in Alfian *et al.*, 2019: 35). This process usually gives suggestions by words and intonation. In order to affect the audience, the persuader uses a range of captivating and convincing words along with a tone full of dignity. This technique seeks to convince consumers to accept the product without questioning it; it makes them recognize the excellence of the product and captures their attention in a hypnotic manner. To cite an example of suggestion, in laundry detergent advertisements, they usually use sentences like "makes your clothes new again"; this tells consumers that in order for their clothes to be as good as new they need to try this detergent.

IV.1.4. Conformity

Keraf (2004; cited in Alfian *et al.*, 2019: 35) stated, "Konformitas adalah mekanisme mental untuk menyesuaikan diri kita atau dibandingkan dengan situasi yang diinginkan", which means that Conformity is a desire or an action to make something similar to something else. In advertisements, it is a manner of thinking to adjust or adapt the advertiser to consumers' situation. Conformity is usually considered an action that will bring positive influence (Dawd and Salih, 2020). It may seem similar to identification; however, while in identification, the advertiser analyzes consumers' situations and presents his/her product in relation to the analyzed elements; in conformity, the advertiser adapts him/herself to consumers' condition in order to represent the consumers themselves. The advertiser will

show that s/he is capable of doing and acting as the audience. The advertiser might hire famous or influential people such as athletes, singers, or actors to advertise their products or to be their brand ambassadors. In an energy drink advertisement, for example, they may use sentences such as “drink Y and soar like X”, meaning that if people want to be like X, they must buy that energy drink.

IV.1.5. Compensation

Compensation is the act or result of an attempt to find a substitute for an unacceptable or untenable situation. “Kompensasi adalah tindakan atau hasil dari upaya untuk mencari pengganti untuk keadaan yang tidak dapat diterima atau tidak dapat dipertahankan” (Keraf, 2004; cited in Alfian *et al.*, 2019: 35). It is an effort to seek a substitute for something that is generally no longer accepted, or for an indefensible attitude or condition. In compensation, the advertiser tries to influence the consumers into an action that is wanted by her/him in order to compensate or substitute an original action or condition that has been frustrating. It also aims to offer consumers a new better product that is far different from the previous one by highlighting the product’s superiority. For example, when phone companies release a new phone, they always focus on the improved features and what makes it different from the previous phones they have released. They would use sentences like “half the weight, double the speed” to describe how the phone will perform faster but will be much easier to hold as it is less heavy than the previous one. Consumers are provided with a product that compensates for what they wanted.

IV.1.6. Displacement

Displacement is the process of displacing an intention or a matter that faces obstacles with another purpose that simultaneously displaces the emotion of the original matter (Alfian *et al.*, 2019). This technique attempts to take the viewer’s emotions, whether they are happy, sad, or frustrated, and their state of mind, as well as their views and divert them using a new

object. An illustration of this technique can be found in advertisements such as cosmetic advertisements; where they might show or tell a story of a girl who was feeling sad and insecure due to a birthmark on her face, but by using the brand's product, she became much happier and gained confidence in herself. This shows the viewers that the product can change an integral aspect of their lives and make them much happier or better.

IV.1.7. Projection

According to Keraf (2004; cited in Alfian *et al.*, 2019: 35), "Proyeksi adalah strategi untuk membuat sesuatu yang subjek menjadi objek". This means that Projection is a technique that makes something that is a subject into an object. If someone is asked to describe a person they dislike, they will most likely mention traits they dislike about them. In projection, the advertiser will take the unwanted traits from their products and attribute them to other competitive products. This technique presents the disadvantages of other products in order to shine a light on the advantages of the advertiser's products and to show how they are different from them. For example, in a car advertisement, they may show two cars driving next to each other on the same road but whereas the other car is having trouble, the advertiser's car will move smoothly on the road without any problems. This shows that their car has much better features than the other car.

IV.2. Persuasion Modes

Advertising is the greatest manifestation of persuasion in our society. In order to persuade the audience, the advertiser must be able to appeal to them. Aristotle and Garver (2005) deem an effective persuader as someone who is able to reason logically, understand the human character, and understand emotions. Therefore, Aristotle distinguished three modes of persuasion that can be used by the speaker or writer to appeal to their audience. They are as follows: Logos, Ethos, and Pathos.

IV.2.1. Logos

Logos is a Greek word that stands for “words”, “speech”, and “thought”. It is “the process of persuading through logical argument and reason” (Smith, 2013: 48). When using this mode, the speaker/writer presents factual information that serve to support the argument. S/he uses credible supporting material such as definitions, statistics, analogies, and expert testimonies. S/he also presents relevant examples and derives conclusions from known information.

In advertising, logos is present whenever there is an attempt to convince the audience to purchase a product through logical arguments, whenever explanations are given on what a product does and how it works, whenever there is a comparison between the advertisers’ product and their competitors’ product in an attempt to show product superiority, and whenever statistics and authoritative figures are present in the advertisement (Smith, 2013). This entire given information and evidence serve as a guarantee to prospective consumers, thus convincing them of the quality of the product. However, logos can be misleading or inaccurate as it may exaggerate or misconstrue information for the benefit of the advertiser.

IV.2.2. Ethos

Ethos is a Greek word that stands for “character”. It is related to the speaker, as it is an appeal that involves establishing credibility in the eyes of the audience (Smith, 2013: 50). The audience’s perception of the speaker/writer’s credibility plays a significant role in affecting how the audience responds to the message. The more credible the person is, the more receptive the audience is (Ibid.). In order to come across as credible, the speaker/writer must give the impression of being competent, trustworthy, dynamic, and likable. They should cite credible sources and appear engaged with the topic and audience.

In advertising, ethos has two dimensions: the credibility of the advertiser spokesperson and the credibility of the company itself (Smith, 2013). The spokesperson can be a celebrity, who is well respected and known for being trustworthy, an expert in a relevant field, or an actor acting out the role of someone using the product. The actor will be presented as credible by giving him/her attractive traits. The credibility of the company is established by creating a positive public image, or by using advertisements in which they speak highly of the company itself (Ibid.). Establishing credibility plays an important role in determining the effectiveness of persuasion; it also affects consumers' attitudes and increases their purchase intentions.

IV.2.3. Pathos

Pathos is a Greek word that stands for "emotion". It is the process of persuading by appealing to the audience's emotions (Smith, 2013). The speaker/writer uses vivid language to paint different scenarios. S/he uses figurative language, vocal variety, and repetition. S/he also provides testimonies by presenting personal stories of themselves and of others.

In advertising, pathos can be achieved by eliciting an emotional response from the audience. Advertisers attempt to convince consumers to buy their products by using the message of the advertisement to stir different emotions in them, such as love, envy, fear, guilt, or happiness. They may also use the advertisement itself to affect the audience's mood. The advertisement could be amusing, funny, dramatic, or thrilling. They may also appeal to the audience's imagination. Affecting people's emotions is a way to stimulate them and bring them closer to a certain condition of comfort or discomfort in which persuasion will be held.

The three modes of persuasion are used to present their own appeals, but they can also be used to enhance or downplay the other modes' appeals. In other words, logos, ethos, and pathos can be employed for their main purposes or to alter one another depending on what the situation calls for. Corbett (1965) states that one or two modes might be used or all three

modes might be employed. This depends on the nature of the topic (subject), the circumstances (occasions), and the type of audience that is being addressed.

Conclusion

This chapter has reviewed the literature relevant to techniques and modes of persuasion in advertising. It was organized into four main sections. It has first introduced and explained the main concepts related to discourse, advertising, and persuasion. Then, it has presented the theories used to investigate the topic. The next chapter, entitled ‘Research Design and Methodology’, is devoted to the description of the study corpus and the research methods used to analyze it.

Research Design and Methodology

Introduction

This chapter is methodological and deals with the research design of the present study. First, it includes a description of the research method, which is a descriptive qualitative method employed to investigate the techniques and modes of persuasion in the selected corpus. Then, it explains the data collection procedures and describes the corpus of the investigation that consists of ten American brands' Instagram advertisements. Finally, this chapter ends with a description of the procedures of data analysis based on the techniques of persuasion presented by Keraf and the modes of persuasion suggested by Aristotle.

I. The Research Method

The aim of this study is to investigate the techniques and modes of persuasion that are used by American brands in their advertisements on Instagram; therefore, a descriptive qualitative research method has been adopted. Qualitative research is a type of social science research that involves obtaining, analyzing, and interpreting non-numerical data. It seeks to establish an in-depth understanding of social aspects in their natural setting. In this context, Denzin and Lincoln (1994; cited in Biggam, 2015: 162) assert that qualitative research “involves studying things in their natural settings, attempting to make sense of, or interpret phenomena in terms of meanings people bring to them”. Furthermore, a research study that is classified as a descriptive study “attempts to describe systematically a situation, problem, phenomenon, service, or program” (Kumar, 2011: 10). Therefore the reason behind choosing the descriptive qualitative research method is to provide a better understanding of the phenomenon under investigation which is the techniques and modes of persuasion used in American brands' advertisements on Instagram.

II. Procedure of Data Collection

The present section provides an explanation of the main procedures followed in order to collect the data. The data of the present study were collected from Instagram.com. Ten

American brands belonging to five different sectors were chosen. Forty advertisement captions were selected to be analyzed; four advertisements from each brand (See Appendices). The method that was applied in this study to collect data was the documentation method as the data was collected based on a document. To collect the data, the following steps were applied. The first step was to find the official Instagram page of each brand. The second step was to browse through each brand's posts to select relevant advertisements. The third step was to take screenshots of the selected advertisements. The fourth and final step was to write down all the data. The screenshots were collected between June 3 and July 15, 2022.

III. Description of the Corpus

The corpus of the present study is made up of forty advertisements published on Instagram. All the advertisements have been created in 2022. Ten American brands belonging to five different sectors were chosen. The sectors are as follows, fashion, beauty, jewelry, furniture, and confectionary. Each sector contains two brands; one is a well-known brand while the other is a small brand. The chosen brands are presented and described in Table 1.

Sector	Brand	Brand's Description
<i>Fashion</i>	Ralph Lauren	Ralph Lauren is a global leader in the world of fashion design and marketing. Since its invention in 1967, the brand became a multifaceted business that provides apparel accessories and fragrances for men, women, and children.
	Baacal	Baacal is a small designer-led clothing brand for women. Founded in 2018 by Cynthia Vincent, this brand seeks to make high-end sustainable clothes for plus-size women

Research Design and Methodology

		whom they consider the true majority.
Beauty	Estee Lauder	Estee Lauder is a flagship brand of the Estee Lauder companies. This brand is known around the world for its high-performing skincare products, makeup products, and fragrances. It was founded by Estée and Joseph Lauder in 1946.
	Alder New York	Alder New York is a small natural vegan skin care brand. This brand seeks to provide products that work for all skin types no matter the age, gender or ethnicity. It was founded in 2016 by Nina Zilka and David Krause.
Jewelry	Tiffany & Co.	Tiffany & Co is an American luxury jewelry and specialty retailer. This brand is currently one of the most famous jewelry brands around the world. It was founded in 1837 by the American jeweler Charles Lewis Tiffany.
	Amarilo	Amarilo is a small jewelry brand that offers simplistic jewelry for women. Its goal is to offer longevity essential pieces that can be worn individually or in multiples. It was founded by Ali Heiss in 2011.
Furniture	Ashley HomeStore	Ashley HomeStore is an American furniture store founded in 1997 by Ronald G. Wanek This brand comprises 2000 locations worldwide and seeks to provide its customers with versatile and functional furniture that not only looks beautiful but also sturdy.
	Txtur	Txtur is a small American furniture store founded in 2020 by Greg Terril. It is an extension of a furniture company that

		was established by his family in 1932. This brand seeks to provide high-quality custom-made furniture while protecting the environment by using upcycling.
Confectionary	M&M'S	M&M'S is an American chocolate brand that was first introduced in 1941. These button shapes chocolates come in various colors and flavors with the letter “m” printed in lower case on each piece, and they are popular all over the world. The two ‘M’s in the brand’s name represent the family names initials of its creators, Forrest Mars and Bruce Murrie.
	Askinosie Chocolate	Askinosie Chocolate is a small American chocolate brand specialized in small-batch chocolate made from scratch. Founded in 2007 by Shawn Askinosie, this brand seeks to provide delicious high-quality ethical chocolate that directly supports cocoa farmers.

Table 1. Description of the Study Corpus

IV. Procedures of Data Analysis

This part is devoted to the procedures used to analyze the collected data. To transform the data into meaningful findings, the collected advertisements were analyzed and interpreted using two analytical tools. The theory of Keraf is the first analytical tool used to conduct analysis on the selected data in order to find the techniques of persuasion that are employed. Aristotle’s theory the second analytical tool used in the analysis of the modes of persuasion that are applied.

Qualitative data analysis was adopted to analyze the selected advertisements. In qualitative research, qualitative data analysis is the process of using analytical tools to

transform raw data into something meaningful, therefore gaining understanding and constructing meaning (Gibbs, 2007; cited in Daymon and Holloway, 2011:301). Accordingly, qualitative data analysis was used to analyze the selected advertisements in order to identify which of Keraf's seven techniques of persuasion (Rationalization, Identification, Suggestion, Conformity, Compensation, Displacement, and Projection) are used in each advertisement. Qualitative data analysis was also used to analyze the data in order to identify which of Aristotle's three modes of persuasion (Logos, Ethos, and Pathos) are implemented within the advertisements.

The analysis was based on Miles *et al.*'s (2014) method of data analysis. They see data analysis as "three concurrent flows of activity: (1) data condensation, (2) data display, and (3) conclusion drawing/verification." (Miles *et al.*, 2014: 31). First, data condensation is "the process of selecting, focusing, simplifying, abstracting, and/or transforming the data that appear in the full corpus ... By condensing, we're making data *stronger*." (Ibid.). In this study the selected data was gathered from Instagram in the form of screenshots of brands' advertisements, and the focus of the study was on the written captions of each advertisement. To simplify the data, the captions were written and organized based on which brand each advertisement caption belongs to. Then, the data is displayed in a structured manner to facilitate its analysis. The next step is data display. Miles *et al.* consider a display as "an organized, compressed assembly of information that allows conclusion drawing and action" (ibid). The data of the corpus was displayed in the forms of tables and graphs in order to present a non-complicated medium for understanding the data and drawing conclusions. Finally, the third step is drawing and verifying conclusions. The conclusions were drawn by identifying which techniques and modes of persuasion were used. The findings were also compared and contrasted in order to show differences and similarities. These conclusions were then verified to affirm their accuracy.

Conclusion

This methodological chapter has involved a number of steps that are followed in this study to investigate the research issue. It has first outlined the research method used in this study, which is a descriptive qualitative research method. Then, it has described the procedures of data collection followed by the description of the corpus underlining the study. Finally, it has described the procedure of data analysis, which is qualitative data analysis based on the techniques of persuasion introduced by Keraf and the modes of persuasion introduced by Aristotle. The findings of the study are presented in the next chapter.

Presentation of the Findings

Introduction

This chapter displays the findings obtained from the analysis of the techniques and modes of persuasion used in American brands' advertisements on Instagram in the corpus under study that consists of forty advertisement captions. These advertisements are analyzed using Keraf's techniques of persuasion and Aristotle's modes of persuasion, and the obtained results are compared based on the advertisements sectors and the nature of the brands. Accordingly, this chapter is divided into four sections. Section one reports the findings of the techniques of persuasion used in the brands' advertisements. Section two presents the modes of persuasion employed in the brands' advertisements. Section three compares the techniques and modes of persuasion used by brands based on the sectors to which they belong. Finally, section four compares the techniques and modes of persuasion used by big brands and small brands.

I. The Techniques of Persuasion Used in American Brands' Advertisements

This part presents the findings of the analysis of the corpus relying on Keraf's techniques of persuasion. According to Keraf, there are seven techniques of persuasion. The first technique is Rationalization; it is the process of using reason to persuade others. The second technique is Identification; it is the process of identifying the recipients and their situation. The third technique is Suggestion; it is the process of persuasion without relying on logic. The fourth technique is Conformity; it is an attempt in which something is made similar to something else. The fifth technique is Compensation; it is the process in which an effort is made to seek a substitute for something that is generally no longer accepted. The sixth technique is Displacement; it attempts to displace a matter with something else in order to displace emotions. The seventh and final technique is Projection; in this technique, the subject is made into an object.

Presentation of the Findings

Table 2 presents the techniques of persuasion that are found to be used in the selected corpus.

Techniques of Persuasion	Frequency of Use
Rationalization	13
Identification	8
Suggestion	37
Conformity	3
Compensation	2
Displacement	4
Projection	Not applied
Total (Σ)	67

Table 2. Techniques of Persuasion Used in American Brands' Advertisements on Instagram

Table 2 shows the techniques of persuasion that American brands use in their advertisements on Instagram. Six out of seven techniques were found within the analyzed advertisements. They are Rationalization, Identification, Suggestion, Conformity, Compensation, and Displacement. As it can be seen in the table, the most widely used technique is Suggestion, which was applied 37 times in the selected advertisements. Then comes Rationalization with a frequency of use of 13 times, and Identification which was used 8 times. Displacement was used 4 times, Conformity was applied 3 times, and Compensation was only implemented twice in the whole corpus. Projection, on the other hand, was not applied in any of the examined advertisements.

II. The Modes of Persuasion Used in American Brands' Advertisements on Instagram

This part presents the findings of the analysis of the corpus using Aristotle's modes of persuasion. According to Aristotle, there are three modes of persuasion. The first mode is Logos; it is the process of persuading by using logic. The second mode is Ethos; it involves establishing credibility. The third and last mode is Pathos; it is the process of persuading by appealing to emotions.

The selected advertisement captions are analyzed and then categorized based on the persuasion modes adopted by the advertisers. Their frequency of use is displayed in Table 3.

Modes of Persuasion	Frequency of Use
Logos	12
Ethos	15
Pathos	11
Total (Σ)	38

Table 3. Modes of Persuasion Used in American Brands' Advertisements on Instagram

Table 3 shows the modes of persuasion that advertisers chose to implement in their brands' advertisements. The results indicate that all of Aristotle's modes of persuasion are found to be used in the chosen advertisements. There are 12 data showing Logos, 15 data indicating Ethos, and 11 data illustrating Pathos. It is evident that the modes are used on a similar level with Ethos being the most used out of the three modes, followed closely by Logos, and then Pathos.

III. Comparison between the Techniques and Modes of Persuasion Used by Brands Based on the Sector

This section presents the findings concerning the techniques and modes of persuasion that brands use based on the sectors to which they belong. The results are exhibited in Table

4.

Sectors	Brands	Techniques of Persuasion	Modes of Persuasion
Fashion	Ralph Lauren	-Identification -Suggestion	-Ethos -Pathos
	Baagal	-Rationalization -Identification -Suggestion -Conformity -Displacement	-Logos -Ethos -Pathos
Beauty	Estee Lauder	-Rationalization -Identification -Suggestion -Compensation	-Logos -Ethos -Pathos
	Alder New York	-Rationalization -Suggestion -Compensation -Displacement	-Logos -Ethos
Jewelry	Tiffany& Co.	-Suggestion -Conformity	-Ethos
	Amarilo	-Rationalization	-Logos

Presentation of the Findings

		-Suggestion	-Pathos
Furniture	Ashley HomeStore	-Rationalization -Suggestion	-Logos -Pathos
	Txtur	-Rationalization -Suggestion -Displacement	-Logos -Ethos -Pathos
Confectionary	M&M'S	-Identification -Suggestion	-Pathos
	Askinosie Chocolate	-Rationalization -Identification -Suggestion -Displacement	-Logos -Ethos

Table 4. Techniques and Modes of Persuasion Used by American Brands Based on the Sector

Table 4 displays the techniques and modes of persuasion that each American brand employs in its advertisements based on the sector to which it belongs.

As to the fashion sector, Ralph Lauren employs only two techniques of persuasion that are Identification and Suggestion, and two modes of persuasion that are Ethos and Pathos. Baacal, however, employs five techniques of persuasion, which are Rationalization, Identification, Suggestion, Conformity, and Displacement, and all three modes of persuasion that are Logos, Ethos, and Pathos. This shows that despite the fact that both brands belong to the same sector, it does not necessarily determine the techniques and modes of persuasion they choose to employ in their advertisements.

Presentation of the Findings

With regard to the beauty sector, Estee Lauder uses four techniques of persuasion that are Rationalization, Identification, Suggestion, and Compensation, and all three modes of persuasion: Logos, Ethos, and Pathos. Similarly, Alder New York employs four techniques of persuasion, which are Rationalization, Suggestion, Compensation, and Displacement, and two modes of persuasion: Logos and Ethos. Evidently, both brands used four techniques of persuasion; however, the combinations in which these techniques are used are different. This means that even if brands use the same number of techniques, it does not mean that they are identical. It also shows that belonging to the same sector does not determine the techniques or modes of persuasion those brands should use.

As regards to the jewelry sector, Tiffany& Co uses two techniques of persuasion that are Suggestion and Conformity along with the mode Ethos. Amarilo also uses two techniques of persuasion, which are Rationalization and Suggestion; but it employs two modes of persuasion: Logos and Pathos. While both brands used two techniques of persuasion, the techniques themselves are different. They also use different modes. This indicates that even if brands are a part of the same sector, they are the ones to decide which techniques and modes of persuasion to use rather than them being pre-determined by the sector.

Regarding the furniture sector, Ashley HomeStore utilizes two techniques of persuasion that are Rationalization and Suggestion, and two modes of persuasion that are Logos and Pathos. Txtur, on the other hand, uses three techniques of persuasion, which are Rationalization, Suggestion, and Displacement, and all three modes of persuasion that are Logos, Ethos, and Pathos. This suggests that even if brands belong to one sector, they do not depend on the same techniques and modes of persuasion to influence their consumers.

In the confectionary sector, M&M'S employs two techniques of persuasion that are Identification and Suggestion, and one mode of persuasion which is Pathos. Askinosie Chocolate, on the other hand, uses four techniques of persuasion, which are Rationalization,

Presentation of the Findings

Identification, Suggestion, and Displacement; and it implements two modes of persuasion that are Logos and Ethos. This conveys that a sector does not set the techniques and modes of persuasion that should be used by its brands.

The results indicate that despite belonging to the same sector, American brands do not use the same techniques and modes of persuasion in their advertisements. It is evident that they might share some techniques and modes; however, the combinations in which these techniques and modes differ from one brand to another. The results also show that sectors, to which brands belong, do not dictate the techniques and modes of persuasion that each brand chooses to employ.

IV. Comparison between the Techniques and Modes of Persuasion used by Big Brands and Small Brands

This section presents the findings related to the techniques and modes of persuasion that big brands and small brands use in their advertisements. The results are shown in table 5.

Brands Nature	Persuasion Techniques	Frequency of Use	Persuasion Modes	Frequency of Use
Big Brands	-Rationalization	5	-Logos	5
	-Identification	5	-Ethos	7
	-Suggestion	19	-Pathos	6
	-Conformity	2		
	-Compensation	1		
	-Displacement	4		
	-Projection	Not applied		
Small Brands	-Rationalization	8	-Logos	7
	-Identification	3	-Ethos	8

Presentation of the Findings

	-Suggestion	18	-Pathos	5
	-Conformity	1		
	-Compensation	1		
	-Displacement	Not applied		
	-Projection	Not applied		

Table 5. Techniques and Modes of Persuasion used by Big Brands and Small Brands

Table 5 presents the findings about the techniques and modes of persuasion used by big brands and small brands in their advertisements.

As to the techniques of persuasion, most of them, with the exception of Displacement and Projection, were used by both the big brands and the small brands. Rationalization is found to be used five times by the big brands and eight times by the small brands. Identification appears five times in the big brands and three times in the small brands' advertisements. Suggestion is the most used technique by both the big and the small brands, as nineteen instances of its usage are found in the big brands and eighteen instances are found in the small brands. Conformity is also employed, albeit not as frequently as Suggestion, as it is used only twice by the big brands and once by the small brands. Compensation appears only once in both the big and the small brands. As for Displacement, it was only used by the big brands and is absent from the advertisements of the small brands. Similarly, Projection was used by neither the big brands nor the small brands.

With regard to the modes of persuasion, all three modes are employed by both the big brands and small brands. Logos is used five times by the big brands and seven times by the small brand. Ethos appears seven times in the big brands and eight times in the small brands. As for Pathos, six instances of its usage appear in the big brands and five instances appear in the small brands.

Presentation of the Findings

Based on the results above, it is evident that, in general, big brands and small brands use almost the same techniques and modes of persuasion in their advertisements. These techniques and modes are used on similar proportions albeit the fact that the frequency in which they are used differ from the big brands and the small brands. A noticeable exception is the use of the Displacement technique by big brands and its non-existence in small brands along with the total absence of Projection.

Conclusion

To conclude, this chapter presented the findings gained from the analysis of the techniques and modes of persuasion in American brands' advertisement captions on Instagram. The analysis was carried out using Keraf's techniques of persuasion and Aristotle's modes of persuasion. The chapter was divided into four sections. The first section showed the findings concerning the techniques of persuasion used by the selected brands. The second section presented the modes of persuasion employed by the brands. The third section compared the techniques and modes of persuasion used by brands according to the sector-to which they belong. The fourth and final section compared the techniques and modes of persuasion used by big brands and small brands. The obtained results are going to be subject to interpretation in the following chapter.

Discussion of the Findings

Introduction

The present chapter is a discussion of the results obtained from the analysis of forty American brands' advertisement captions on Instagram. This discussion is based on Keraf's techniques of persuasion and Aristotle's modes of persuasion, as mentioned in the review of the literature. This chapter is devoted to the discussion of the findings obtained from the investigation related to the techniques of persuasion used in American brands as well as the modes of persuasion. In addition, it discusses the techniques and modes of persuasion used by brands based on the sectors to which they belong, along with the techniques and modes of persuasion used by big brands and small brands. Furthermore, the research questions asked in the General Introduction are answered, and the validity of the proposed hypotheses is verified.

I. Discussion of the Techniques of Persuasion

This section discusses the findings concerning the techniques of persuasion. According to the results obtained from the analysis of American brands' advertisements, six out of Keraf's seven techniques of persuasion are used in the selected advertisements. They are as follows: rationalization, identification, suggestion, compensation, conformity, and displacement (See Table 2).

I.1. Discussion of Rationalization

Rationalization is defined by Keraf as the process of using reason to persuade others. When using this technique, logical statements are used to give proof on the benefit and the quality of a given product. This technique is found in thirteen of the advertisements (See Table 2). Some examples of how this technique was used are in the following.

In Screenshot 14 (See Appendix 4), Alder New York uses Rationalization to convince consumers of their need for the product, by stating that "*the final step of a super hydrating skincare routine should always be the application of a face oil*". The advertiser insists that a

Discussion of the Findings

face oil is a must to achieve a hydrated skin; therefore, it gives justification to why their product is needed by the consumers.

In Screenshot 21 (See Appendix 6), Amarilo shows the quality of their product through the process of Rationalization. In the statement “*one of the bonuses of wearing solid gold jewelry, is that you don’t have to take it off*”, the advertiser alludes to the fact that solid gold jewelry is durable. Then in the statement “*our solid gold jewelry is meant to be worn in water, working out, and definitely washing your hands as many times as you would like*”, Amarilo explains that their jewelry can be worn all the time, no matter the situation, without fear of it being tarnished. This is evidence of the durability and the high quality of their gold jewelry.

Askinosie Chocolate also shows the quality of their product by using Rationalization in Screenshot 38 (See Appendix 10). From their first statement “*Meet our recent specialty food association gold medal winner, our 70%barrel-aged dark chocolate bar*”, the advertiser presents the product by mentioning the fact it has won a gold medal. They further explain that it was picked from among thousands of entries around the world, which substantiate the fact that its success is due to its high quality. In the following statement “*What makes this bar so special? We aged Trinitario cocoa nibs in oak whiskey barrels for five years, resulting in chocolate that is smooth, mellow, and woody. Taste subtle notes of charred oak, malty smoke, and mild whiskey-vanilla-sweetness.*”, the advertiser gives further details that explain the process of how their chocolate is made, which entails using pure ingredients that guarantee the quality of their product.

In Screenshot 26 (See Appendix 7), Ashley HomeStore uses Rationalization to show the benefit of their product. By stating that “*A queen-size bed with a storage drawer hidden in the footboard keeps linens, blankets, and seasonal clothing seamlessly out of sight*”, the advertiser describes the functionality of their product and shows that not only it is used for sleeping but it is practical with its hidden storage drawer that allows the owner to have more

storage space and less clutter in the bedroom. Therefore, it is beneficial for the consumer as it is a useful investment.

Rationalization is used for various reasons in the advertisements. Some brands seek to show the benefit of their products, others want to highlight their quality, while others want to convince consumers of their need for the product. By using statements that appeal to logic, advertisers provide proof and justifications as to why people should purchase their products. Through the process of rationalization, prospective consumers are presented with an idea, and made to ponder about it, after which they, themselves, reach the conclusion that the product is a must-buy.

I.2. Discussion of Identification

Identification is the process of identifying consumers; advertisers have to identify their gender, age, social status, and anything that could play a role in persuading prospective consumers. This technique appears eight times in the advertisements (See Table 2). Some instances are as follows.

In Screenshot 3 (See Appendix 1), Ralph Lauren identifies the gender of the recipients. By opening the introduction of the new collection with the statement “*My Women’s Collection for Summer 2022*”, Ralph Lauren directly presents to whom his collection is dedicated. In identifying the gender, the advertiser highlights the targeted consumers, women in this case, and captivates their attention in order to present them the new collection that is specifically made for them.

In Screenshot 9 (See Appendix 3), Estee Lauder also uses Identification to specify the gender of the consumers. In the statement “*Clinical testing on 53 women...*”, the advertiser identifies the people on whom the product was tested, therefore, the people who could also use the product. By specifying the gender, Estee Lauder marks women as their target consumers for their product.

Discussion of the Findings

In Screenshot 33(See Appendix 9), M&M's employs Identification to include everyone. In the caption "*Different shapes and sizes, but there's a flavor for everyone here*", the advertiser shows that their product is not made for one specific category of consumers, but rather; it is inclusive of everyone. Similar to how the M&M's chocolate comes in different shapes and sizes, their consumers are also different from one another; nevertheless, it caters to them all.

In Screenshot 37 (See Appendix 10), Askinosie Chocolate utilizes Identification to include everyone as well as to identify their situation. The advertiser dedicates the new chocolate bar to everyone and makes sure to indicate that it is in fact for everyone without exceptions. Askinosie mentions that their chocolate bar is "*completely sugar-free*", and that it is suitable for consumption by people with all types of diets "*it's perfect whether you're Keto, Paleo or just crazy about chocolate. No sugar? No problem*". They also state that "*This robust chocolate bar is certified Kosher D.E., vegan, gluten-free and dairy-free.*" This not only identifies people's diets but also their religious and personal beliefs, as kosher food can be eaten by both Jews and Muslims, and vegan food is sometimes consumed due to personal beliefs as well dietary choices. All the aforementioned identifications make it easier for consumers to choose this product as they have no fear or hesitation towards the product due to the fact they know exactly whether it suits their needs.

Identification is used to identify different elements related to the recipient. Some advertisers seek to identify gender, some seek to identify consumers' situations, while other want to identify all their consumers no matter their age, gender, or situation. By using the process of identification, brands are able to promote their products more efficiently, while consumers will be able to choose whether to consume their products much more easily.

I.3. Discussion of Suggestion

Suggestion is the process of persuading others without giving them justifications or logical reasons. This technique appears the almost in all the advertisements as there are thirty-seven instances of its use (See Table 2). Some examples of its use are in the following.

In Screenshot 2 (See Appendix 1), Ralph Lauren uses Suggestion in order to present his new collection. The statement “*The purity of dressing*” is a captivating expression that is not necessarily logical, but rather it paints an image of elegance and gracefulness. In the next statement, the advertiser continues painting the image by giving even more descriptions in “*Sheaths of lightweight fabrics flow like tropic waves and a quiet wind. Exquisite tones of cream and white and sculptural, clean lines highlight a universal theme—simplicity is power*”. This vivid description allows the consumers to not only imagine, but to almost feel the fabrics on their skin and see the colors dancing in their eyes. By utilizing these expressions, Ralph Lauren lures its consumers in a hypnotic manner into accepting and buying its new collection.

In Screenshot 6 (See Appendix 2), Baacal is using Suggestion to promote their coat. “*Don’t forget*” is an expression that is meant to capture consumers’ attention and remind them of their product. It is followed by this statement “*The 90’s classic Car Coat in Camel! A wardrobe maker that never goes out of style*” which presents the product with a confident tone stating that their coat is a piece of clothing that is always stylish and on-trend. This dignified tone pushes consumers into believing that the advertiser’s words are indeed a non-negotiable fact. Baacal continues its suggestion by telling consumers to “*Shop in season and get your Coat when you need it, want it*”, hinting that they should buy the coat while it is still the season in which they need it. By using suggestion, the advertiser is able to promote their product and urge consumers to purchase it without having to mention the exact reason why they should do so.

Discussion of the Findings

In Screenshot 23 (See Appendix 6), Amarilo uses Suggestion to convince consumers of buying their opal-encrusted jewelry. In the statement “*We love opals because it's a stone that represents love & passion. It's said that wearing this stone attracts loyalty and faithfulness in your life*”, the advertiser is utilizing sentimental expressions to affect the recipients. By mentioning the words “love” and “passion”, Amarilo captures consumers’ attention as people naturally gravitate towards strong emotions. Then, it further cements the sentimental expression by mentioning in a factual tone that the stone attracts positive aspects into people’s lives, which is something that everyone seeks. By implementing these sentimental expressions along with the factual tone, consumers are easily made to believe that the opal-encrusted jewelry could change certain aspects of their lives; therefore, they are persuaded into purchasing it.

In Screenshot 35 (See Appendix 9), M&M’S employs Suggestion to urge people to try their new flavor. In the statement “*Two great things, together as one*”, the advertiser describes their new flavor which is a mixture between classic M&M’S and the popular chocolate chip cookies; they use a confident dignified tone to describe their new product as they consider it “the best of both worlds”. The advertiser then asks “*Have you tried Crunchy Cookie M&M’S yet?*” this elicits a response in consumers that manifest as an urge to actually try the product. Using a confident tone and interacting with the recipients through an inquisitive expression affect the consumers by evoking their curiosity, which turns into action that is ultimately buying and consuming the new product.

Suggestion is used in the advertisements to persuade consumers. It occurs in various ways, some advertisers choose to use vivid imagery, some choose sentimental expressions, and others choose certain tones to influence people’s opinions. By using suggestion, brands are not obliged to make sense; their skillful use of language is enough to achieve their purpose.

I.4. Discussion of Conformity

Conformity is the process of making something similar to something else. The advertiser shows that s/he is able to act as the recipients themselves. This technique is utilized only three times in the advertisements (See Table 2). They are as follows.

Baagal and Tiffany &Co use Conformity to represent their audiences. In Screenshot 7 (See Appendix 2), in the statement *“Seen here paired with the BaagalxSHAPES @maxeygreene dress in the birds and the bees color way”*, the advertiser brings attention to the model in the photo, who is known as Maxey Greene, by mentioning her as well as tagging her Instagram account. Maxey Greene is a plus-size fashion model and fashion expert. By casting her to model their clothes, Baagal is providing a realistic representation of their clothes on plus-sized people as it allows consumers to see how the clothes would look on them. Here the model is similar to the audience in the fact that she is also a plus-sized person, this brings positive influence as they feel seen and included.

In Screenshot 18 (See Appendix 5), Tiffany &Co states that *“If you ever needed a reason to add to your jewelry box, Tiffany HardWear is it. Don't believe us? Ask @roses_are_rosie”*, the advertiser directly addresses their audience stating that ‘@roses_are_rosie’ can attest the fact that their jewelry are always the best choice for growing their collection. The model in the photo, tagged as @roses_are_rosie, is a famous singer known as Rosé, from a girl group named Blackpink. Wearing a necklace from the Tiffany HardWear collection, this singer and brand ambassador illustrates the consumers and how the jewelry would look on them. Similarly, in Screenshot 20 (See Appendix 5), in the statement *“@haileybieber knows that only diamonds are a match for Tiffany T designs”*, the advertiser brings attention to the model in the photo. @haileybieber who is known as Hailey Bieber is a model, a media personality, and a global house ambassador for Tiffany&Co. By emphasizing on the model, the advertiser allows the consumers to imagine themselves in her place,

Discussion of the Findings

wearing the jewelry. Having well-known people representing the brand as well as acting as the audience themselves in the advertisements allows Tiffany & Co to bring positive influence as both the spokespersons' fans and general audience will see themselves in them, which in turn will cause them to want to be like them, thus they will opt to buy the jewelry.

Conformity is used in the advertisements in order to represent the consumers. By using well-known people as their models, the brands allow consumers to see themselves in a different positive manner which brings positive influence that manifests in the benefit of the brands.

I.5. Discussion of Compensation

Compensation is the process of finding a substitute for something that is no longer accepted. This technique appears in two instances in the advertisements (See Table 2). They are as follows.

In Screenshot 10 (See Appendix 3), Estée Lauder uses Compensation to present the new feature of their product. In the statement *“NEW #PerfectionistPro Wrinkle Concentrate features a NEW stainless steel tip to deliver targeted results to your face and neck”*, the advertiser shows that their product has been improved thanks to the new addition, a stainless steel tip, that helps consumers to apply the product more effectively thus guaranteeing better results. Estée Lauder is providing its consumers with a better functioning product compared to their previous version; therefore, compensating for the previous status, in which consumers were not able to achieve the wanted results.

In Screenshot 13 (See Appendix 4), Alder New York is utilizing Compensation to show the improved version of their product. In the statement *“Our Everyday Face Moisturizer is back with a new name, Lightweight Moisturizer. Plus, a new addition to our list of actives, Tripeptide-5. This grouping of 3 amino acids help build proteins in the skin resulting in a firmer, smoother complexion”*, the advertiser introduces the changes that make their product

Discussion of the Findings

better, starting from the new name, Lightweight Moisturizer, to the new formula, which contains additional ingredients. The change will provide the consumers with better results in terms of their skin complexion, as well as help them recall the product due to its simple name.

Compensation is used in the advertisements to show customers the improvement of the products. By using new ingredients or adding new features, the advertisers are moving from the previous status of their products which perhaps did not cater properly to the consumers' needs. By using compensation, brands show their sense of responsibility towards their consumers as well as their desire to provide the best for them.

I.6. Discussion of Displacement

Displacement is the process of displacing an intention or a matter that faces obstacles with another purpose. It essentially takes the recipient's emotions and diverts them. This technique is used four times in the advertisements (See Table 2).

The brands use customers' reviews to influence and displace other customers' opinions. In Screenshot 5(See Appendix 2) Baacal states *"The new Army Coat! What customers are saying "This is the best coat I have ever owned" it is definitely a coat I will have and wear for years to come. I love that the sleeves are generous enough to wear a sweater underneath and still looks tailored! A Miracle for me. I have never been able to find a coat that did not look frumpy if it fit my Upper arms comfortably!"Thank You! –Eve"*. This caption contains a review sent by a customer after she purchased the Army Coat. It is full of praise and mentions all the positive aspects of the coat: its generous sleeves, its proper fit, and its comfort. By choosing a positive review that shows the customer's satisfaction, the advertiser is influencing prospective consumers' opinions on the product, thus diverting their previous views.

In Screenshot 15 (See Appendix 4), in the statement *"The reviews of our cult-favorite cleanser are in and customers are saying they are 'in love' with the 'best daily face cleanser'"*, Alder New York is quoting customers' reviews that compliment their cleanser

Discussion of the Findings

saying they love it and that it is the best. The advertiser is displaying their customers' satisfaction that reflects positively on them as it shows the performance of their products. This affects other consumers by altering their perspectives in a positive manner.

In Screenshot 30 (See Appendix 8), Txtur delivers that “*the table is a perfect size for my limited dining space. The color is beautiful and blends in nicely with my decor. These chairs are well built with cross bars on the legs for additional strength. They are very comfortable and also slide easily due to the glides on the legs. Thank you making my home more stylish and comfortable.*” Thank you for sharing your beautiful custom dining set, Susan”, the customer is describing the product's functionality as well as its quality. She gives details on how it fits in its designated space, how it blends with other elements in her house, how it is practical, and how it elevates the comfort of her house. In using a well-detailed positive review from the customer along with a photo that provides proof, the advertiser is providing the consumers with an element that influences their view of the product, thus displacing it into a different state.

In Screenshot 40 (See Appendix 10), Askinosie Chocolate uses quotes from a customer's review on Twitter in the statement “*We've been getting great feedback from folks like Geraldine C. who tweeted: 'DELICIOUS...the new recipe is marvelous' and that she was ordering more, 'before they are gone'.*” The customer, Geraldine C., is full of praise for the chocolate bar and expresses her satisfaction and her willingness to buy even more of the product. By including positive feedback, Askinosie Chocolate is displacing other consumers' opinions into positive ones.

Displacement is used to displace (or change) the disposition concerning something. In the advertisements, customers' reviews are used to influence other customers' opinions and views on the products. By using displacement, brands are able to change customers' views positively.

I.7. Discussion of Projection

Projection is a technique that makes something that is a subject into an object. In this technique, the advertisers take the unwanted traits from their products and attribute them to other competitive products. Projection was not present in any of the analyzed advertisements. One of the reasons why advertisers chose not to use this technique is perhaps because they do not see their products to be lacking or having any weaknesses. Another reason could be that they consider their products of very high quality that the presence of undesirable features is insignificant and does not affect their performance. An additional reason could be that advertisers consider their brands to be the best; therefore, they do not see the need to show how different they are as the brand's reputation speaks for itself. A further reason could be that the advertisers simply do not find this technique necessary to achieve their purpose. Nevertheless, the lack of use of this technique in the corpus does not necessarily mean that it cannot be utilized by others brands that were not included in the corpus. For example, in his research, Nasruddin (2016) found multiple usages of projection in Apple Inc. Advertisement. He explained that the advertiser used the technique to show the advantages of their products to make consumers want to buy them. In the corpus of this study, advertisers appealed to their customers in a different manner by employing the other six techniques of persuasion in their advertisements.

After the analysis of the advertisements according to Keraf's theory, it can be seen that six techniques of persuasion have been used in the corpus. Rationalization has been used to show the benefits and qualities of products as well as to convince customers of their need for the products by using logical statements that provide proof and justifications for their claims. Identification has been used to identify different elements related to the consumers in order for brands to promote their products efficiently and for customers to discern/distinguish their relationship with the product. Suggestion has been utilized to persuade consumers without

having to appeal to their reason but rather through vivid imagery, sentimental expressions, as well as various tones. Conformity has been employed to represent the customers by using famous people as models in order to bring positive influence. Compensation has been used to highlight the upgraded elements in products; this shows brands' never-ending ambition towards achieving the best for their consumers. Displacement has been utilized to displace prospective consumers' state of mind and emotions in relation to brands' products. Finally, projection was not present in any of the advertisements. Based on the results of the analysis of the selected advertisements, the first hypothesis proposed in the general introduction, which states that "Only some of the techniques of persuasion are used in American brands' advertisements on Instagram", is confirmed.

II. Discussion of Modes of Persuasion

This section discusses the findings related to the modes of persuasion. According to the results obtained from the analysis of forty American brands' advertisements, all of Aristotle's modes of persuasion, that are Logos, Ethos, and Pathos, are used in the advertisements (See Table 3).

II.1. Discussion of Logos

Logos is associated with "speech" and "thought". According to Smith (2013: 48), it is "the process of persuading through logical argument and reason". This means that the speaker presents factual information that serve to support his/her argument. According to the results (See Table 3), this mode of persuasion appears twelve times in the advertisements.

As Smith (Ibid.) explains, Logos is employed in advertisements whenever they "explain what a product does or how a product works". It is the case in Screenshot 12 (See Appendix 3), in the statement "*The custom-designed cryo-steel applicator in our #AdvancedNightRepair Eye Matrix gently massages in the ultra-nourishing formula cushions and fortifies skin and*

Discussion of the Findings

cools on contact”. Here Estee Lauder implements Logos by giving details on how their applicator messages the formula into the skin and how the skin benefits from it.

Smith (2013) also mentions that Logos is used whenever rational arguments are present. An example of this is seen in Screenshot 21 (See Appendix 6) in which Amarilo provides reasons why their solid gold jewelry has its perks. In the caption *“One of the bonuses of wearing solid gold jewelry, is that you don't have to take it off. Our solid gold jewelry is meant to be worn in water, working out and definitely washing your hands as many times as you would like”*, the advertiser reasons that their jewelry can be worn while doing different activities, no matter what they are. This is evidence on to why their solid gold jewelry can be worn all the time, which is a bonus for the consumers as it saves them the hassle of worrying about losing it if they remove it. Another example of using logical arguments is apparent in Screenshot 25 (See Appendix 7) in the statement *“Whether it’s a hallway, master bedroom, or any place that needs more storage and surfaces, a slender console table offers just enough compartments to tuck away the clutter”*. Ashley HomeStore argues that their console table is suitable for any place that is in need of storage and surface, as its compartments provide enough storage for clutter and its slender design can fit anywhere.

Another instance in which Logos is utilized according to Smith (Ibid: 48) is when advertisements “rely on statistics or authority”. This can be seen in one of Askinosie Chocolate’s advertisements. In Screenshot 38 (See Appendix 10), in the statement *“Meet our recent Speciality Food Association GOLD Medal Winner, our 70% Barrel-Aged Dark Chocolate bar!. This bar is now considered a Specialty Outstanding Food Innovation from among thousands of entries across the globe. We couldn't be more proud!”* , Askinosie Chocolate shows off that their chocolate bar is certified a gold medal by Specialty Food Association, which is a non-profit trade association that represents more than 3000 businesses and hosts fancy food shows as well as annual awards to honor excellence in specialty food.

Discussion of the Findings

This association is considered a figure of authority that can be trusted, as authority figures supposedly have experiences that attest the truth of their words (Petters, 2018). By mentioning the association, Askinosie provides evidence that their product is acknowledged by an authoritative figure, therefore increasing their customers' awareness and recognition and influencing them to try the product.

Logos is implemented in advertisements in different ways. Advertisers provide explanations on how a product works and what it does in the process, use logical arguments, or rely on authority in order to persuade consumers logically.

II.2. Discussion of Ethos

Ethos is associated with "character". According to Smith (2013: 50), it "involves efforts on the part of a persuader to establish credibility in the eyes of the audience." This means that credibility affects how people view the brands and the manner in which they respond to their advertisements. This mode is used in the advertisements fifteen times (See Table 3).

Ethos is utilized in the advertisements in various manners. Smith (Ibid: 51) asserts that it can be manifested through "the credibility of the advertiser's spokesperson and the credibility of the company itself." The spokesperson can be an expert, a celebrity, or an actor that is presented as credible. The use of honest, credible, and reliable spokespeople can bridge this trust deficit between marketers' product advertisements and buyers' believability of such messages (Ismaila and Oziohu, 2021). For instance, In Screenshot 4 (See Appendix 1), Ralph Lauren uses an expert's statement in the caption "*'My Women's Collection for Pre-Fall 2022 is a celebration of the timeless style and modern sophistication of black and white emboldened in the sleek lines of tailored silhouettes. These are clothes that never go out of style like the women that wear them—the women that inspire me.'*—Ralph Lauren". This is a direct statement from Ralph Lauren himself who can be considered the most suitable person to present the new collection due to the fact that he is the designer as well as the founder of

Discussion of the Findings

the brand, with years of experience that make him an expert in the fashion industry. Therefore, he is seen as the most reliable person from the perspective of the consumers. Another example of using a spokesperson is apparent in Tiffany & Co's advertisement (See Screenshot 20, Appendix 5), in which Haily Bieber, who is a famous model as well as the brand's ambassador, is shown wearing the brand's jewelry. She is also mentioned in the caption "*@haileybieber knows that only diamonds are a match for Tiffany T designs.*" confirming her identity. By opting for a famous model as a spokesperson, Tiffany & Co ensures consumers' interest and willingness to buy their jewelry.

Another manner in which Ethos is employed is through the credibility of the brand. An example of this can be seen in Baacal and Alder New York's advertisements. In Screenshot 5 (See Appendix 2), Baacal shows its integrity through a customer's review on their coat, in which the customer states that "*'This is the best coat I have ever owned' it is definitely a coat I will have and wear for years to come. I love that the sleeves are generous enough to wear a sweater underneath and still looks tailored! A Miracle for me. I have never been able to find a coat that did not look frumpy if it fit my Upper arms comfortably! Thank You! –Eve*". This proves that indeed Baacal is true to their identity which revolves around providing high-end clothing for plus-sized women, and it helps in establishing a strong consumer-brand relationship. Similarly, Alder New York establishes its reliability by using its best products. In Screenshot 6 (See Appendix 4), in the statement "*Boost radiance, reduce the appearance of dark spots, and hydrate skin with our new Brightening Bundle. This kit is made up of our best-selling skincare products that leave skin glowing*", the advertiser explains that they have gathered their best-selling products in one kit. By using its most popular products, Alder New York is guaranteeing the quality of the bundle for the consumers due to the popularity of the selected products. Wang and Yang (2010: 177) confirm that "brand credibility exerts a positive influence on consumers' brand purchase intention"; therefore, by providing evidence

for credibility, Baacal and Alder New York influence their prospective consumers to buy the advertised products.

Ethos is a mode that is dependent on establishing credibility. Advertisers use expert testimonies, trustworthy spokespersons, in addition to customers' reviews to establish credibility in the minds of consumers to gain their trust and effectively influence them to consume their product.

II.3. Discussion of Pathos

Pathos means emotion. According to Smith (2013: 48), it is "persuasion through an appeal to an audience's emotions". This means that it can be achieved by eliciting an emotional response from the audience. This persuasion mode is employed in the advertisements eleven times.

One of the goals of advertising (and marketing in general) is to establish a bond based on emotional influence on the audience by delivering information carrying emotional content (Rostomyan, 2014). This is illustrated in the advertisements that employ Pathos. The brands try to elicit different emotions in their consumers through various expressions. Estee Lauder, for example, uses compliments in Screenshot 11 (See Appendix 3) in the statement "*The only thing cuter than our mini #AdvancedNightRepair serum is your face after applying it*". The compliment makes the readers feel flattered and it uplifts their mood. Similarly, in Screenshot 24 (See Appendix 6), Amarilo states that "*Nothing is more important than self-love. Treat yourself with a little something that will last a lifetime—because you deserve it.*" to remind the customers of their self-worth and elicit a feeling of appreciation in them. On the same pattern, Ashley HomeStore paints the perfect scenario for productivity at work by saying "*Set up your home office for success and less stress with ample workspace, an ergonomic chair, and personal touches*" (See Screenshot 28, Appendix 7). This conjures a feeling of excitement and motivation in the minds of the customers. While Txtur evokes nostalgia in Screenshot 29

Discussion of the Findings

(See Appendix 8) by speaking about the best moments in life in the statement “*Some of the best moments in life are shared on the sofa. Make sure yours is built to last*”. The statement is accompanied by a photo representing a cozy scene between a mother and her daughter. By bringing forth different emotions in their audiences, brands capture their attention, and influence them into buying their products by relying on their emotions and the need to experience those feelings again.

Pathos is a mode that revolves around emotions. Advertisers deliver messages that evoke emotional responses in the audience in order to establish emotional connections with their brands and encourage them to consume their products.

After the analysis of the advertisements according to Aristotle’s modes of persuasion, it is apparent that all three modes (Logos, Ethos, and Pathos) have been implemented in the corpus. Logos was used by brands to logically persuade their consumers by relying on figures of authority, providing explanations, as well as incorporating logical arguments. Ethos was employed to establish credibility in the eyes of the consumers through expert testimonies, trustworthy spokespeople, and brand’s reliability. Pathos was utilized to elicit emotional responses from customers in order to establish emotional bonds between the brands and their audience. Based on the results of the analysis of the selected advertisements, the second proposed hypothesis in the general introduction that states that “All three modes of persuasion (Ethos, Pathos and Logos) are implemented by the advertisers.” is confirmed.

III. Discussion of the Techniques and Modes of Persuasion that Brands Use Based on their Sectors

This section discusses the findings concerning the comparison between the techniques and modes of persuasion that brands use based on the sector to which they belong. The results revealed that the brands do not use the same techniques and modes of persuasion according to their sectors (See Table 4).

Discussion of the Findings

To begin with, Ralph Lauren identifies its consumers and appeals to them through charming expressions while establishing its credibility and tugging on its audience's emotions. On the other hand, Baacal not only identifies its consumers and their needs but also represents them in its advertisements. While it allures them into believing their messages, it also provides proof for its claims. In addition, it alters their opinions and feelings concerning their products. Baacal supports these techniques by relying on logic, credibility and emotions.

Similarly, in the beauty sector, Estee Lauder and Alder New York do not depend on the same techniques and modes of persuasion (See Table 4). Both brands provide logical and non-logical statements to persuade their customers and strive to provide them with the best version of their products. However, unlike Alder New York, Estee Lauder studies its consumers and their situation, and contrary to Estee Lauder, Alder New York tries to sway its consumers' emotions and state of mind. Another difference between these two brands is apparent in the modes they use, as Estee Lauder attempts to be logical, reliable, and emotionally relatable, while Alder New York prefers logic and credibility.

Moreover, in the jewelry sector, Tiffany &Co prefers to represent its consumers and appeal to them without having to use reason. Amarilo tends to use both statements that appeal to reason and statement that do not appeal to reason. This difference also shows in the modes they employ, as Tiffany &Co seeks to show off its integrity while Amarilo depends on emotions and logic.

In a similar manner, brands in the furniture sector share similarities as they both use two contradicting techniques since they try to persuade by using statements that appeal and statements that do not appeal to reason. However, Txtur also attempts to displace its consumers' emotion and perspectives. Another difference is found in the way the brands implement the modes of persuasion as both brands employ logic and emotions, but Txtur also depends on credibility.

Discussion of the Findings

Finally, in the confectionary sector, M&M'S and Askinosie Chocolate are similar in their attempts to identify their consumers and appeal to them without using reason. Still, Askinosie Chocolate differs from M&M'S as it also appeals to reason and tries to divert its consumers' views and emotions. The two brands also contrast each other in the modes of persuasion they utilize as M&M'S seeks to invoke emotional responses from its consumers, while Askinosie Chocolate attempts to influence them with its logic and credibility.

To summarize everything that has been stated, each pair of brands that belong to the same sector has utilized different techniques and modes of persuasion from one another. While there are instances in which they shared some techniques and modes, the overall combinations of these techniques and modes change in each of the brands' advertisements. The five sectors did not influence the brands' choices because despite the fact that each pair of brands belongs to the same sector, the brands themselves are independent of one another, and each one has its own vision of what they want to achieve and how they want to achieve it. They also have different customers, hence why they differ in their use of the techniques and modes in their pursuit of persuasion. That being the case, the third proposed hypothesis in the general introduction, that states that "American brands do not use the same techniques and modes of persuasion based on the sectors they belong to, but rather choose them based on what they want to achieve." is confirmed.

IV. Discussion of the Techniques and Modes of Persuasion Used by Big Brands and Small Brands

This section discusses the findings concerning the comparison between the techniques and modes of persuasion used by big brands and small brands.

The findings revealed that big brands and small brands use almost the same techniques of persuasion. Both big brands and small brands employ Rationalization, Identification, Suggestion, Conformity, and Compensation in their advertisements. It can be argued that this

Discussion of the Findings

similarity exists due to the fact that all the brands share one thing in common that is their desire to persuade consumers, and the key to achieve this is using multiple techniques of persuasion as they allow the advertisers to appeal to all types of consumers and to deliver diverse messages. Moreover, small brands sometimes use well-known brands as their source of information and guidance. They study the patterns of advertising that big brands use, and then try to incorporate them in their own advertisements in hopes of achieving similar results. Furthermore, despite being on different levels, both small brands and big brands are customer-dependent so establishing a strong customer-brand relationship is necessary for the longevity of brands, hence why brands attempt to persuade them in various ways by making each advertisement distinct. Another apparent similarity is the absence of Projection in both big brands and small brands. As explained in the first section, this technique was not used by the advertisers because they did not deem it necessary for what they wish to achieve. The findings showed one difference between big brands and small brand, that is the use of Displacement by big brands and its neglect by small brands. Perhaps this difference exists due to the wide gap in the number of consumers of each type of brand. Big brands evidently have a larger number of consumers, by default they are more diverse, and this creates more opinions and perspectives that big brands need to cater to. Displacement helps to alter the consumers' emotions and perspectives for brands to achieve a successful persuasion. Small brands, however, do not need to displace their customers' emotions and opinions as their smaller number means less difference of opinions.

The findings also highlighted the fact that both big brands and small brands implement all three modes of persuasion in their advertisements. All the brands regardless of their level of success or popularity strive to win customers in order to increase their sales and elevate their brand identity, and this is achieved through persuasion. To guarantee successful persuasion, brands must appeal to different aspects of consumers. Logos, Ethos, and Pathos

Discussion of the Findings

provide the needed elements for advertisers to leave their mark in people's hearts, minds and foundation of trust as they appeal to their emotions, logic, and perception of brands' character, hence why big brand and small brands chose to employ all three modes of persuasion.

To put it concisely, big brands and small brands share more similarities than differences in their pursuit of persuasion. While it is true that big brands employ Displacement in their advertisements and small brands do not, they still share a similarity in their use of Rationalization, Identification, Suggestion, Conformity and Compensation, and in their lack of application of Projection. They are also alike in their use of all three modes of persuasion Logos, Ethos, and Pathos. As a result, the fourth proposed hypothesis in the general introduction, which states that "Big brands and small brands do not employ the same techniques and modes of persuasion." is rejected.

Conclusion

This chapter discussed the results obtained from the analysis of American brands' advertisements on Instagram. The discussion of the findings provided answers to the main research questions. In addition, the validity of the hypotheses stated in the general introduction was verified. The first and second sections were devoted to the discussion of the techniques of persuasion as well as the modes of persuasion found in the corpus. The third and fourth sections discussed the techniques and modes of persuasion used by brands based on the sectors to which they belong, along with the techniques and modes of persuasion used by big brands and small brands.

General Conclusion

General Conclusion

The present study attempted to investigate the techniques and modes of persuasion used in American brands' advertisements on Instagram. More precisely, the study sought to reach four objectives. The first objective is to investigate the techniques of persuasion used in the brands' advertisements on Instagram. The second objective was to explore the modes of persuasion that are employed by the brands. The third objective was to find out whether the selected brands employ the same techniques and modes of persuasion according to the sector to which they belong. The fourth and final objective was to examine whether big brands and small brands utilize the same techniques and modes of persuasion.

In order to attain the research objectives, provide answers to the research questions stated in the General Introduction, and confirm or refute the proposed hypotheses, a descriptive qualitative research method was adopted. To be more specific, data were collected from Instagram using the documentation method. The corpus of the study consisted of forty advertisements from ten American brands, four advertisements for each brand, belonging to five different sectors. The corpus was analyzed based on Keraf's techniques of persuasion and Aristotle's modes of persuasion.

The results displayed in chapter three and the discussion presented in chapter four provided answers to the research questions. First, they revealed that the selected brands used six techniques of persuasion in their advertisements; they are Rationalization, Identification, Suggestion, Conformity, Compensation, and Displacement. Projection, on the other hand, was not applied in any of the advertisements. Second, they showed that all modes of persuasion, Ethos, Pathos, and Logos, were implemented by the advertisers. Third, a comparison between brands based on their sectors indicated that sectors did not influence brands' choices of which techniques and modes to employ. In fact, each brand used its own combination of techniques and modes. Fourth, a comparison between big brands and small brands revealed that big

brands employed Displacement in their advertisements and small brands did not. However, they are similar in their use of Rationalization, Identification, Suggestion, Conformity and Compensation, and in their lack of application of Projection. They are also alike in their use of all three modes of persuasion Logos, Ethos, and Pathos.

In the same context, the first hypothesis was confirmed as not all techniques of persuasion were utilized in the advertisements. The second hypothesis was also confirmed since all three modes of persuasion were implemented by the selected brands. The third hypothesis was confirmed as well due to the fact that brands did not use the same techniques and modes of persuasion based on the sectors to which they belong. However, the fourth hypothesis was rejected because while it is true that big brands and small brands did not employ the same exact techniques of persuasion, they still used the same modes of persuasion.

As any other study, the present work is subject to some limitations. The first limitation is related to the sources of the theories adopted in this research. With Keraf's theory, the original work is in Indonesian and there were no available copies of his book in English. Similarly, with Aristotle's theory, there are no original copies of his work as well. For this reason, secondary sources were utilized in order to explain the theories. The second limitation is concerned with the analysis of the advertisements. This research focused only on analyzing the written captions in the selected screenshots, therefore, neglecting any persuasive effects that the visual aspects might have on the consumers. The third limitation concerns the corpus itself. There was a limited selection of brands, sectors, social media platform, as well as the context (American context in this case); as a result, the findings cannot be generalized.

In light of these limitations, some suggestions for further research are required. First, it is recommended that additional research on the topic of persuasion in advertisements should rely on different theories from the ones employed in this study, such as Cialdini's principles

of persuasion. Second, visual aspects should be taken into consideration to obtain more reliable results. Third, to ensure the generalizability of the research findings, the study should be repeated with a larger corpus including more brands, various sectors, and maybe even different contexts. Fourth, the study focused on advertisements on Instagram. Future studies could explore persuasion in advertisements on other social media platforms.

It is hoped that the present research has marked even a small contribution to discourse analysis studies, particularly on how language is used in advertisements to persuade people. In addition, it is expected to provide additional information for other researchers who are interested in the methods of persuasion, specifically for master-two level students in the department of English at Mouloud Mammeri University of Tizi-Ouzou.

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Appendices

Appendix 1: Ralph Lauren Advertisements


ralphlauren
Follow





View shop
>




14,025 likes

ralphlauren The vibrant colors and cultural significance of Ikat are honored in #RalphLauren's spring wardrobe. The Cotton Twill Shirt's utilitarian structure — inspired by an iconic #RLCollection silhouette — grounds the emotive qualities and intricacies of Ikat techniques.

#RLCollectionSS22's Ikats honor designs traditional to Uzbekistan, Tajikistan and cultures throughout Asia.

Discover more from Collection's Spring 2022 via the link in bio.

Screenshot 1:

<https://www.instagram.com/p/CbN7oegOOgp/>


ralphlauren
Follow





View shop
>




37,561 likes

ralphlauren The purity of dressing.

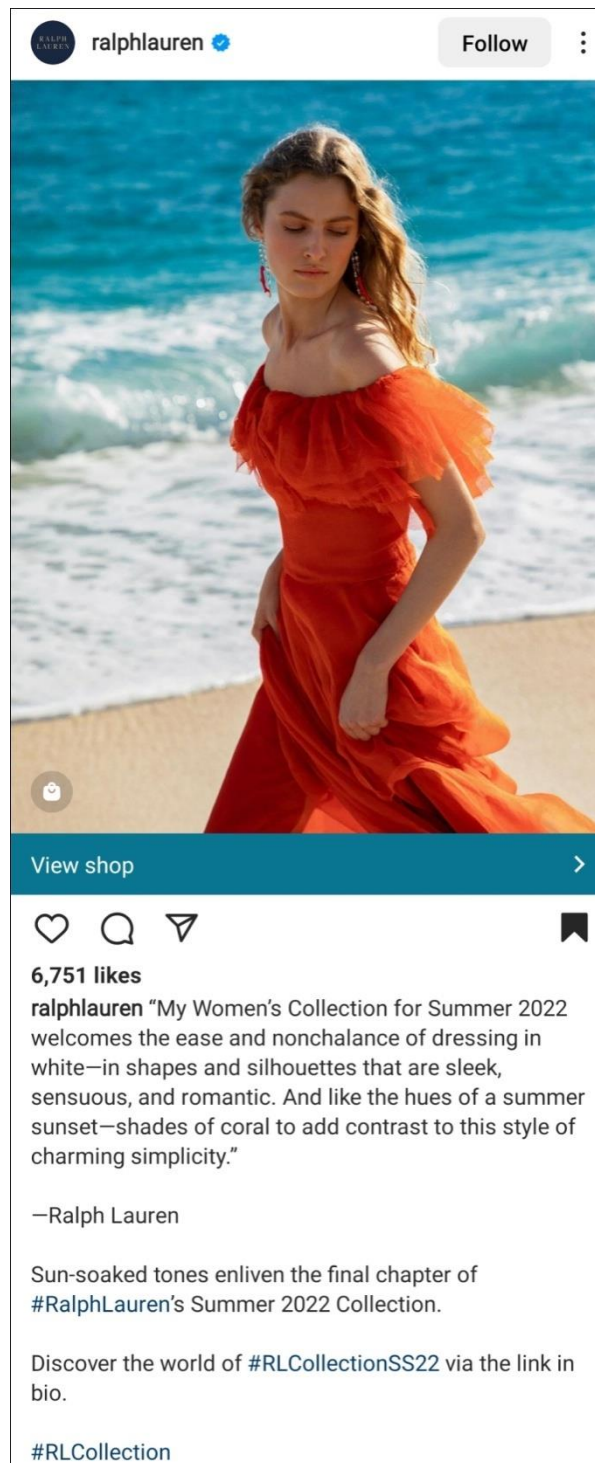
#RalphLauren's Summer 2022 Collection explores iterations of style in raw form. Sheaths of lightweight fabrics flow like tropic waves and a quiet wind. Exquisite tones of cream and white and sculptural, clean lines highlight a universal theme—simplicity is power.

Discover #RLCollectionSS22 via the link in bio.

#RLCollection

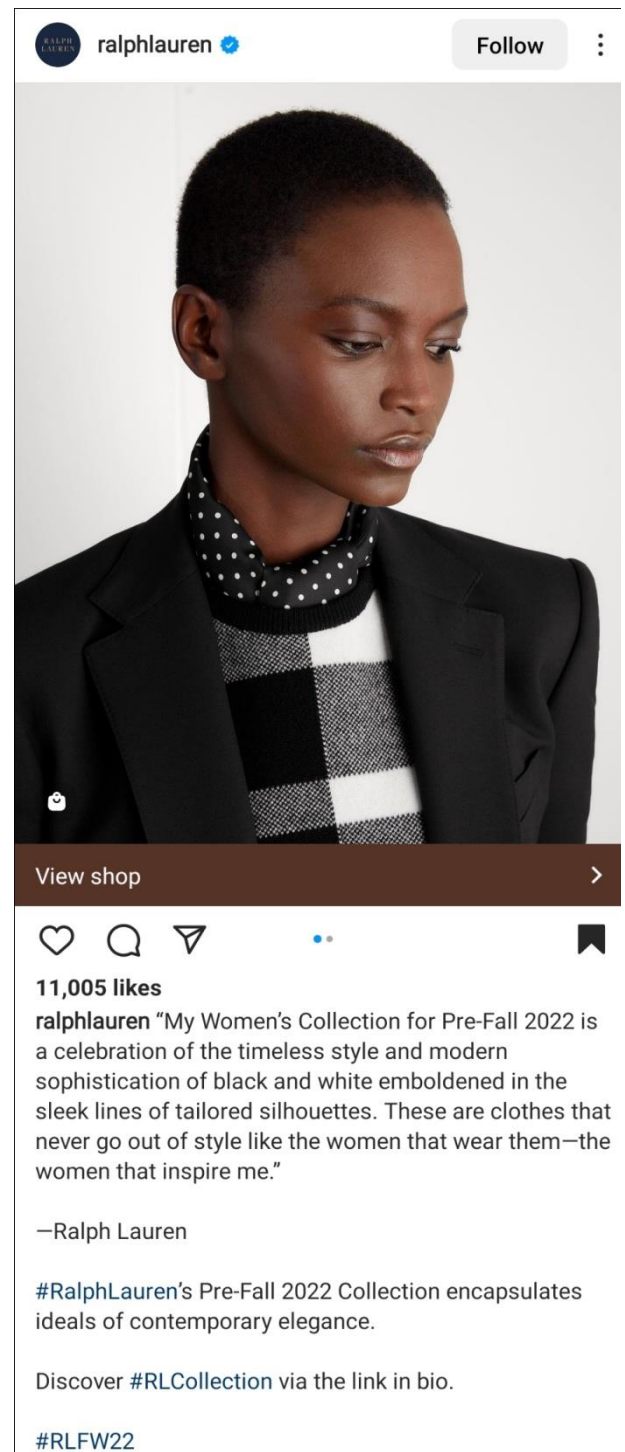
Screenshot 2 :

<https://www.instagram.com/p/CcqT8-5Lw1a/>



Screenshot 3 :

<https://www.instagram.com/p/CeGyi-Cr67e/>



Screenshot 4 :

<https://www.instagram.com/p/CfHQ4fvAt2Q/>

Appendix 2: Baacal Advertisements



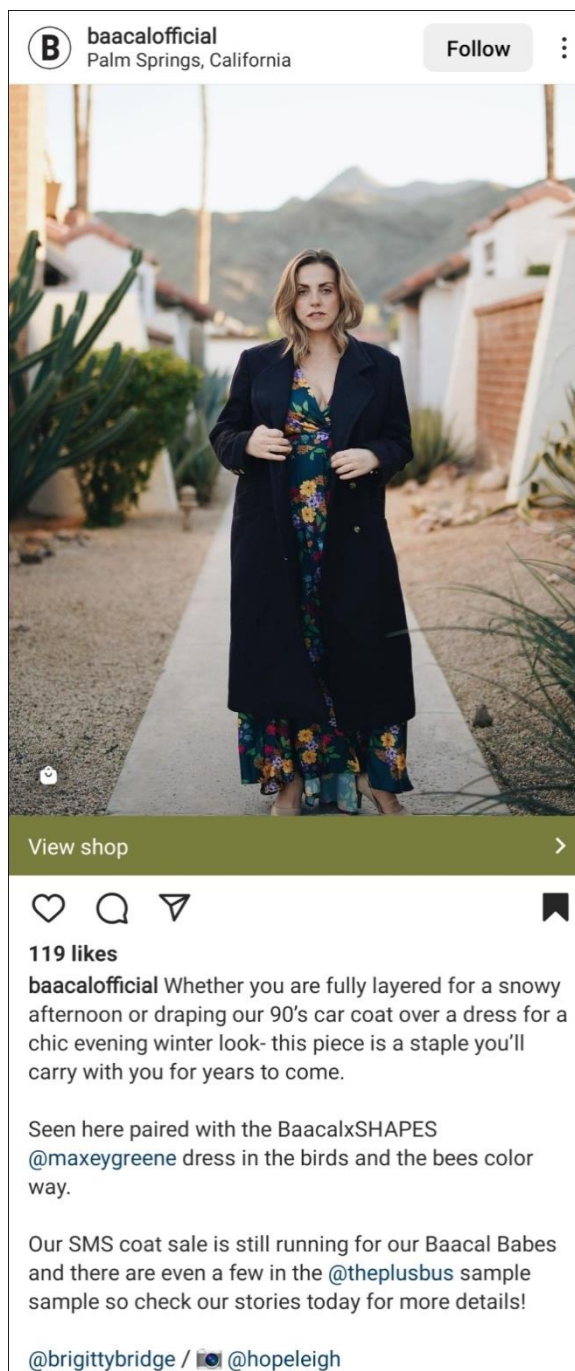
Screenshot 5:

https://www.instagram.com/p/CY_1isAIJQK/



Screenshot 6:

<https://www.instagram.com/p/CZAjjHgPqAm/>



Screenshot 7:

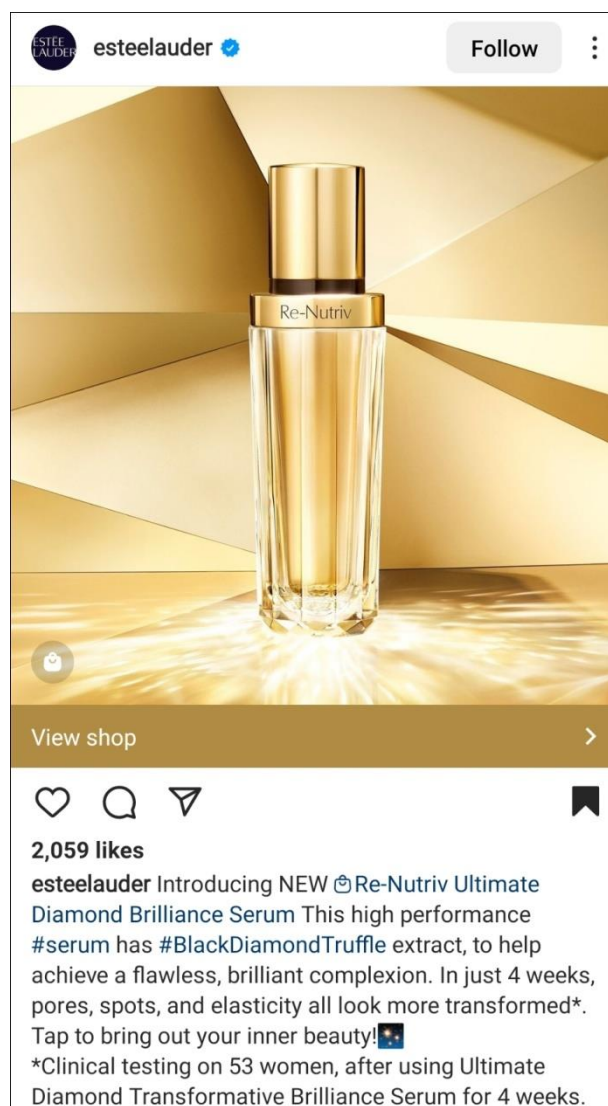
<https://www.instagram.com/p/CZ0Sr5rJBE2/>



Screenshot 8:

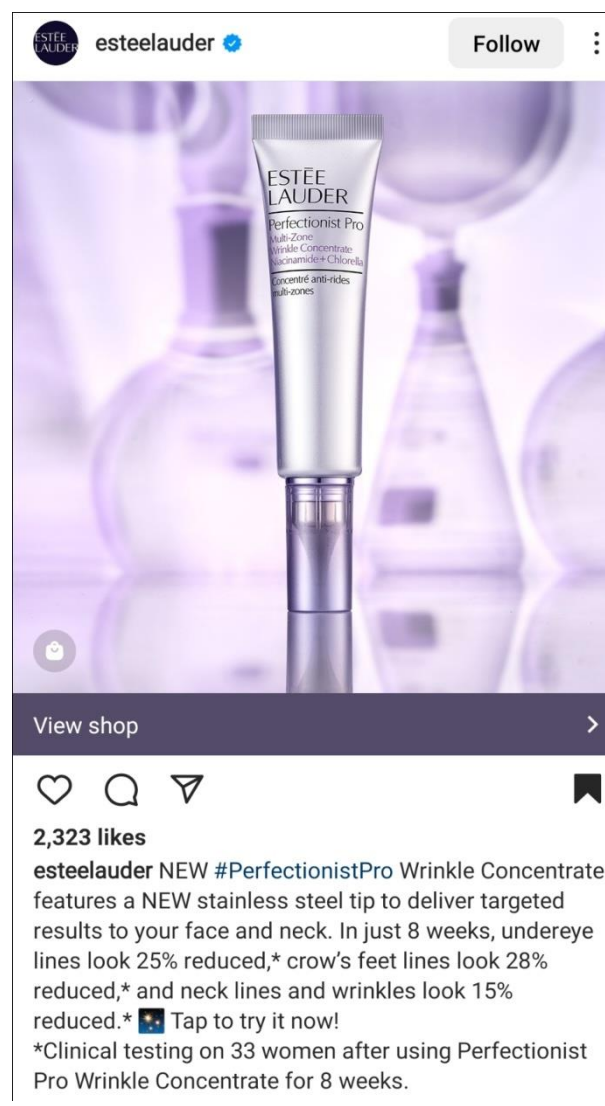
<https://www.instagram.com/p/CdeJRg0vqjy/>

Appendix 3: Estee Lauder Advertisements



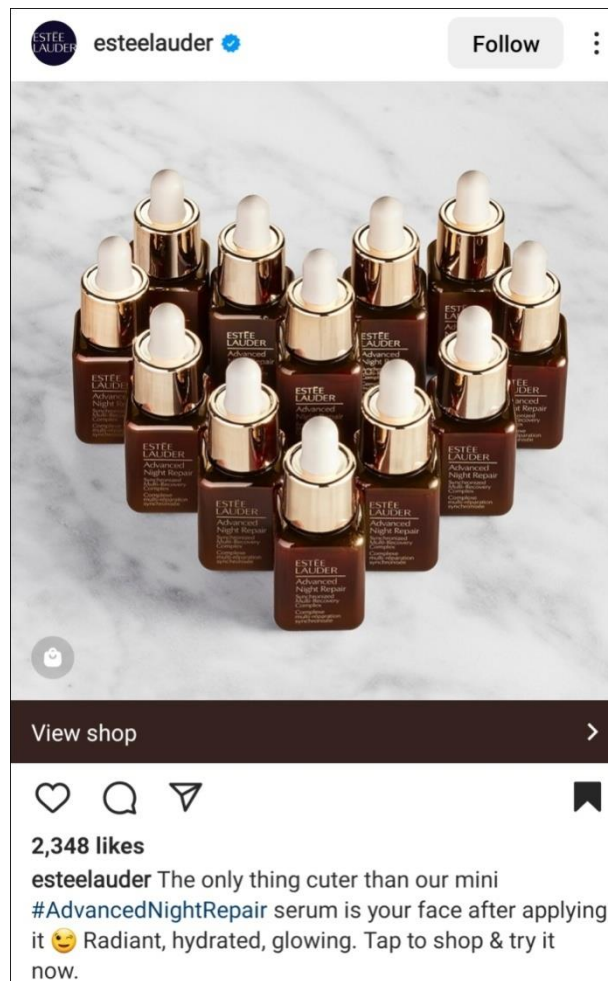
Screenshot 9:

<https://www.instagram.com/p/CZr-FGUseL9/>



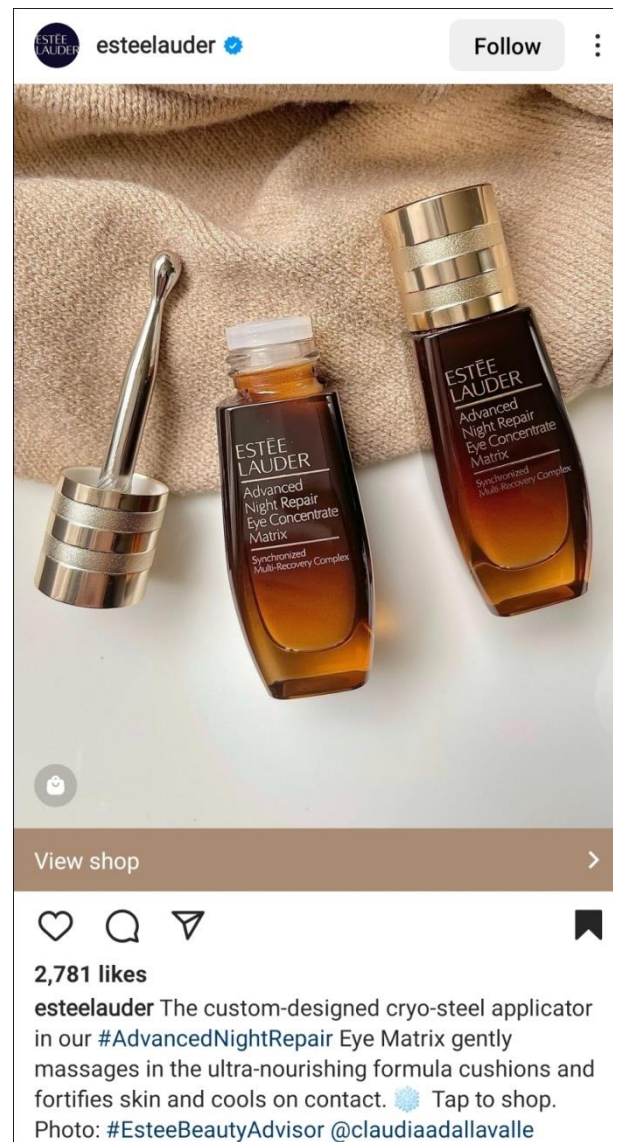
Screenshot 10:

https://www.instagram.com/p/CcVzq_DBJsL/



Screenshot 11:

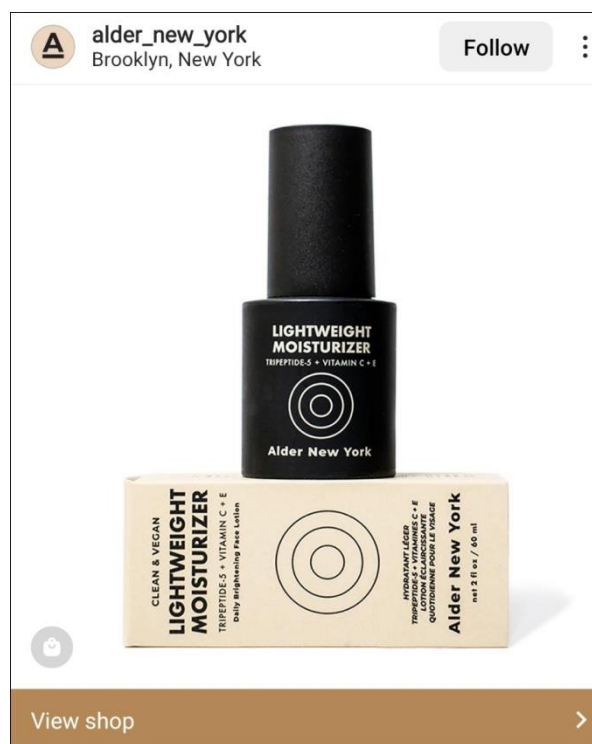
<https://www.instagram.com/p/Cd3VSFiMhag/>



Screenshot 12:

<https://www.instagram.com/p/CfZEomwj92E/>

Appendix 4: Alder New York Advertisements



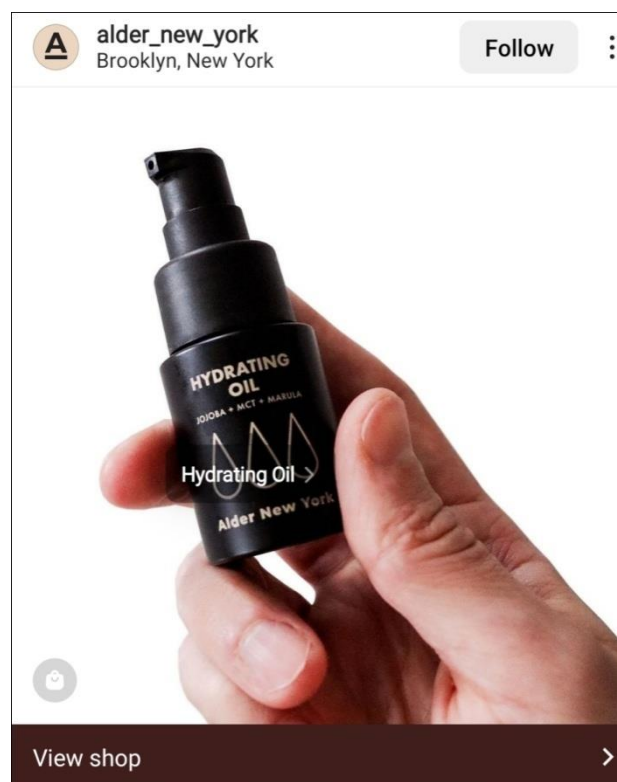
181 likes

alder_new_york The wait is finally over... Our Everyday Face Moisturizer is back with a new name, Lightweight Moisturizer. Plus, a new addition to our list of actives, Tripeptide-5. This grouping of 3 amino acids help build proteins in the skin resulting in a firmer, smoother complexion.

#skincare #CleanSkincare #AlderNewYork #Moisturizer
 #Tripeptide #VitaminC #FaceLotion #GlowingSkin
 #skincareproducts #skincaretips #moisturize
 #facecream #DaycCeam #HealthySkin
 #MoisturizerCream #DrySkin #vegan #VeganSkincare

Screenshot 13:

https://www.instagram.com/p/CaN_bY5JEk5/



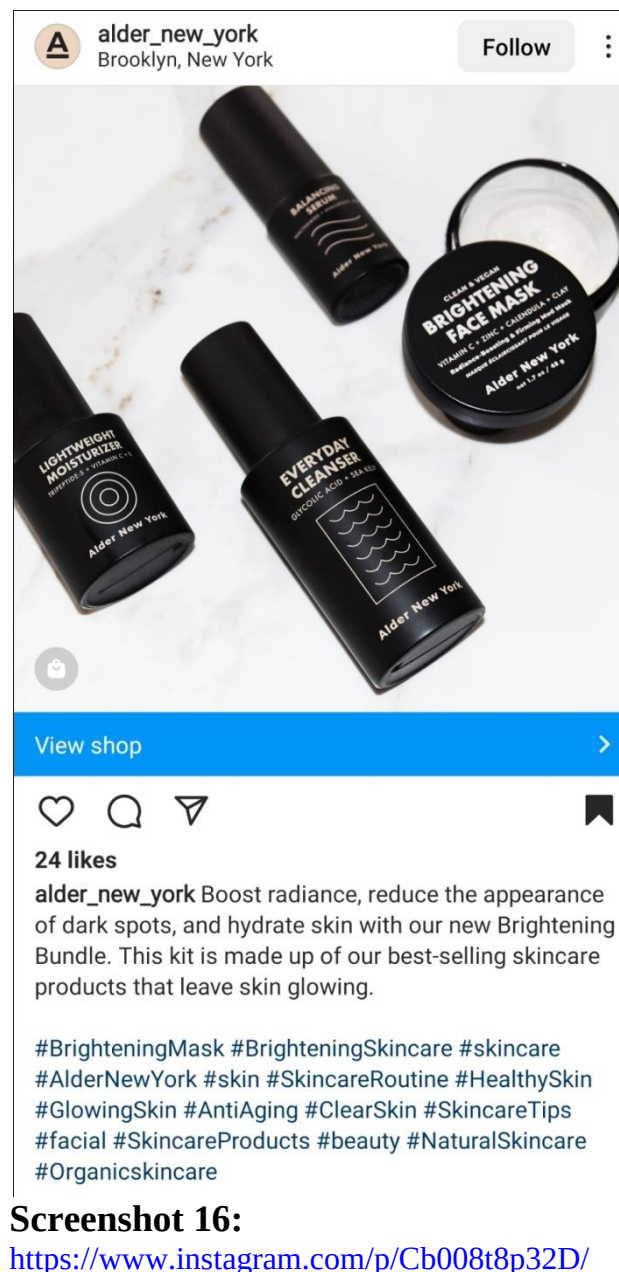
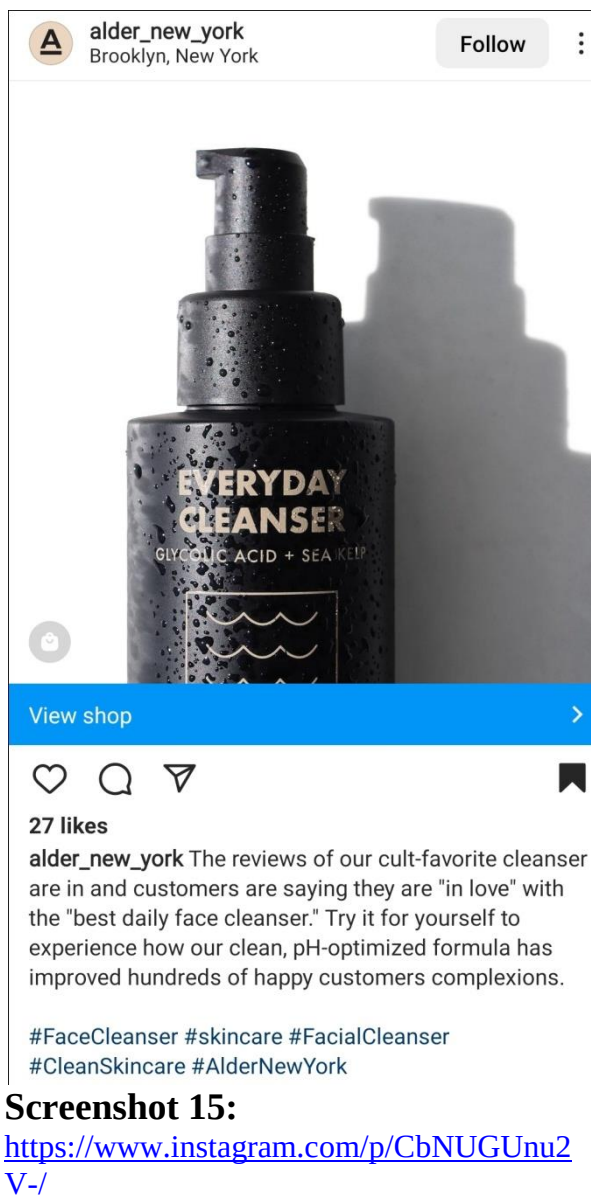
116 likes

alder_new_york The final step of a super hydrating skincare routine should always be the application of a face oil. After applying your nourishing and conditioning serums and moisturizer, finish with a few pumps of Hydrating Oil to maintain healthy, hydrated skin.

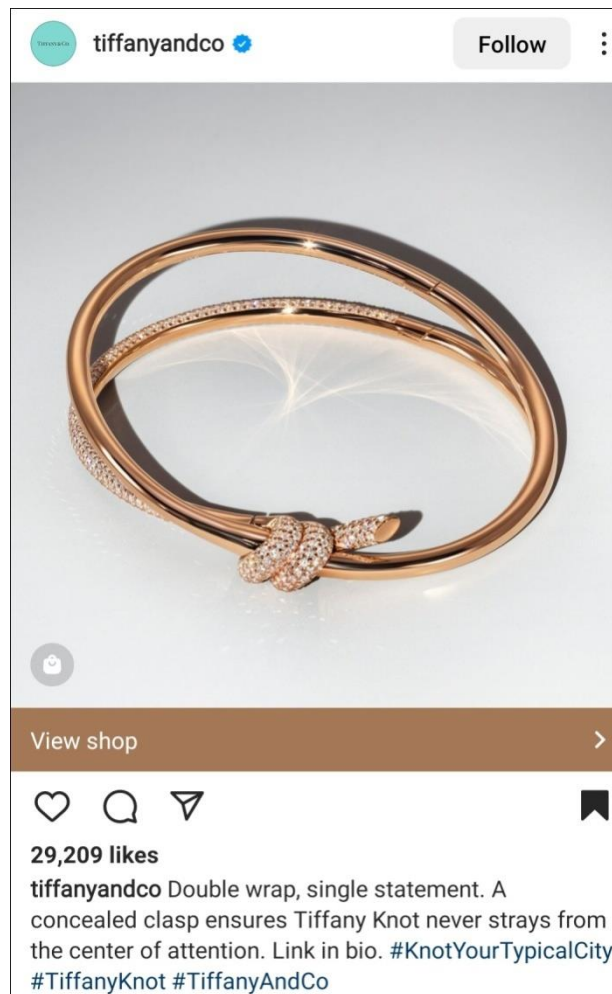
#FaceOil #skincare #CleanSkincare #FacialOil
 #VeganSkincare #SkinHydration #SkincareRoutine
 #SkincareTips

Screenshot 14:

<https://www.instagram.com/p/CaXcjCTldqH/>

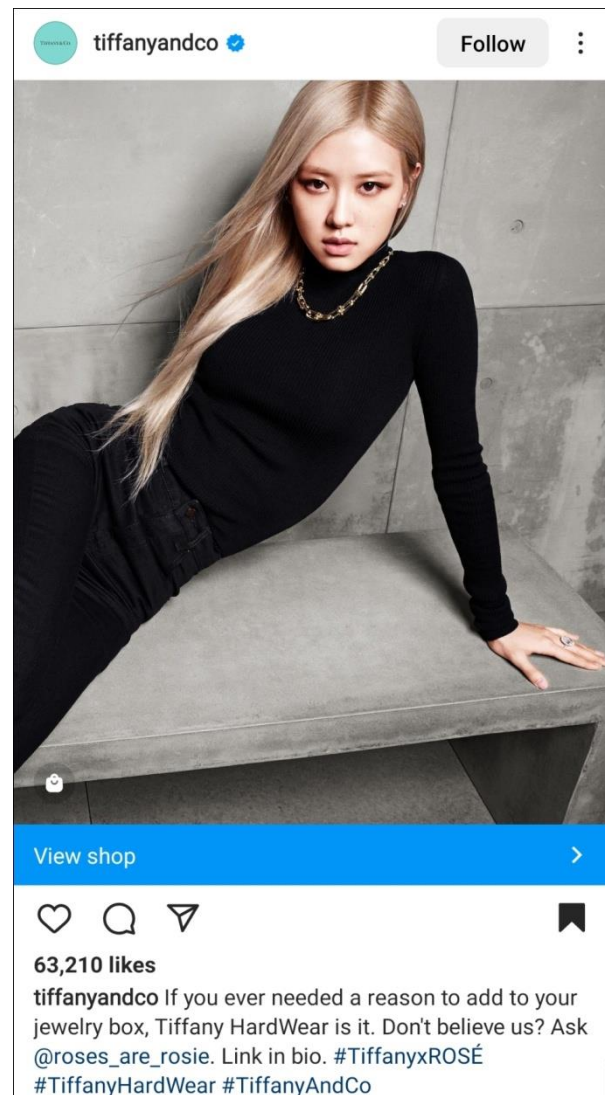


Appendix 5: Tiffany & Co Advertisements



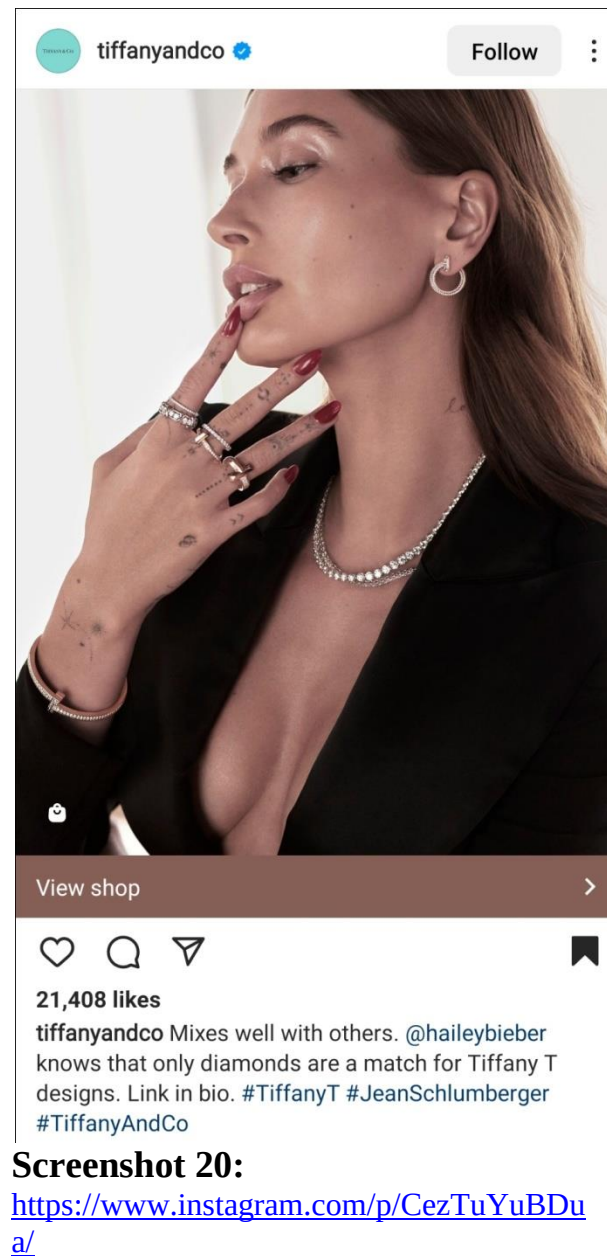
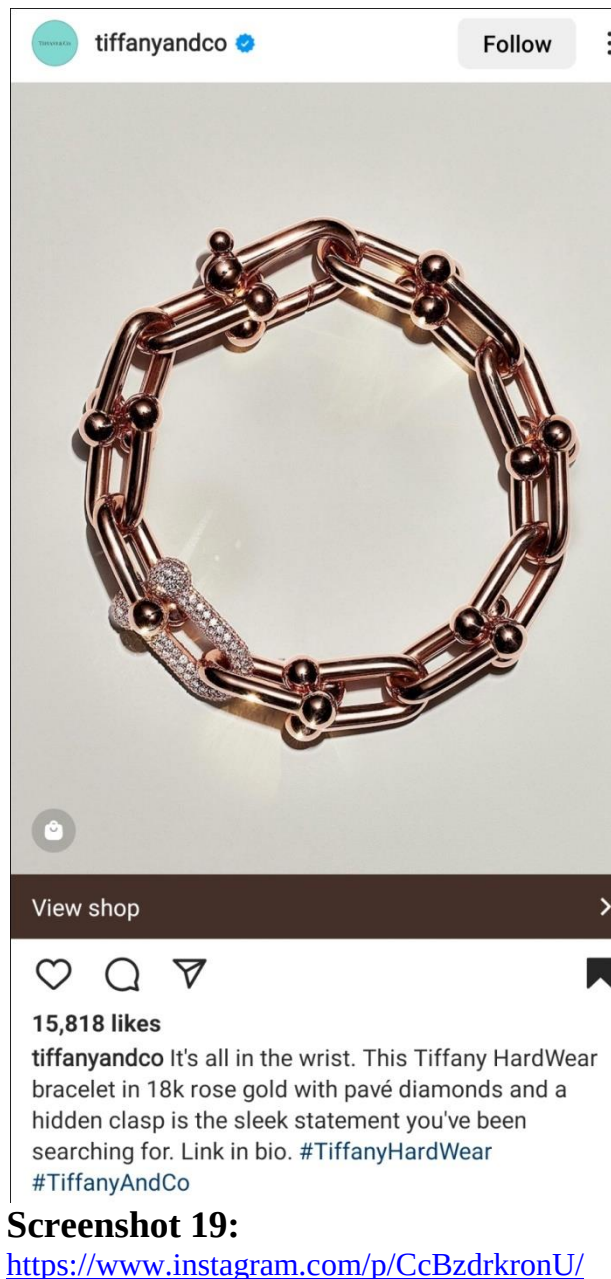
Screenshot 17:

<https://www.instagram.com/p/CYrz-Jfhh4v/>

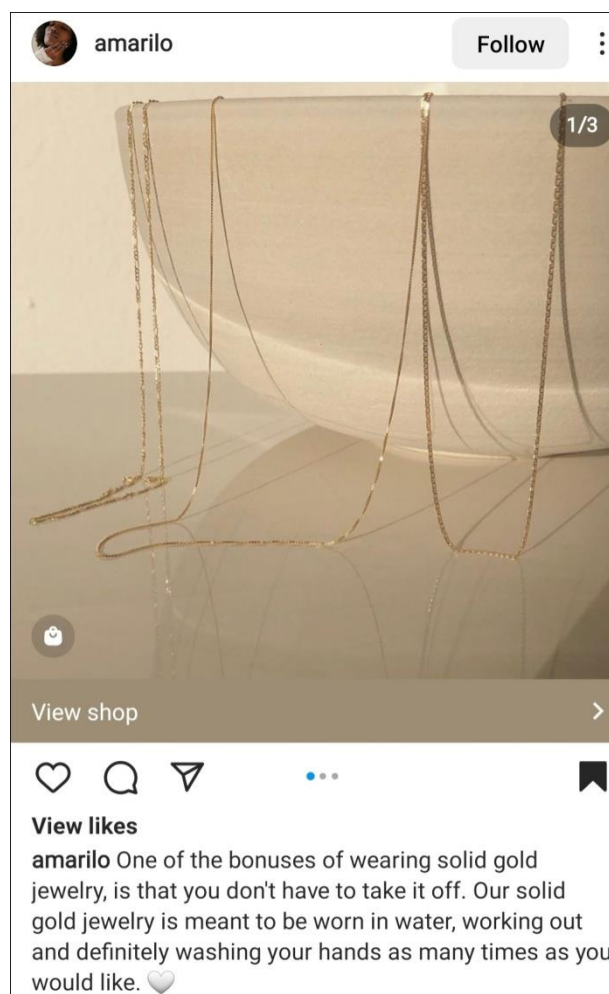


Screenshot 18:

<https://www.instagram.com/p/CbJDxBQr80x/>



Appendix 6: Amarilo Advertisements



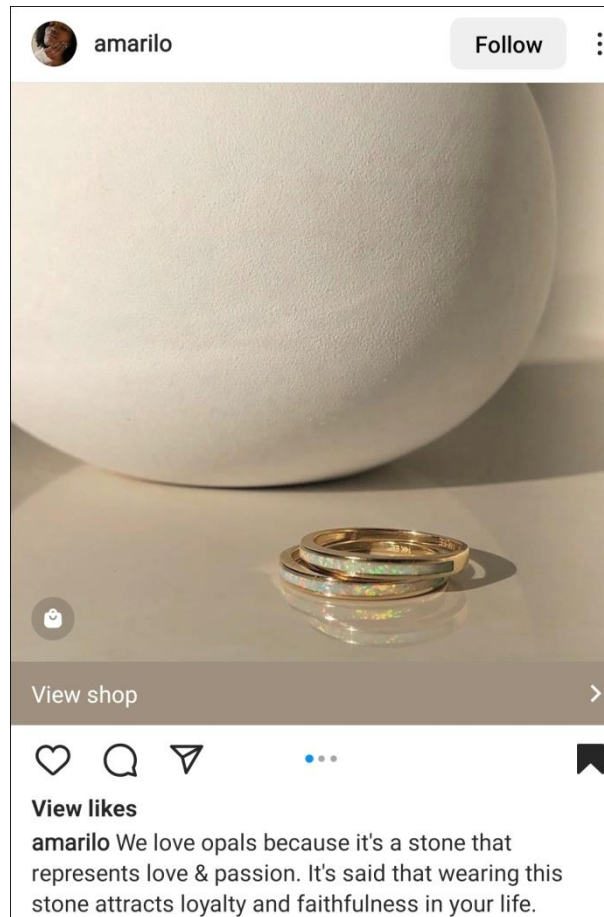
Screenshot 21:

<https://www.instagram.com/p/CZFv5wOvToX/>



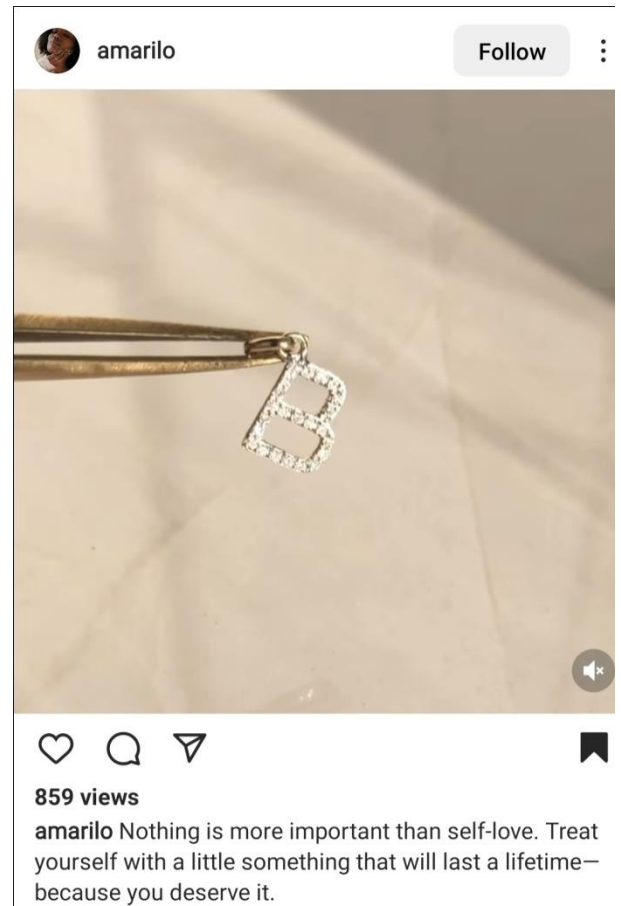
Screenshot 22:

<https://www.instagram.com/p/Cba03NoPTQf/>



Screenshot 23:

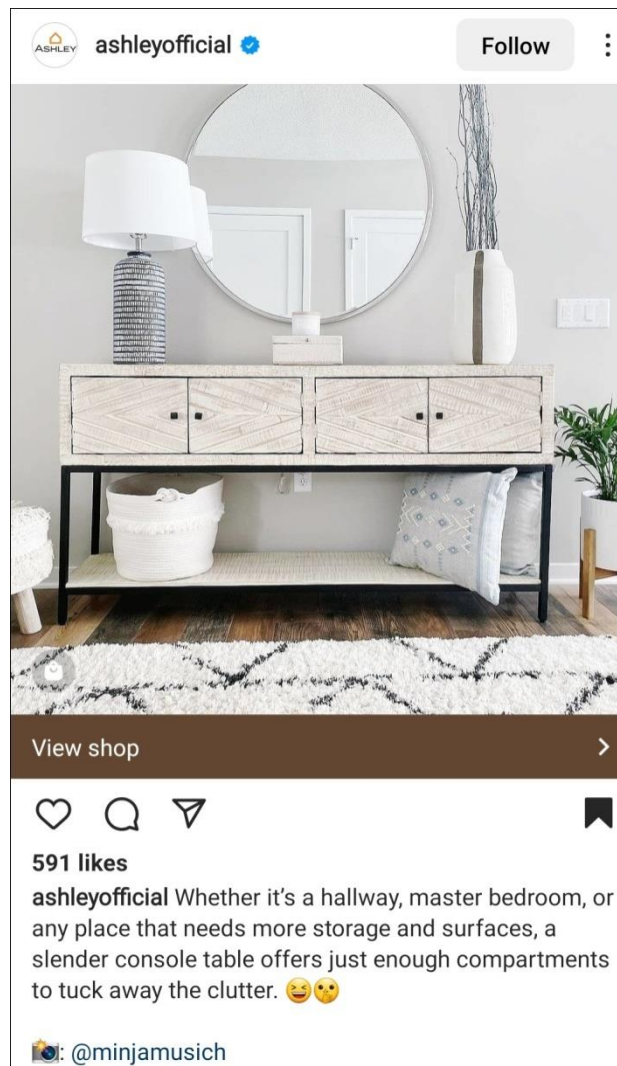
<https://www.instagram.com/p/CdJIeyqL6r0/>



Screenshot 24:

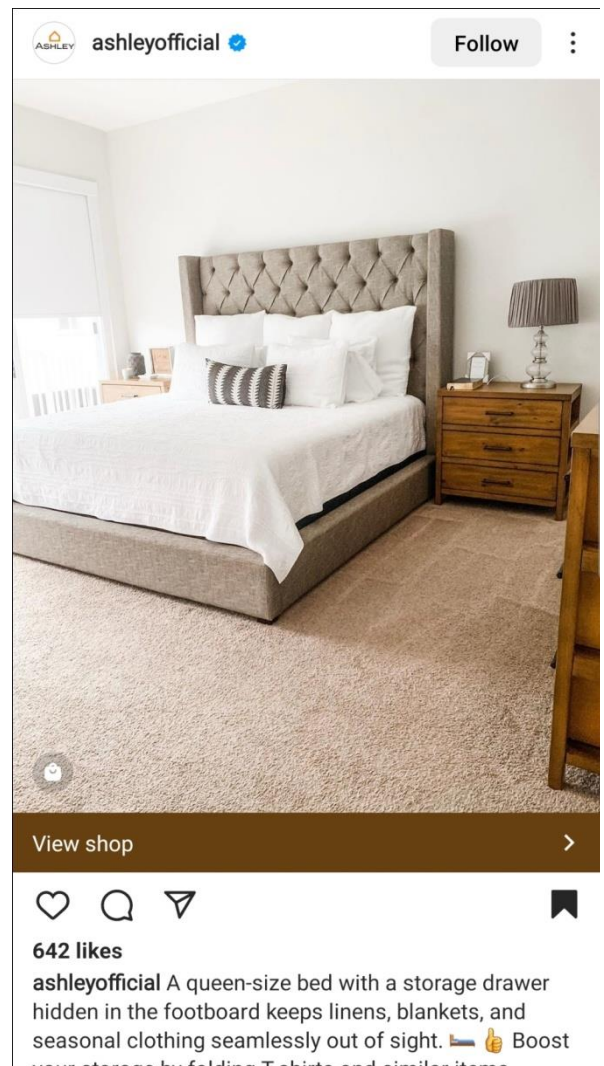
<https://www.instagram.com/p/Cd1tCs3DtUd/>

Appendix 7: Ashley HomeStore Advertisements



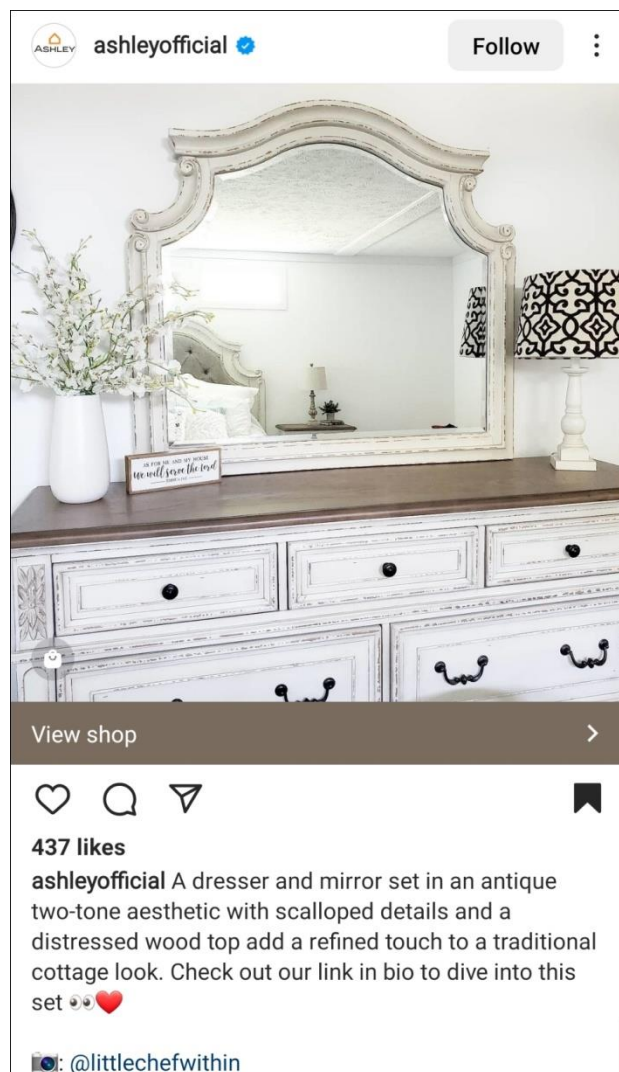
Screenshot 25:

<https://www.instagram.com/p/CaXvliBNJFq/>



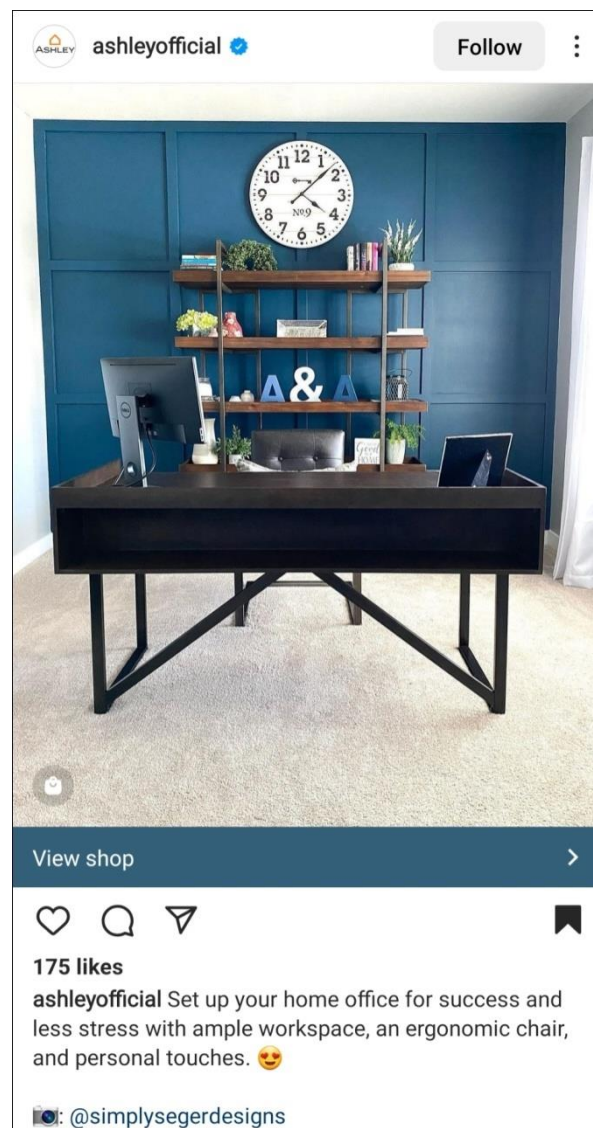
Screenshot 26:

<https://www.instagram.com/p/CcJCj78sQcv/>



Screenshot 27:

<https://www.instagram.com/p/Cd1L8pksjDr/>



Screenshot 28:

<https://www.instagram.com/p/CewaO4ksMQ0/>

Appendix 8: Txtur Advertisements


txturliving
 Roanoke, Virginia

Follow



View shop






22 likes

txturliving Some of the best moments in life are shared on the sofa. Make sure yours is built to last!

Txtur — commercial grade furniture made comfortable and stylish. Stop by our showroom today! Open 12pm - 5pm.

Showroom Location: 1864 9th St SE Roanoke, VA 24013

#Txtur #MyTxtur #TxturLiving #livingroom #sofa #livingroominspo #livingroomdecor #interiordesign #customfurniture #furniture #modernfurniture #homedecor #home #shoplocal #supportlocal #visitroanokeva #showroom #TxturShowroom

Screenshot 29:

<https://www.instagram.com/p/CZXDHWlsgIN/>


txturliving

Follow








25 likes

txturliving "The table is a perfect size for my limited dining space. The color is beautiful and blends in nicely with my decor. These chairs are well built with cross bars on the legs for additional strength. They are very comfortable and also slide easily due to the glides on the legs. Thank you making my home more stylish and comfortable."

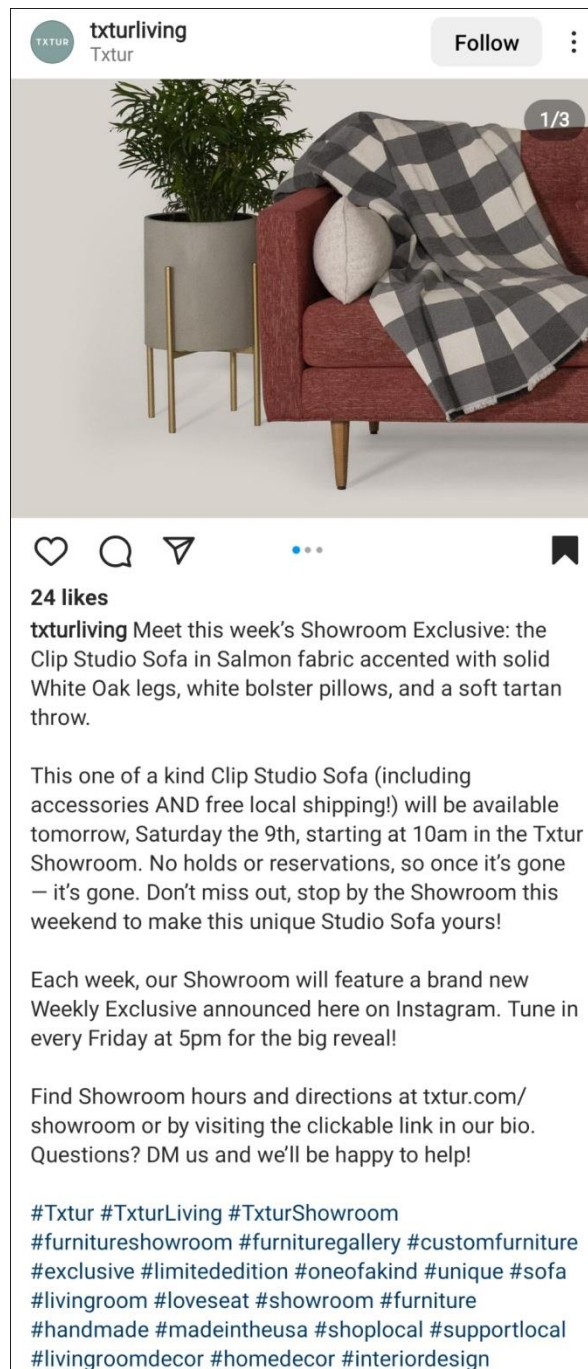
Thank you for sharing your beautiful custom dining set, Susan! ★

Choose your own custom options from our Showroom - stop by this week! Visit [txtur.com/showroom](https://www.txtur.com/showroom) (clickable links in our bio) for more info.

#MyTxtur #Txtur #TxturLiving #furniture #locallymade #handmade #modernfurniture #custommade #custom #customfurniture #diningroom #diningtable #diningset #diningchairs #homedecor #home #interiordesign #modern #stylish #simple #clean #cleandesign #TxturShowroom #madeinva #shoplocal #supportlocal

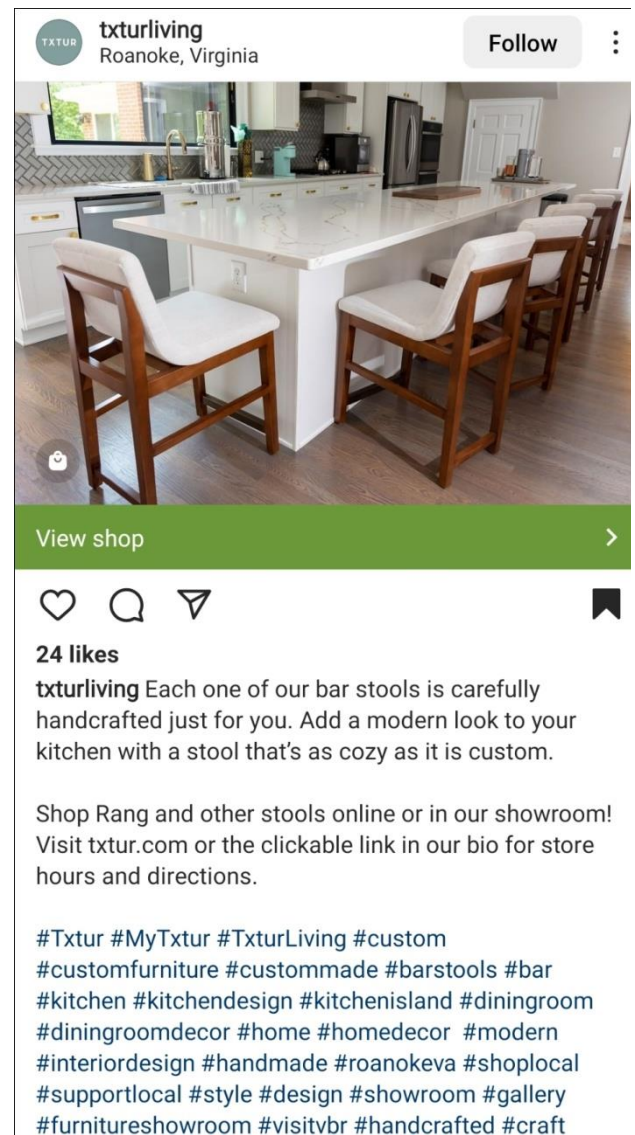
Screenshot 30:

<https://www.instagram.com/p/CbIuObxs12o/>



Screenshot 31:

<https://www.instagram.com/p/CcGreyPPhoz/>



Screenshot 32:

<https://www.instagram.com/p/CeRbnw4MvOx/>

Appendix 9: M&M'S Advertisements



Screenshot 33:

<https://www.instagram.com/p/CZ184vTlk46/>



Screenshot 34:

<https://www.instagram.com/p/CbfrkOhorer/>



Screenshot 35:

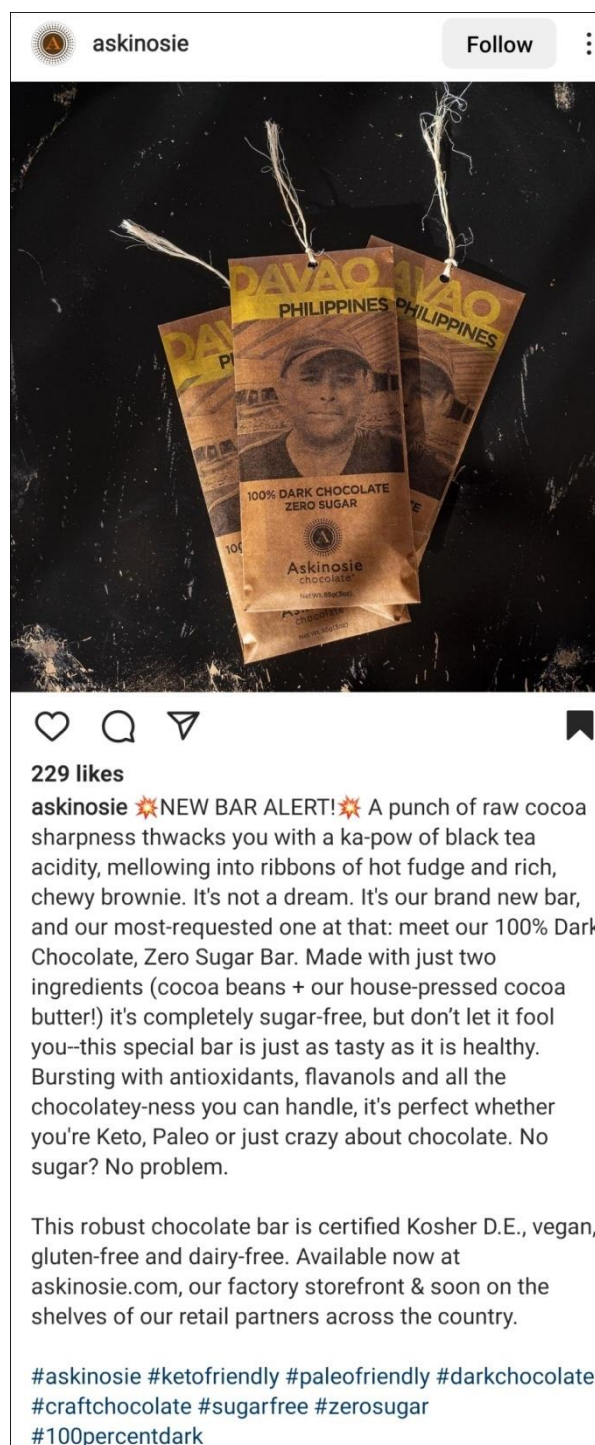
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Screenshot 36:

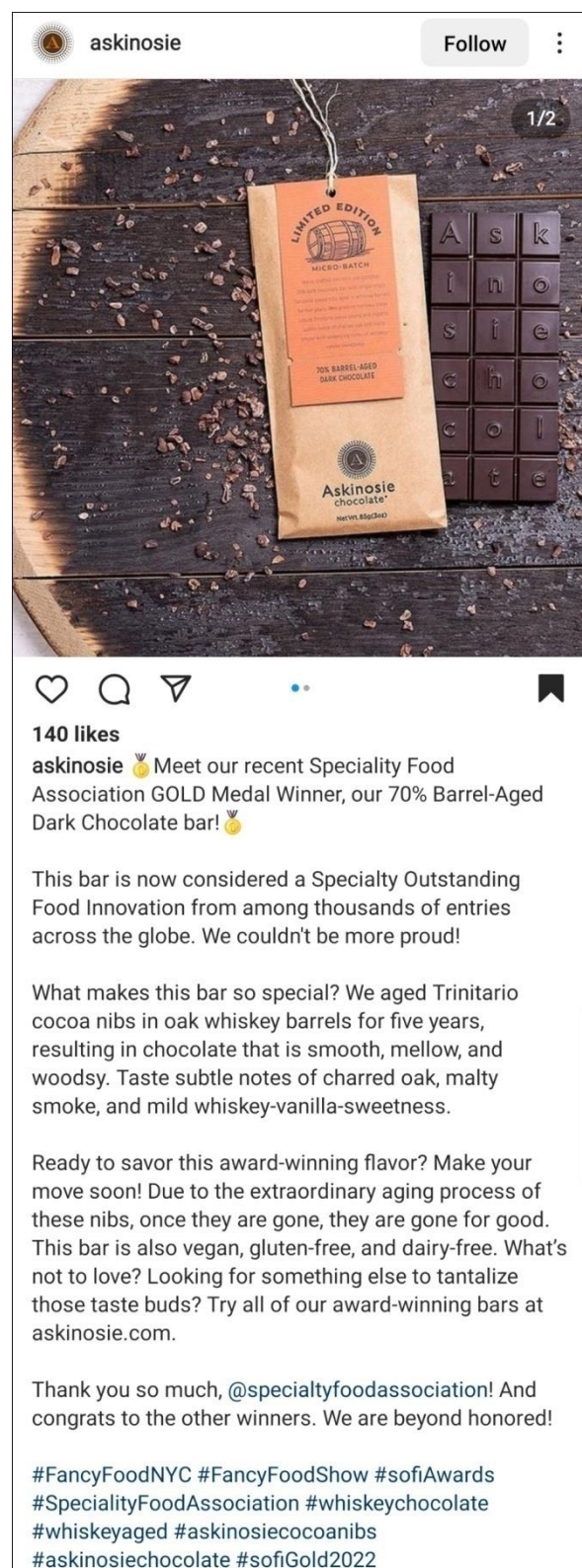
<https://www.instagram.com/p/CeyqduUNPSk/>

Appendix 10: Askinosie Chocolate Advertisements



Screenshot 37:

<https://www.instagram.com/p/CYmIWniLnTU/>



Screenshot 38:

<https://www.instagram.com/p/Cdd2TtstRr/>



Screenshot 39:

<https://www.instagram.com/p/Cd-89G6ME-t/>



Screenshot 40:

<https://www.instagram.com/p/CeoME9LMoqN/>