

Persuasive Appeals in English and Arabic TV Advertisements: Implications for EFL Learners and Teachers

*Ghaleb Ahmed Rabab'ah, Malak Khawaldeh **

ABSTRACT

This paper reports on the findings of a study that explored the different persuasive appeals used in English and Arabic TV advertisements related to marketing electronics, particularly televisions, air conditioners and cameras. A total of six TV advertisements (3 Arabic and 3 English) were randomly selected from YouTube. The analysis suggests that both groups of TV advertisements employed several appeals to persuade the viewers to purchase their products and brands. It also reveals that the most used appeals in the sample were emotional, rational, and play on words. According to Aristotle's categorization, pathos was the most used appeal. The data also showed that the majority of the messages were implicitly conveyed. The study concludes with some pedagogical implications for EFL learners and teachers.

Keywords: Advertisements, Commercials, Marketing, Persuasive appeals, Rhetoric, Implicit and explicit information.

INTRODUCTION

Plato defines rhetoric as the art of winning the soul by discourse. Campbell (1969/1776) suggests that it is the talent by which discourse is adapted to its goal. He adds that the four aims of discourse are to enlighten the understanding, please the imagination, move the passion, and influence the will. Danesi (2000) defines rhetoric as the "art of using words effectively in speaking or writing" (p.194). Rhetoric or the art of persuasion adopts a number of strategies or persuasive appeals to win the soul of the audience or convince them of a particular idea or a product or service. In order to do so, speakers as well as writers either provide evidence in support of their claims by referring to trust worthy sources (ethos), or they use words/logic (logos), or they use emotions (pathos). Besides, they appeal to celebrities, sex, humor, music, statistics, play on words, price, and fear.

Nowadays advertisements are widespread, and they can be seen in newspapers and on TV. They repetitively appear, whether we acknowledge it or not. Advertisements affect viewers in one way or another, and they influence people's beliefs, thoughts, opinions, and

ultimately their acts. In their study about the use of rhetorical devices in advertising, Tom & Eves (1999: 42) concluded that "the advertisements that incorporate rhetorical devices perform better than advertisements that do not for both measurements of recall and persuasion". Advertisements aim to have an effect on the audience, which is persuasion. They want the viewer to buy what the ad is selling, whether it is a product, a service or an idea. Meyers-Levy & Malaviya asserted that irrespective of the content and techniques they employ, advertisements share a common goal, which is persuading the customers to adopt a product, service or idea (1999: 45).

TV advertisements generally use a wide range of persuasive appeals whose ultimate goal is to persuade the viewers to do something, which is always buying a product or a service. Such appeals include fear, celebrity, brand, sex, emotion, etc. To make the product more appealing to customers, a celebrity (i.e., famous actor or singer) is sometimes involved in the advertisement (Celebrity Appeal). They sometimes make the audience scared of losing their hair, so the solution is to use their product or shampoo (Fear Appeal). In order to sell a particular kind of perfume, they always have a very pretty and sexy girl (Sexual Appeal). Rational appeal is used when talking about the main features of the product and

* Department of Linguistics, The University of Jordan.
Received on 2/7/2015 and Accepted for Publication on 2/9/2015.

its functions. Emotional appeals are used when touching on your emotions, such as love, relaxation, contentment, etc.

Schiffman & Kanuk (2007) defined advertising appeal as supplier's application of a psychologically motivating power to arouse consumers' desire and action for buying while sending broadcasting signals to change receivers' concepts of the product. Therefore, advertising appeal is applied to attract the viewers' attention, to change their concepts about a particular product, and to affect them emotionally about a specific product or service (Schiffman & Kanuk, 2007). El-Daly (2011) suggested that there are three concepts related to advertising; these are attention, interest and memorability to attract the customers' attention, to make them interested, and to work on short and long memory retention that makes the product more memorable.

Several studies have investigated persuasive appeals in advertisements. Shimp (1981) suggested that attitude towards an ad can be 'transferred' to and can influence consumers' attitudes toward a brand when category involvement is low. Similarly, Ray & Batra (1983) postulated that emotion increases attention and memory. They also suggested that in many situations emotional advertising may be more effective because consumers attend to them more, they are processed more, they are evaluated more favorably, and they are remembered more, which ultimately leads to a more favorable evaluation of the advertised brand (1983: 544). Heath (2007: 27) mentioned that "emotional content appears to have a significant positive effect on brand favourability, but cerebral content (i.e. the message) appears to have no significant influence". Rizwan et al. (2013) investigated the role of emotional and rational appeals in the attitude toward television advertising, and they also examined how efficiently a celebrity or any professional expert can be used in TV advertisements. The researchers concluded that:

(1) Rational advertising appeal is more significant than emotional appeal. (2) Celebrity & expert don't directly influence on advertising attitude. Rational appeal is very effective than emotional appeal, if only celebrity or any famous actor/actress taken in the [sic] ad its effectiveness is less as compared to the mixture of appeals and celebrity role [sic]. (3) Emotional appeal role persuasive for

psychologically attracting the consumers and for getting people's attention (Rizwan et al, 2013: 55).

Orwig (2014) argued that:

In some instances, the rationalists are indisputably correct. In other cases, the proponents of emotion-based advertising are right. In most marketing communication, a blend of both produces the best results. The controversy may be best resolved by saying: People buy on emotion then justify their decision with facts (p. 1).

Avery, Kozinets, Mittal, Raghuram & Woodside (2010) demonstrated that the humor appeal is very persuasive for three reasons. Firstly, the joke or the prank helps in remembering the advertisement, and the situation since people continue talking about the funny acts or situations that occurred. Secondly, it helps in holding the attention so the audience will be focused more. Finally, it leaves a pleasant feeling by amusing the consumer and making him/her feel better. Humor works best when the brand has a good reputation, as is the case in most of the ads analyzed in the present research.

Del Saz-Rubio (2009) conducted a study to compare British and Spanish advertisements, and the difference in the used persuasive methods and politeness strategies. They found out that advertisements focus on the product and its advantages and practicality (p. 2535).

Crook (2004) suggests two main dimensions (Product Claim Dimension and the Reward Dimension), which reflect the distinction between linguistic and non-linguistic components of ads. The product-claim dimension is when advertisers offer information or claims about the product (explicit). The reward dimension appeals to the viewers' emotional side, and promises them implicitly less noticeable benefits unrelated to the product itself, such as images, music, and non-verbal communication. These types of persuasive appeals are made up of a combination of one or more appeals. In the present study, we analyse the appeals found in the selected TV advertisements according to Aristotle's categorization: ethos, logos, and pathos. Ethos is an appeal to the character/values of the company behind a brand. It consists of three dimensions: expertise, trustworthiness and goodwill. The reputation of the brand is crucial in attracting people to purchase the product. Logos is concerned with mentioning logical reasoning for owning the product, while pathos is more concerned with how certain words, actions, and images can

affect the audience's emotions.

In addition to its scarcity, previous research on TV advertisements has focused only on one particular persuasive appeal. Heath (2007), for example, examined the use of emotions for persuasion, and how effective they are in advertisements. Heath concluded that many types and techniques are used in attracting people's attention. According to Heath (2007: 33), emotional content in advertising is shown as "being not just a crutch to increase attention and support message communication, but a persuasive communication mechanism." Besides, examining advertisements in different languages and cultures has received little attention. Such studies have confirmed differences among the ads from various cultures. For example, Lee, Nam, & Hwang (2001) found that Korean advertisements are more likely to employ emotional appeals with fewer informational cues, while American ads tend to take informational appeals with more cues. This can reflect what consumers in each culture expect from advertising. Hofstede (1980) concluded that some cultures display emotions while others do not. Therefore, the present paper is an attempt to add to the growing literature regarding persuasive appeals in advertising discourse among two different cultures. It is intended to examine all kinds of persuasive appeals used for promoting or selling a certain product in a sample of Arabic and English TV advertisements, adopting Crook's model (2004) and Aristotle's classification of persuasive appeals (1939). It also looks at how advertisers make their advertisements more attractive, and how they create arousal and desire for owning their products. The findings of the present research will provide implications for EFL learners and EFL teachers. Teachers will guide their students to use various means of persuasion in their verbal and written communication. Besides, students will benefit when using such appeals to be more persuasive in their oral or written production.

2. The Study

2.1 Methodology

2.1.1 Research aims and questions

This study aims to examine the various types of persuasive appeals used in English and Arabic TV advertisements to find out if the strategies advertisers use in making people buy their products are different according

to culture. More specifically, it seeks to answer the following questions:

1. What are the most persuasive appeals used in English and Arabic TV advertisements?
2. Are there any differences in the use of these appeals due to language/culture (English vs. Arabic)?
3. Which TV advertisements (English/Arabic) used more explicit information?

2.1.2 Data collection

Six TV advertisements related to marketing electronics, particularly televisions, air conditioners, and cameras were randomly selected from YouTube. Since the study is both qualitative and quantitative, only six advertisements were selected for the analysis in the present study: three advertisements were in Arabic and the other three were in English. The TV advertisements were selected based on the following criteria:

- The main topic of the advertisement is to promote for electronic devices, such as televisions, air conditioners, and cameras.
- The Date of the advertisements is between 2011- 2014.
- Advertisement duration ranges between 40 seconds and 60 seconds.

2.1.3 Data analysis

Each commercial was watched several times looking for the persuasive appeals employed to convince the viewers to purchase the advertised product. The advertisements were analyzed using Aristotle's categorization (ethos, logos and pathos), and Crook's model (2004). The selected TV advertisements were analyzed quantitatively, and qualitatively. Quantitatively, frequencies of the various types of appeals were found in both types of TV advertisements (Arabic vs. English), and were compared. Qualitatively, the researchers discussed the thirteen persuasive appeals with reference to the context (e.g., appeal to emotions, sex, brand, music, etc.). Then, these appeals were analyzed using Crook's model to show whether the information/message was implicitly or explicitly expressed. Finally, the researchers discussed how ethos, logos and pathos were implemented to persuade the viewers to buy the advertised product.

3. Results

3.1 Quantitative Analysis

Table 1. Persuasive appeals used in Arabic and English TV advertisements

Type of Persuasive Appeal	Arabic	English	Total
Emotional	6	6	12
Social	1	1	2
Snob	1	1	2
Humor	2	2	4
Fear	1	1	2
Music	2	3	5
Rational	8	4	12
Brand	3	3	6
Statistics	1	1	2
Play on words	11	3	14
Card Stacking	1	0	1
Appeal for Price	1	0	1
Endorsement	2	1	3
Total	39	26	65

As noticed in Table 1, 13 appeals were found in both groups of TV advertisements to attract the viewers' attention, and persuade them to buy the product being advertised, namely, emotional, social, snob, humor, fear, music, rational, brand, statistics, play on words, card stacking, appeal for price, and endorsement appeals. These appeals are explained below:

Emotional Appeal: It is related to an individual's psychological and social needs for purchasing a certain product or service. It attempts to create positive or negative emotions (e.g., joy, jealousy, sadness, rage, etc.)

Social appeal: Social factors make people purchase the product, such as respect, affiliation, rejection, acceptance, and status.

Snob Appeal: It is directed to create the feeling of desire to own a product that is termed top of the line because of its properties. It appeals to the rich and comfortable life.

Humor Appeal: It is used to make the viewer laugh at a joke with an intention of making him or her like the product.

Fear Appeal: It makes the individual get scared of something, such as losing hair or beauty.

Music Appeal: Music is used in the background to capture the attention of the viewer and increase his recall of the product.

Rational Appeal: It focuses on the individual's functional, utilitarian or practical needs for particular

products and services.

Brand Appeal: It directs people who are brand conscious and want to own a particular product. So, here the product brand is highlighted.

Statistics: Advertisements use statistics and figures to display the various aspects of the product.

Play on words: Advertisements use catchy phrases to convey the message and attract the viewers' attention.

Card stacking Appeal: It is a propaganda technique which is based on one sided testimonials.

Appeal for price: Advertisers usually rely on either low or competitive prices to make people buy their products.

Endorsement: Celebrities and well-known people can be used to endorse certain products.

Table 1 also shows that the Arabic TV advertisements used more persuasive appeals than the English ones, 39 and 26, respectively. Another significant finding is that play on words recorded the highest in Arabic advertisements, but not in English (11 and 3 instances), respectively. The second most used appeals, which recorded equal instances were emotional and rational (12 each), although the Arabic ads contained more instances (39 instances). Such appeals were followed by brand appeal, which was apparently used in each ad, and it recorded 6 instances. The fifth most frequent appeal was music, which was recorded in 5 instances. However, cards tacking and appeal for price did not occur in the English advertisements.

Table 2. Implicit and explicit messages conveyed in both languages

Type of Information	Explicit	Implicit			Total of Implicit Information
Language		Logos	Pathos	Ethos	
English	8	7	16	5	28
Arabic	10	14	11	6	31
Total	14	21	28	11	59

Table 2 represents the implicit (direct) and explicit (indirect) messages conveyed in both languages. The table shows that both the English and Arabic ads used implicit and explicit messages to attract the viewers' attention, and persuade them to purchase the product being advertised. However, the data revealed that more implicit information was used: 59 implicit instances, and 14 explicit instances. The Arabic ads recorded more information (41 instances), most of which are implicit (31 instances), accounting for about 75.6%, while the English ads registered a total of 36 instances, most of which are implicit (28 instances), accounting for 77.7%. However, one of the Arabic ads resorted only to explicit information, while little implicit information was given,

and that ad was presented in standard Arabic due to the fact that it is the official advertisement for Inverter Panasonic Air conditioner. Official ads usually contain more information about the product a particular company is advertising. The table also shows that pathos and logos recorded the highest implicit appeals in both types of TV advertisements, 28 and 21, respectively.

3.2 Qualitative Analysis

3.2.1 English Advertisements

3.2.1.1 Advertisement 1 - LG ULTRA HD 85 INCH SCREEN(<http://www.youtube.com/watch?v=4xQb9K1-O3E>)



LG Ultra HD 84 3D TV is the brand being advertised through a number of persuasive appeals to convince the target audience to purchase this specific product. Many good features of the product are shown, and most notably the new size of the LG Ultra HD 84 inch item. By arranging a TV prank (a meteor explodes during job interview), the interviewees are frightened thinking a catastrophe is happening, but it is the new LG TV images, which make it real, and thus fear appeal is exhibited. Another persuasive technique is the humor

appeal when the people being interviewed felt silly and pranked, and started laughing while examining the product, and feeling amazed of the high quality of the images. Furthermore, the LG brand is extremely well-known around the world, and it has a good reputation (Brand appeal). The natural image of the LG TV gives its audience a sense of adventure so that they feel as if they were in the event itself and live the experience, which is the "explosion".

Emotional appeals are shown in the form of having a

combination of fear during the explosion, and comfort after knowing that it is the new TV. Play on words is shown when the ad included slogan 'reality or ultra-reality' to give them the impression that this technology is a new futuristic innovation. The slogan 'The World's First 84 Inch Ultra HDTV' is both play on words, and an indirect form of the card stacking appeal.

In Crook's typology (2004), this ad implicitly appeals to the emotional side of the viewers (reward dimension). The interview is conducted in an unacceptable way that does not conform with what is expected in a job interview. The ad presents the persuasive appeals implicitly using humor and making a prank. Moreover, fear feelings are released when something exploded, which resulted in a sense of forthcoming danger. The ad offers various hints and cues that might help the audience understand the prank of the interviewers. For example, at the beginning of the ad it explicitly shows the viewer how the TV has been built and being put inside the wall as if it were a window. The job applicants' smile implies that their objective has been accomplished. Music, which also acts as a clue to the audience, enhances the feeling that there is something being prepared or constructed. Loud music starts at the moment when the employer started interviewing the applicant. Everything was natural, and then loud music was suddenly heard. All things became clear and the issue of the ad was solved when the audience discovered that it was all planned to make a

prank on the applicants. The characters in this ad are educated individuals who seem to be very serious in the job interview. Based on this, it can be assumed that the target audience of this ad are the young and the educated. On the other hand, the employer seemed a very serious and firm man; nevertheless, when the TV was turned on, people started behaving strangely. The employer's facial expressions reflected his awareness of the prank. Other explicit phrases/play on words were used, such as the slogan 'reality or ultra-reality' and 'The World's First 84 Inch Ultra HDTV', which holds denotative and connotative meanings.

The data also show that implicit persuasive appeals (ethos, logos and pathos) were used. Ethos was established through the good reputation of the LG products, which helps to change people's mind to buy the product. Logos is achieved by describing the new product as an 85 inch TV screen, and providing the evidence about its large size by demonstrating how the TV was put inside the wall, and showing how real the images are. The most apparent appeal is pathos. The ad tries to persuade the viewers by targeting their emotions including humor, fear, adventure, and comfort.

3.2.1.2 Advertisement2 -Mitsubishi Electric Air Conditioning TV

(<http://www.youtube.com/watch?v=WOH4MoLflzk>)



This ad advertises a new Mitsubishi electronic air-conditioning system. There are several appeals, which aim to make the advertisement more attractive and persuasive. First, the music is quiet to project the relaxed feeling associated with the air conditioning system. This feeling comes from the cold air in the hot weather and warm air in the cold weather. Furthermore, there is a brand appeal since this AC is made by the well-known Mitsubishi company. The brand itself will have a great effect on the audience, especially brand fans who believe that this brand is reliable.

It is noticed that personal appeal is demonstrated in that each individual in the ad is happy and smiling, so joy and happiness is spread throughout the ad, which demonstrates the emotional appeal. Throughout the entire ad, social appeal is used constantly. The rational appeal also aims to focus on the individual's functional, utilitarian and practical needs for particular products and services. Such appeal emphasizes the characteristics and features of the product or the service, and how it would be beneficial to own or use this brand.

Mentioning the qualities of 'Mitsubishi Air Conditioner' like the high-energy efficiency, the ultra-quiet operation and the filter system gives the customer a sense of comfort and relaxation. The quiet operation is associated with a statistical appeal "Only 19db". There is a verbal guarantee that the product will continue working for a long time "season after season", which is an appeal to price. It implies that buying it means saving money. The family is having a great time sharing very beautiful moments while enjoying the air coming from the air conditioner. This ad conveys its message without saying too many words, but by showing beautiful images of the family. The characters in this ad are a family living in one

home, which represents social appeal. This situation of comfort is heightened by employing music appeal that gives the impression of relaxation.

According to Crook's classification (2004), implicit persuasive appeals include brand, social and personal, and music. Moreover "season after season" implicitly indicates that the air conditioner will continue working for a long time, and that it is reliable, implying that the customer will save a lot of money. On the other hand, the explicit information is demonstrated in play on words appeal and logos "the high energy efficiency, the ultra-quiet operation and the filter system", and appeal to statistics to make the qualities of the product more noticeable to the customers.

As for Aristotle's persuasive appeals (1935), the ad displays ethos, logos and pathos. Another means of persuading the customer to buy the product is mentioning the name of the brand. The word Mitsubishi alone stands as a quality warranty that the product will perform better than any other product or brand. Logos are used when reasoning and logic are presented. For example, the Mitsubishi Air Conditioner can be used for both heating and cooling, displaying its multiple functions. Furthermore, the high-energy efficiency of the air conditioner, the ultra-quiet operation "only 19db", and the filter system are other examples of logos. Finally, pathos is evident in expressing the emotions of happiness, enjoyment, and relaxation that the air conditioner provides, along with the quiet and soothing music included.

3.2.1.3 Advertisement 3 -Nikon D60 (<http://www.youtube.com/watch?v=TZGJzcORPIU>)



The product being advertised is a camera named Nikon D60, which aims to inform the viewers about the release of the new product and persuade them to purchase it. Celebrity endorsement is used. With his smile, Ashton Kutcher, a celebrity known for his funny character, adds humor to the ad to attract the viewers' attention. Personal appeal is demonstrated by showing that different age groups can use this camera. Many personal appeals, such as beauty, happiness and love are also shown. For example, Ashton was taking pictures of a young girl holding flowers, a boy playing games and a butterfly on a tree. Social appeal is noticeable in people's involvement, and their gathering in special occasions (e.g. wedding). People are laughing, and they are touched when seeing the wedding pictures. In addition, humor appeal is used when Ashton tried to take a photo of glasses, and he nearly broke them, which attracted the audience's attention. The phrase "For the sharp edge images, it makes an icon an icon" is play on words and the focal attraction of the ad, which emphasizes the product warranty. "It makes an icon an icon" is an example of snob appeal, and play on words. Another example of play on words, which also appeals to the brain using logic and reasoning is "The new easily used Nikon D 60 that's anyone capturing a moving moment". This focuses on the functionality of the product. Throughout the ad, music appeal is used to foster feelings of enjoyment and happiness. The brand appeal is used throughout the ad since this brand is known for its good reputation.

Based on Crook's classification (2004), this ad

presents a lot of information about the product implicitly. It involves relief and laughter. The viewers feel happy about the wedding party scene. The wedding photographer is a comic celebrity Ashton Kutcher, whose presence aims at persuading viewers implicitly. In addition, the explicit form of language is manifested in phrases like "For the sharp edge images, it makes an icon an icon", and "The new easily used Nikon D 60 that's any one capturing a moving moment".

Other persuasive appeals (ethos, pathos and logos) are used aiming at changing the customers' minds and persuading them to buy their product. Ethos is shown in presenting Nikon brand, and Ashton Kutcher. The brand is trustworthy, and Ashton Kutcher is a famous actor. Many of Ashton's fans will be interested in purchasing this camera and follow in his steps because he is a reliable person. Besides, several pieces of information (logos) have been displayed in the ad to be more persuasive, such as 'new D60 camera', 'the sharp edge images', 'the new easily used Nikon D 60 that's any one capturing a moving moment', and "For the sharp edge images, it makes an icon an icon". These phrases display logic and reasoning for owning such a product. Emotional appeals (pathos) are manifested in several scenes showing happiness, laughter, humor, and beauty.

3.2.2 Arabic Advertisement

3.2.2.1 Advertisement 1- LGTV 3 Dimension Technology

(<http://www.youtube.com/watch?v=m6cFITLNHag>)



The 3D LG TV commercial used two famous Egyptian actors: Ahmed Elfishawy and May Kassab, who are known for their humorous character, which is loved by their fans. By featuring two well-known celebrities, LG is clearly using celebrity endorsement to promote their new TV brand and persuade the audience to buy their product. Humor is displayed many times throughout the ad. For example, when May Kassab enters her house holding a vase to put on the TV table, and she is surprised to see no table, and a new TV, which is very thin, is replacing the old one. Ahmad asks her to put on the glasses to see how the new TV 3D works. When she puts the glasses on, she sees girls dancing in the room, and she gets jealous, thinking that it is real, and starts shouting "*Tamer intajayebbanatlilsha'ah*" (Tr. Tamer! Did you get girls to our apartment?). By the end of the ad, they got robbed, and they did not notice because they thought it is an image from the TV. This ad also includes emotional appeals, especially the personal appeal. Mentioning the qualities of the TV, such as 'not taking much space', '3D image' and 'elegant design' represents the rational appeal. Finally, play on words and brand appeals are illustrated in

phrases like LG "*illkuletafaqalliha*" (Tr. LG. All agreed upon LG.)

This ad includes explicit and implicit remarks, which aim at persuading the audience to buy the product. The implicit messages are all conveyed in the funny scenes that the two celebrities, Ahmed Elfishawy and May Kassab presented. The audience is also informed about the brand, and its features. The explicit information is demonstrated in the phrase LG '*illkuletafaqalliha*' (Tr. LG. All agreed upon LG), and the English phrase '3 Dimension LG TV'.

The implicit information appeals to ethos when mentioning the credibility of LG brand. The ad also appeals to logic when talking about the 3D image and the elegant design of the LGTV. Furthermore, the ad appeals to the viewers' emotions, such as humor, anger and jealousy.

3.2.2. 2Advertisement 2- Toshiba 3DTV Glass Free "Official Ad"

(<http://www.youtube.com/watch?v=SB1Q2lqsXOM>)



This advertisement promotes the new Toshiba TV 3D Glass Free. A wide range of persuasive appeals are used aiming at persuading the viewers of buying this product. All people are wearing glasses in the 3D world, except for one man who is passing the crowd without glasses. They are surprised, so one of the girls tries to take her glasses off. The desire to have such a product establishes a snob appeal. Humor appeal is used when the girl's glasses fall down while looking at a man walking without 3D glasses, and she cannot see well. If the viewer

gets the product, he/she will be unique, which is a form of social appeal. Many personal appeals are also used like comfort, joy, self-esteem and pride in using such brand to give the owner a sense of individuality. Throughout the ad, we can see objects and characters popping out of the screens trying to give the audience the feeling of how realistic 3D technology is. Playing on words like "the first 3DTV free glasses in the world" is also an indirect form of card stacking since they are comparing their products with those of the competitors.

According to Crook's classification (2004), snob appeal is shown implicitly. The actor is relaxed and comfortable, and this implicitly refers to the good quality of the product. Using lots of phrases like "*awal television tholathy al-aba'd fi alalambidoonnadarah*" (Tr. The first 3DTV free glasses in the world) indicates explicitly that the product is different from other TVs.

According to Aristotle's classification of persuasive

appeals, ethos is presented in talking about the Toshiba brand, which has good reputation and reliability. Besides, several emotions (pathos) are felt while watching the ad, such as comfort, joy, self-esteem, pride and humor.

3.2.2.3 Advertisement 3 - Inverter Air Conditioning from Panasonic designed for Arabic Gulf- (<https://www.youtube.com/watch?v=suz4V-kLxhk>)



This is an ad that advertises a new air conditioning system, Inverter 55 from Panasonic, which is specifically designed for the Gulf. There are several appeals used to make the ad more attractive and persuasive. A combination of music and a robot voice that has come from another planet to build the Inverter Air Conditioner is used to attract the attention of the viewers, and convince them to buy this AC. Also combining this kind of music with play on words and using standard Arabic makes the ad more formal, and more persuasive. Because this is an official ad, it resorts to logic and play on words. About 15 logical ideas state why this technology is important for customers. Panasonic presents a lot of referential information throughout the ad along with images to show how the AC works. For example, phrases like "*HataAlaan lam tanjah ay sharekah men ibtikarmukayefkhaslemeateqatAlkhaleej*", (Tr. Till now no other company could design an AC that meets the need of the Gulf region), and "*Hatha al nithamtammatajreebeh fi dawlatakuwit*" (Tr. This technology was used in Kuwait), and the like are used to persuade viewers to buy this product. Furthermore, mentioning the name of the producing company

"Panasonic", which has a good reputation, and displaying the word in a full screen represents brand appeal. Rational appeal is used by mentioning the qualities of the product, such as "High levels of cooling speed and cooling power", "High levels of relaxation", and several others. Personal appeal is also used when saying "*mostawayatallia min alraha*" (Tr. High levels of relaxation). Card stacking, which aims to discredit their competitors and make themselves seem more trustworthy is demonstrated by saying "the first air conditioner designed for the gulf climate depending on the inverter technology". Finally, problem-solution appeal is apparently used. This kind of AC is the solution to the problem of countries which have very high temperatures.

Most of the content of the ad includes explicit information about the qualities of the product and how this technology works. All is presented to the viewers in a problem-solution form. The only implicit information we may infer is that all other companies that produce ACs failed to get this technology.

According to Aristotle's categorization of persuasive appeals, ethos, logos and pathos are widely used. Ethos is shown by introducing the company brand, which is

Panasonic, a trusted company. A lot of logic is also presented (Logos); it mentions information about the air conditioner, such as "it is designed for the Gulf climate", and "if the weather is so hot and the temperature reaches 55 degrees, you will get relaxed by being exposed to the cold air coming out from the air conditioner". Logic and reasoning are used when the ad mentions the qualities of the product "High levels of cooling speed and cooling power", "High levels of relaxation", and the like. Finally, pathos is touched when using words, such as 'relaxation', and 'happiness'.

4. Discussion

The present study aimed to answer three questions. In this section, we will answer the questions with reference to the findings presented in the previous section.

Question 1. What are the most persuasive appeals used in English and Arabic TV advertisements?

The data revealed that 13 persuasive appeals were used in both groups of TV advertisements, viz., emotional, social, snob, humor, fear, music, rational, brand, statistics, play on words, card stacking, appeal for price, and endorsement appeals. These findings are in line with Meyers-Levy & Malaviya (1999) who concluded that all kinds of advertisements share one common goal, which is to persuade customers to buy their products. The most used were play on words, emotional and rational appeals, followed by brand and music appeals. The data suggest that official ads usually employ rational appeal, which mostly focuses on logos and play on words. These findings of the present research lend support to some previous research. For example, in examining British and Spanish advertisements, Del Saz-Rubio (2009) found that they either focus on the product characteristics or functionality (i.e., rational appeal).

The present study also revealed that the selected ads use similar numbers of emotional (12 instances) and rational (12 instances) appeals. However, in the Arabic ads, many more rational instances are used. This supports Orwig's (2014) claim that people buy on emotion then justify their decision with facts. However, this finding does not lend any support to Rizwan et al., (2013) who found that rational appeal is more effective than emotional appeal. This finding also lends support to previous research into the effect of advertising, and has

demonstrated that emotional content appears to have a significant positive effect on brand favorability (e.g. Ray & Batra, 1983; Shimp, 1981; Heath, 2007).

The study also found that 2 instances of humorous scenes were presented in each advertising groups (Arabic, English) whose aim is to persuade the audience. This is in line with Avery, Kozinets, Mittal, Raghurir, & Woodside's (2010) conclusion that humor appeal is very persuasive because people never stop talking about a joke, they focus more, and it leaves a pleasant feeling, especially when the joke accompanies brand name.

Question 2. Are there any differences in the use of these appeals due to language (English vs. Arabic)?

The findings of the study indicate that the Arabic TV advertisements employed more persuasive appeals than those in English, 39 and 26, respectively. For example, in the Arabic ads, play on words registered the highest number of appeals (11 instances). They also show that the Arabic ads used rational appeal more. It was also found that card stacking and appeal for price did not record any instances in the English ads. As far as the literature review is concerned, none of the previous research has tried to examine if there are any differences in the use of appeals due to language. Therefore, the findings of this research present a challenge for advertising research to conduct research aiming at studying this variable.

Question 3. Which TV advertisements (English/Arabic) used more explicit information?

The findings of this study revealed that both groups of TV advertisements (Arabic and English) employed implicit and explicit information to persuade viewers to purchase their product. However, it was noticed that more implicit information was used, accounting for 80.8%. It was also observed that not all TV advertisements put equal weight on all appeals. About 95% of the content of one of the Arabic ads (Panasonic AC) was explicitly appealing to logic and reasoning. It was also found that pathos and logos recorded the highest implicit appeals in both types of TV advertisements. Such findings also lend support to Crook's (2004) claim that advertisements use two kinds of information to persuade the audience, namely, implicit and explicit.

5. Conclusion

The present paper was meant to show an objective

account of how TV advertisements use persuasive appeals, especially emotional, rational, play on words and brand appeals, and the like to reach their desired audience, to increase the audience's attention to the ad, and to persuade them to own their product. The results showed that implicit information is mostly used in the selected sample of ads, especially pathos and logos (emotional and rational appeals). The study also revealed that many appeals are used in TV advertisements to attract the attention of the viewers, and persuade them to purchase the advertising company's product. However, advertisers used more appeals in the Arabic ads than in the English ones, which might be explained with reference to cultural differences.

The current research has two limitations; the number of ads being analyzed is small. The study was limited to 3 ads from each language (English vs. Arabic). However, this is justified by the fact that the data was analyzed

quantitatively and qualitatively. The second limitation of the study is the matter of the viewer's opinion. In fact, while we all watch ads, not all of us may agree on what makes us convinced of a specific product. What convinces one to buy a particular product may not convince another. Many ads that have a huge number of views may not convince me at all, which might be due to the fact that the means of persuasion tend to be different among individuals. So, what may work with one individual may not work with another.

The findings of the present research suggest pedagogical implications for EFL teachers and learners. Advanced EFL students should be encouraged by their teachers to be persuasive in their oral and written discourse, and they should be introduced to such persuasive techniques which are constructed by advertisers very well to make their ads appealing so that customers purchase the product being advertised.

REFERENCES

- Avery, J., Kozinets, R., Mittal, B., Raghuram, P., & Woodside, A. (2010): *Consumer behavior: Human pursuit of happiness in the world of goods*. Open Mentis.
- Belch G.E, Belch M.A. (1998) *Advertising and promotion*. New York: McGraw-Hill.
- Campbell, G. (1969/1776): *The philosophy of rhetoric* by George Campbell (ed.). Lloyd F. Bitzer, Foreword by David Potter. Carbondale: Southern Illinois University Press.
- Crook, J. (2004): On covert communication in advertising. *Journal of Pragmatics* 36:715–738.
- Danesi, M. (2000): *Encyclopedic dictionary of semiotics, media, and communications*. Toronto: University of Toronto Press.
- Del Saz-Rubio, M., & Pennock-Speck, B. (2009): Constructing female identities through feminine hygiene TV ads. *Journal of Pragmatics*, 41,2535–2556.
- El-daly, H. M. (2011): Towards an understanding of the discourse of advertising: Review of research with special reference to the Egyptian media. *African Nebula*,25-47.
- Heath, R. (2007): Emotional persuasion in advertising: A hierarchy-of-processing model. *Working Paper*, UNSPECIFIED. Bath. Retrieved on May 10, 2014 from: <http://opus.bath.ac.uk/287/1/2007-07.pdf>.
- Hofstede, G. (1980): *Culture's consequences: International differences in work-related values*. Newbury Park, CA: Sage.
- Lee, Guiohk, Kyoung-Tae Nam, and Jang-Sun Hwang (2001): Message Strategy of American and Korean Television Commercials. In Proceedings of the 2001 Conference of the American Academy of Advertising, Villanova, PA: Villanova University.
- Lin L.Y, Tseng H.C. (2008): The Influence of brand strategy and corporate image on consumer purchase intention: The moderating effect of involvement. *Journal of Economics and Business*, 19,79-122.
- Meyers L., J., & Malaviya, P. (1999): Consumers' processing of persuasive advertisements: An integrative framework of persuasion theories. *Journal of Marketing*, 63 (Special Issue),45-60.
- Orwig, K. (2014): Rational appeals vs. emotional appeals in advertising and marketing communication. *Orwig Marketing Strategies*. Retrieved on Dec. 21, 2014 from: http://www.orwig.net/articles/rational_emotl/rational_emotl.html.
- Ray, M.L. & Batra, R. (1983): Emotion and persuasion in advertising: What we do and don't know about Affect. *Advances in Consumer Research*, 10 (1),543-548.
- Rizwan, M., Pirzada, S., Sohail, A., Nadeem, M., &

- Murid, W. (2013):The Role of advertising appeals, role of celebrity & expert in T.V advertising attitude.*Journal of Business and Management, (IOSR-JBM),52-57.*
- Rossiter, J.R and Percy, L. (1985): Advertising communication models. In NA - Advances in Consumer Research, Volume 12 (eds), Elizabeth C. Hirschman and Moris B. Holbrook, Provo, UT: Association for Consumer Research, pp. 510-524.
- Schiffman L.G., Kanuk L.L. (2007):*Consumer behavior.* Pearson Education International Press.
- Shimp, T.A. (1981):Attitude towards the ad as a mediator of consumer brand choice. *Journal of Advertising, 10* (2),9-15.
- Tom, G. & Eves, A. (1999): The use of rhetorical devices in advertising. *Journal of Advertising Research,39*, 39-43. Retrieved on November 13, 2014 from <http://gandrllc.com/reprints/useofrhetoricaldevicesinavertising.pdf>.

استراتيجيات الإقناع في الإعلانات التلفزيونية العربية والانجليزية

غالب رابعة، ملك الخوالدة *

ملخص

يقدم هذا البحث تقريراً عن النتائج التي توصلت إليها الدراسة التي هدفت الى الكشف عن استراتيجيات الإقناع المختلفة المستخدمة في الإعلانات التلفزيونية في اللغتين العربية والانجليزية، وخاصة حول بعض المنتجات مثل: التلفاز، ومكيفات الهواء والكاميرات حيث تم تحليل ستة الإعلانات التلفزيونية (3 إعلانات في اللغة العربية و3 إعلانات في اللغة الإنجليزية) تم اختيارها بشكل عشوائي من موقع يوتيوب. وأشارت النتائج إلى أن كلا المجموعتين من الإعلانات التلفزيونية (العربية والانجليزية) استخدمت استراتيجيات متنوعة لإقناع المشاهدين في شراء منتجات بعض الشركات. وقد كشفت الدراسة أن من أكثر الاستراتيجيات المستخدمة في عينة الدراسة هي استراتيجيات العقلية والعاطفية، واللعب في العبارات. وبحسب تصنيف أرسطو، كانت الاستراتيجية العاطفية الأكثر استخداماً. وأظهرت النتائج أيضاً أن غالبية المعلومات تم التعبير عنها ضمناً. وتخلص الدراسة إلى بعض التطبيقات التربوية لتعلمي اللغات والمعلمين على حد سواء.

الكلمات الدالة: معلومات صريحة وضمنية، الاعلانات، البلاغة، استراتيجيات الإقناع، التسويق.

*قسم اللغويات، الجامعة الأردنية. تاريخ استلام البحث 2015/7/2، وتاريخ قبوله 2015/9/2.