

Міністерство освіти і науки України
Київський національний лінгвістичний університет
Кафедра англійської філології і філософії мови

Курсова робота
на тему: Типи залучення в англомовній рекламі

Студентки групи МЛа 05-20
факультету германської філології і перекладу
денної форми здобуття освіти
спеціальності 035 Філологія
спеціалізації 035.041 Германські мови та літератури
(переклад включно), перша – англійська
освітньо-професійної програми Англійська мова і
друга іноземна мова: усний і письмовий переклад

Пудкалюк Єви Ігорівни

Науковий керівник:
кандидат філологічних наук, доцент

Редька І. А.

Національна шкала _____

Кількість балів _____

Оцінка: ЄКТС _____

м. Київ – 2024 р.

Ministry of Education and Science of Ukraine
Kyiv National Linguistic University
Department of English Philology and Philosophy of Language

Term Paper

Types of appeal in English advertisements

EVA PUDKALIUK

Group MLa 05-20

Germanic Philology and Translation Faculty

Research Adviser

Assoc. Prof.

REDKA I. A.

PhD (Linguistics)

Kyiv –2024

CONTENTS

INTRODUCTION.....	4
CHAPTER 1. THEORETICAL FOUNDATIONS OF ADVERTISING APPEALS.....	7
1.1. Background information on Advertising and its purpose.....	7
1.2. Definition and Conceptual Framework of Advertising Appeals.....	8
1.2.1. Theoretical Approaches to Understanding Appeals in Advertising.....	9
1.3. Advertising Appeals and their connection with Linguistics.....	10
1.3.1. The use of Stylistic and Linguistic means in Advertising Appeals.....	11
Conclusions to Chapter 1.....	12
CHAPTER 2. ANALYSIS OF TYPES OF APPEAL IN ENGLISH ADVERTISEMENTS.....	14
2.1. Emotional Appeals in English Advertisements.....	14
2.2. Love and Romance Appeals: Utilizing Emotional Connection.....	15
2.3. Sexual Appeals: Subtle Suggestions and Nudity.....	17
2.4. Fear and Anxiety Appeals: Activating Emotional Responses.....	18
2.5. Humorous Appeals in English Advertisements: Engaging Audience through Entertainment.....	20
Conclusions to Chapter 2.....	23
GENERAL CONCLUSIONS.....	25
PE3IOME.....	27
RÉSUMÉ	28
REFERENCES.....	29
LIST OF SOURCES OF FACTUAL MATERIAL.....	33

INTRODUCTION

This course paper is devoted to the analysis of types of appeal in English advertisements. Advertising is a pervasive force in modern society, and it plays a significant role in shaping our thoughts, feelings, and behaviors. Advertisers use a lot of techniques to persuade consumers to buy their products or services, and one of the most important of these techniques is the use of appeal.

The choice of the topic is determined by its **relevance and practical significance** of understanding the persuasive language used in advertising. In today's highly competitive marketplace, companies invest considerable resources in creating advertising that resonates with consumers and influences their purchasing decisions. By examining the types of appeal in English advertising, we can gain insight into the strategies advertisers use to capture attention, stimulate emotions and present rational arguments.

Despite the importance of appeals in advertising, there is still room for further research and analysis. There has been some research on the topic, but a comprehensive study of the different types of appeals in English advertisements is lacking. This term paper attempts to fill this gap by providing a thorough investigation of the subject matter.

The aim of this work is to explore the types of appeal employed in English advertisements, analyzing their characteristics, techniques, and impact.

The mentioned above aim implies the following **research tasks**:

- to provide a theoretical basis for appeals in advertisements;
- to consider each type of appeal from a linguistic point of view;
- to identify of the main types of appeals used in English advertisements;
- to analyse the effectiveness of different types of appeal;
- to explore the characteristics, techniques and the impact types of appeal have on consumers;
- to illustrate how illustrate how these appeals are employed in practice;
- to study the literature related to the topic;

The research will be conducted within the framework of linguistics, specifically focusing on the language and rhetorical devices used in advertisements. By utilizing a linguistic approach, we can analyze the persuasive techniques employed in different types of appeals and their linguistic manifestations. This will involve examining the textual and visual elements of advertisements, as well as considering the cultural and social contexts in which they operate.

The scientific novelty of the research is that it provides a complex analysis of the types of appeal in English advertisements, taking into account the latest findings in the field of linguistics and psychology.

The research methods used in the course paper include:

- Theoretical analysis of the scientific literature on the topic of advertising and types of appeal;
- Content analysis of English advertisements;
- Experimental methods to test the effectiveness of different types of appeal;
- Functional analysis to examine the functional aspects of appeals used in English advertisements used within a specific context or discourse.

The subject of the work is the different types of appeal in English advertisements and the methods advertisers use to influence consumers, while **the object** is the analysis of these methods within the context of English advertisements.

The theoretical value of the paper lies in its contribution to the field of linguistics and advertising research. By analyzing the types of appeal in English advertisements, the paper adds to the existing body of knowledge on advertising discourse, rhetoric, and persuasive language. It expands our understanding of how language is used in advertising to influence consumer behavior, and it can provide insights into cultural and social contexts in which advertisements operate.

The practical value of the paper lies in its ability to provide valuable insights and knowledge to marketers, advertisers, and communication professionals. By understanding the various types of appeal used in English advertisements, practitioners can enhance their advertising strategies and create more persuasive and impactful campaigns.

Structurally, the paper consists of an Introduction, 2 Chapters, Conclusions to each Chapter, General Conclusions, Résumés in Ukrainian and English, References and a List of Sources of Factual Material.

CHAPTER 1. THEORETICAL FOUNDATIONS OF ADVERTISING APPEALS

1.1. Background information on Advertising and its purpose

In the contemporary world, advertising has come to occupy a central position in numerous spheres of human activity. Its pervasive presence can be observed in various aspects of daily life, ranging from commerce and entertainment to politics and social causes. Advertising has a long history, with its roots tracing back to the Latin word “advertise” meaning “to turn to” or “to announce publicly” (Rehman & Javed & Mdyusoff & Harun & Khan & Ismail, 2019, p. 130). The core purpose of advertising remains the same: to spread information about a product, service, or idea to a target audience. It can also be used to build brand awareness, create a positive brand image, influence attitudes towards various products, and foster customer loyalty.

Advertising takes place through different media sources, including newspapers, magazines, television, radio, outdoor advertising, direct mail, social media, blogs, websites, and text messages. It involves verbal and nonverbal communication, such as gestures and poses, directed at the public without immediate feedback (Лук’янова, 2022, с. 117). To be more precise, the goal of advertising is to increase people’s knowledge, change attitudes, and ultimately persuade them to take action, either immediately or in the future. It is an effective way for companies to grab the attention of as many people as possible and increase sales by conveying information about their goods or services.

In the past, advertising was primarily seen as a means to increase sales. However, in today’s business environment, it is recognized as a crucial aspect of customer service and a strategic weapon for companies to gain a competitive edge. Advertising allows businesses to communicate their unique selling proposition and differentiate themselves from competitors. By effectively reaching their target audience through persuasive messaging and creative campaigns, companies can

build brand recognition, influence consumer preferences and stimulate sales. Thus, advertising plays a vital role in the success of modern businesses.

1.2. Definition and Conceptual Framework of Advertising Appeals

One important thing to note is that in order to achieve the above-mentioned goals of any advertising, it must contain a central element that is used to persuade and encourage the target audience to act, and this is the appeal. Advertising appeals can be defined as specific persuasive strategies and techniques employed in advertisements to evoke a response and influence consumer behavior. These appeals are designed to tap into consumers' desires, needs, aspirations, and values, and are crucial in conveying the intended message and achieving the marketing objectives (Yousef, Rundle-Thiele & Dietrich, 2021).

The conceptual framework of advertising appeals encompasses various dimensions that advertisers consider when communicating their messages. Cognitive appeals aim to engage the audience's rational thinking by providing information, facts, and logical arguments about the product or service (Zhang, Mou, Wang & Hu, 2020, p. 3). By highlighting the product's features, benefits, and unique selling propositions, cognitive appeals seek to convince consumers of its value and superiority.

On the other hand, emotional appeals focus on targeting consumers' feelings, desires, and psychological states. These appeals aim to create an emotional connection between the consumer and the advertised product or service (Lee & Heere, 2018, p. 84). By leveraging emotions such as happiness, fear, love, humor, or nostalgia, advertisers seek to establish a positive association with their brand and evoke responses that lead to favorable attitudes and purchase intentions.

Social appeals tap into social influences and emphasize the product's social acceptance and benefits. These appeals emphasize the social acceptance, popularity, and social benefits associated with using the advertised product or service (Lee & Heere, 2018, p. 85). By understanding the different types of appeals and how they

work, advertisers can create more effective campaigns that achieve their desired results.

1.2.1. Theoretical Approaches to Understanding Appeals in Advertising.

Theoretical approaches to understanding appeals in advertising can provide valuable insights into how ad cues affect consumer behavior. Several studies shed light on the different impacts of advertising appeals based on market dynamics and consumer information processing.

One theoretical approach is presented in the study by Chandy, Tellis, Macinnis & Thaivanich, (2001, p. 405-406). They examined advertising appeals in evolving markets and identified two primary dimensions of appeals: informational appeals and transformational appeals. Informational appeals focus on providing factual information about the product or service, highlighting its features, benefits, and attributes. Transformational appeals, on the other hand, aim to create a desired emotional experience or association, often by portraying how the product can fulfill consumers' aspirations and desires. This study emphasizes the importance of understanding the evolving needs and preferences of consumers in shaping effective appeals.

Arora and Jain (2021) further explore the strategic dimensions of advertising appeals, positing them as an influential tool for influencing customer attitudes and perceptions. Through empirical analysis, they elucidate the intricate interplay between message content, emotional resonance, and consumer perceptions, addressing the mechanisms through which advertising appeals shape brand perceptions and purchase intentions. Their findings underscore the strategic imperative for advertisers to craft appeals that align with consumer preferences and resonate with target audiences on both cognitive and emotional levels.

Nan and Faber (2004) proposed a reconceptualization of the building blocks of advertising theory. They identified four fundamental dimensions of appeals: cognitive, affective, conative, and associative. Cognitive appeals involve providing information and knowledge to consumers, emphasizing the product's features and benefits. Affective appeals target consumers' emotions, seeking to evoke positive

feelings or associations. Conative appeals aim to stimulate behavioral responses, encouraging consumers to take a specific action, such as making a purchase. Associative appeals focus on creating connections between the product and other stimuli, such as celebrities or well-known symbols. This article suggests that understanding these dimensions can help in designing effective advertising appeals.

These studies collectively underscore the importance of understanding the nuanced effects of advertising appeals on consumer behavior, shedding light on the dynamic interplay between ad cues, market dynamics, and consumer response.

1.3. Advertising Appeals and their connection with Linguistics

When examining the types of appeal in English advertisements, it is important to consider the connection between advertising appeals and linguistics. Advertising appeals rely heavily on linguistic strategies to effectively communicate messages and persuade consumers. The way that words are used can influence the effectiveness of an appeal. For example, an advertisement that uses emotional language is more likely to be persuasive than an advertisement that uses dry, technical language.

According to Давиденко (2015: 177), the linguistic features of pragmatic intentions in English advertising texts depend on the chosen communicative strategy. The study highlights the importance of analyzing the linguistic choices made in advertisements to understand the intended persuasive effects. Linguistic devices such as word choice, sentence structure, and rhetorical techniques play a crucial role in shaping the appeal of advertisements and influencing consumer responses.

Another relevant study by Pogacar, Shrum, and Lowrey (2018) explores the effects of linguistic devices on consumer information processing and persuasion. The research emphasizes the role of language complexity and processing mode in influencing consumers' attitudes and decision-making. Linguistic devices, such as the use of vivid imagery, rhetorical questions, various stylistic devices (metaphors,

similes, etc.), and persuasive language patterns, can significantly impact how consumers interpret and respond to advertisements.

Generally, we can identify several linguistic features that are commonly used in advertising appeals. These devices include (Martin, 2006):

- **Vocabulary:** Advertisers often use emotionally charged words, humour, rhyme and other lexical devices to attract attention and make the advert memorable. For example: “*Goldfish: The Snack That Smiles Back*” (Clark-Keane, 2024) – uses rhyme (“snack” & “back”) to create a catchy jingle, making the brand name and message more memorable.
- **Grammar:** Advertisers can use various grammatical structures such as the imperative mood, interrogatives, and passive constructions to make their adverts more dynamic and persuasive. For example: “*Nike: Just Do It*” (Clark-Keane, 2024) – utilizes the imperative mood (“Do”) to create a direct command, motivating consumers to take action.
- **Sentence structure:** Advertisers often use short sentences, simple words, and language to make ads easy to understand. For example, “*Apple: Think Different*” (Clark-Keane, 2024).
- **Figures of speech:** Advertisers can use metaphors, similes, epithets and other figures of speech to make their ads more imaginative and emotional. For example, “*Red Bull: Red Bull Gives You Wings*” (Clark-Keane, 2024) – uses a metaphor, comparing the effects of the drink to having wings, implying increased energy and ability.

Thus, Linguistics plays an integral role in advertising appeals. Advertisers use various linguistic tools to influence people’s thoughts, feelings and behaviour. Understanding the linguistic features of advertising texts can help people become more critical of advertising and make more informed purchasing decisions.

1.3.1. The use of Stylistic and Linguistic means in Advertising Appeals.

Advertising language utilizes a wide range of stylistic and linguistic devices to create impactful and persuasive messages. Advertisers frequently employ morphological techniques such as simple and colloquial language, deliberate misspellings and word

coinages, as well as the strategic use of adjectives, verbs, and loanwords from other languages (Mirabela, & Ariana, (2010: 185). These linguistic choices help to grab the audience's attention and establish a conversational, relatable tone.

Figurative language, including metaphors, similes, assonance, alliteration and hyperbole, is also prevalent in commercial advertising slogans, which helps to highlight the advertised brand in a positive way. In contrast, the use of sound techniques and figurative language is much less common in slogans for social advertising campaigns. The authors argue that this difference can be attributed to the fact that commercial advertising aims to promote a product or service, while social advertising seeks to raise awareness about social issues and encourage behavior change (Skorupa, & Dubovičienė, 2015: 116).

Rhetorical devices are also widely used in advertising to create a persuasive message and influence consumers' buying decisions. According to Radyuk & Nikogosyan (2022), rhetorical devices such as hyperbole, irony, and repetition can make the advertisement more interesting and appealing. For instance, hyperbole is an exaggerated statement that creates a dramatic effect and draws attention to the product's benefits. Irony, on the other hand, uses words to convey the opposite meaning, creating a humorous or sarcastic tone that appeals to the audience's emotions. Repetition, as the name suggests, involves repeating a word or phrase to emphasize its importance and make it more memorable.

Consequently, the use of stylistic and linguistic means in advertising appeals is a complex and multifaceted topic that requires a nuanced understanding of communication strategies, audience preferences, and cultural contexts. By analyzing the linguistic and stylistic characteristics of advertising slogans, we can gain insights into the strategies used by advertisers to achieve their communication goals and create persuasive messages that resonate with their target audience.

Conclusions to Chapter I

Advertising plays a central role in today's world, influencing consumer behavior and shaping brand perception. Effective advertising hinges on the use of

appeals, which are persuasive strategies designed to capture attention and influence consumer decisions.

These appeals can target consumers' rational thinking (cognitive appeals) or their emotions (emotional appeals), and even leverage social influences (social appeals). Understanding the different types of appeals and how they work is crucial for delivering successful advertising campaigns.

Stylistic and linguistic means are essential tools in advertising appeals that help create a persuasive message and attract the target audience. Sound techniques, figurative language, rhetorical devices, and lexico-stylistic expressive means are commonly used to make the advertisement more memorable, appealing, and emotive. By understanding the functions and effects of these stylistic and linguistic means, advertisers can create more effective and persuasive advertising campaigns that resonate with the target audience.

CHAPTER 2. ANALYSIS OF TYPES OF APPEAL IN ENGLISH ADVERTISEMENTS

2.1. Emotional Appeals in English Advertisements

It is already known that advertising appeals are multifaceted strategies employed to influence consumer behavior. One particularly potent category is emotional appeals, which utilize the power of human emotions to create a persuasive message and establish a connection with the target audience. In English advertisements, emotional appeals are persuasive messages generated to trigger specific emotions in viewers. These appeals can range from positive emotions like happiness, love, and nostalgia to negative emotions like fear, anxiety, and sadness (Singh, 2023: 22). These appeals aim to connect with individuals on an emotional level and create a favorable attitude towards a product or brand.

Moreover, Linguistics plays a vital role in these ads by shaping the language and narrative used to evoke emotions and promote certain actions. Within the context of English advertisements, a linguistic analysis offers a deeper understanding of how emotional appeals are constructed and deployed. Advertisers use various linguistic strategies to elicit specific emotions in their target audience, such as excitement, desire, or admiration. Through carefully chosen words and storytelling techniques, advertisers can create empathy and compassion in viewers, motivating them to support the cause (Kuzmenko, Kyryliuk, Bublyk, Boyko, & Ruban, 2023). Linguistic devices such as emotional language, metaphors, and vivid descriptions can evoke powerful emotional responses, making the advertisements more impactful and persuasive.

Baby Dove's "Under Pressure" (Dove US., 2022) advertisement focuses on the emotional appeal of empathy and understanding towards new mothers experiencing postpartum pressures. The ad opens with a mother feeling overwhelmed and anxious as she tries to care for her baby, with a voiceover saying "*pressure, pushing down on me, pushing down on you*". This creates a sense of shared stress and anxiety that many new mothers experience.

The introduction of the Baby Dove product, a gentle and soothing baby wash, is presented as a solution to help alleviate some of the pressures of new motherhood. The ad emphasizes the importance of self-care and taking a moment for oneself, even in the midst of the demands of a new baby. The use of the song “Under Pressure” by Queen and David Bowie reinforces the idea of feeling overwhelmed, but also the possibility of finding relief and support.

Additionally, there are several stylistic and linguistic devices used to create an emotional appeal. These devices are effective in conveying a sense of urgency, tension, and the need for action, which are all emotions that are relevant to the theme of the song. The song’s lyrics use a number of rhetorical questions to engage the listener and make them think about the pressures they face in their own lives. For example, the line “*Can’t we give ourselves one more chance?*” encourages the listener to consider the possibility of change and the importance of taking action. The use of repetition, such as the repeated phrase “*under pressure*”, also serves to drive home the song’s message and create a sense of urgency.

It is important to note that the use of metaphor and symbolism in the video helps to convey the emotional weight of the advertisement’s message. For instance, the use of a clock ticking down in the background of several shots serves as a visual reminder of the passage of time and the pressure to act before it's too late.

So, this English advertisement effectively uses emotional appeals to connect with new mothers and offer a solution to the pressures of postpartum life. By emphasizing empathy, understanding, and self-care, Baby Dove creates a positive and supportive message that resonates with its target audience.

2.2. Love and Romance Appeals: Utilizing Emotional Connection

Love and romance appeals represent a powerful sub-category within the broader realm of emotional appeals in advertising. These appeals exploit the human desire for love, intimacy, and connection to create a positive association with the advertised product or service (Davis, Jeong, & Drolet, 2023: 8). Linguistically, love and romance appeals often utilize sentimental language, evocative imagery, and

storytelling techniques to create a relatable narrative that resonates with the target audience. By tapping into this fundamental human need, advertisers aim to foster a sense of brand love and loyalty, ultimately influencing consumer behavior (Jun, Tat, & Siqing, 2009). This approach goes beyond a simple purchase transaction, aiming to establish a lasting emotional connection between the consumer and the brand.

In the video “Love. Unlimited.” (Secrets Resorts & Spas, 2019), several elements of “Love and Romance Appeals” are utilized to evoke an emotional connection with the audience. The lyrics and music create a romantic atmosphere and convey the excitement of a couple looking forward to spending time together.

1. **Love and Affection:** The repeated line “*what would you like, everything is included*” conveys a sense of care and devotion, emphasizing the speaker’s willingness to provide and please their loved one. The phrase “*join your husband, enjoy your stay*” further reinforces the theme of love and companionship.
2. **Positive Language:** The video uses positive language to convey the message of love and romance. Words such as “enjoy”, “yes”, and “together” create a positive and uplifting tone and convey the theme of emotional connection in a romantic relationship.
3. **Rhetorical Questions:** The video asks rhetorical questions such as “*what would you like everything to be included?*”, “*don’t you think we’re gonna have fun?*” and “*did you and your husband enjoy your stay?*”. These questions encourage the audience to reflect on their own relationships and consider the importance of emotional connection.
4. **Music and Rhythm:** The rhythm and tempo of the music create a playful and upbeat atmosphere, further emphasizing the excitement of the situation and the joy of being together.

In summary, the video clearly utilizes love and romance appeals by stressing value of care, affection, and shared experiences in building a strong emotional connection. The music, linguistic devices and lyrics foster a sense of excitement and anticipation, creating an intense and emotional journey for the audience.

2.3. Sexual Appeals: Subtle Suggestions and Nudity

Sexual appeal is a powerful advertising strategy that leverages human sexuality to evoke attention, desire, and ultimately, purchase intent. This strategy can manifest in various forms, ranging from subtle suggestions to overt nudity. Moreover, sexual appeal in advertising has been a subject of extensive research, examining its effects on consumer perception and behavior. The use of sexual stimuli in advertisements has evolved over time, influenced by various factors and cultural shifts. According to Гнітецький and Грїбїніченко (2017: 288), the history of sexual stimuli in advertising in the United States reveals the changing approaches and motivations behind their implementation.

One aspect of sexual appeal in advertising is the use of subtle suggestions. Researchers Sawang (2010) and Moses and Charles (2014) highlight that advertisers often employ implicit sexual cues to capture attention and create an association between the product or brand and sexual desirability. Linguistics plays a crucial role in this process, as the use of suggestive language, double entendre, and metaphors can evoke sexual connotations without explicit visuals.

In the video-advertisement “Texas BBQ Burger” (PumpingItUp1, 2015), sexual appeal is utilized through subtle suggestions and nudity to attract the attention of the audience. The main focus is on two women, one of whom is the famous Paris Hilton, who are dressed in bikini swimsuits. The outfits they wear are revealing and form-fitting, drawing attention to their bodies and emphasizing their sexual attractiveness. Throughout the advertisement, there is a focus on the women’s mouths and their lips, as they eat the burger and lick their fingers. This is a subtle suggestion that is often associated with sexual pleasure and desire, drawing the viewer’s attention to their mouths and their potential to pleasure others.

Advertisers use a variety of stylistic and linguistic techniques during the video to appeal to the viewer’s senses and emotions. The use of close-up shots of the juicy burger, sizzling brisket, and glistening jalapeno straws is an example of sensory language, as it appeals to the viewer’s sense of sight and taste. The phrase “*Everyone wants to taste Texas*” is an example of synecdoche, a stylistic device where a part

represents the whole. In this case, “taste” is used to represent the overall experience of enjoying Texas barbecue, including the flavors, smells, and cultural associations. This phrase is also an example of suggestive language, as it implies that consuming the Texas Barbecue Big Burger will provide a sensual and satisfying experience similar to tasting the state of Texas itself.

The use of the phrase “*you missed a spot*” is an example of double entendre, a stylistic device where a phrase can be interpreted in two ways. In this case, it can be interpreted as a comment on the burger preparation or as a suggestive comment about the viewer’s personal life laced with sexual innuendo. It implies that Paris Hilton is referring that the woman has missed a spot on the car while washing it, but subconsciously means a piece of burger. However, this phrase is also often used as a euphemism for sexual acts, adding an extra layer of meaning to the already suggestive scene.

Therefore, the use of sexual appeal in the video-advertisement is carefully crafted to appeal to the viewer’s desires and interests. The women are portrayed as being sexy and desirable, while the language and stylistic means used in the advertisement is suggestive and have sexual implications. These subtle suggestions and the use of nudity create a provocative and alluring advertisement that is designed to capture the viewer’s attention and hold their interest and buy the ‘product’.

2.4. Fear and Anxiety Appeals: Activating Emotional Responses

Fear and anxiety appeals are a powerful tool in the advertiser’s arsenal, leveraging negative emotions to motivate desired behaviors. These appeals function by highlighting potential threats and consequences associated with not using the advertised product or service. This approach can be particularly effective in prompting immediate action, as consumers are driven by a desire to mitigate perceived dangers.

According to Hastings, Stead, and Webb (2004), fear appeals in social marketing campaigns raise strategic and ethical concerns. Linguistic analysis can help identify the linguistic devices employed in fear appeals, such as vivid language,

alarming statistics, or emotive storytelling. Understanding these linguistic strategies allows for a deeper examination of the potential effects and ethical implications of fear-based advertising. Advertisers often utilize strong verbs and vivid descriptions to paint a clear picture of the negative outcomes that could occur without the product. Words that evoke feelings of danger, loss, or social exclusion can be particularly effective in triggering anxiety. For instance, an advertisement promoting home security systems might use phrases like “*don’t let your family be vulnerable*” or “*protect your valuables from intruders*”.

However, the effectiveness of fear appeals is not guaranteed and depends on several factors (Bartikowski, Laroche, & Richard, 2019: 233-234). One important consideration is the severity of the threat presented. Exaggerated or unrealistic threats can backfire and lead to consumer skepticism or dismissal of the message. Another factor is the clarity of the solution offered. Fear appeals must be accompanied by a clear presentation of how the advertised product or service alleviates the presented threat. Vague or overly complex solutions can leave consumers feeling helpless and ultimately disregard the message.

The use of fear appeals in advertising raises ethical concerns, as it preys on negative emotions and can exploit consumer vulnerabilities. Shen and Kim (2020) caution against the overuse of fear tactics, suggesting that such strategies can have negative long-term effects on consumer trust and brand perception. Ultimately, advertisers must strive for a balance between effectively communicating potential risks and deploying fear tactics in a responsible and ethical manner.

In the video-advertisement “Little Baby’s Ice Cream” (LittleBabysIceCream, 2012), the creators use fear and anxiety appeals to activate an emotional response in the viewer. The central image of a scary man covered in white ice cream with a menacing expression is designed to evoke feelings of fear and discomfort. The repetition of the man holding a cone with himself inside creates a sense of recursion and infinity, which can be unsettling and add to the overall feeling of anxiety.

The linguistic features of the advertisement also contribute to the fear and anxiety appeals. The phrases “*lick something will lick you very much if you want to*

lick something” and *“lick to love your love lickers”* are nonsensical and repetitive, creating a sense of disorientation and confusion. The use of repetition and the lack of clear meaning can be unsettling and create a sense of unease and even confusion in the viewer. Moreover, the word “LoveLickers” appears to be a coined term or a play on words. It combines the word “love” with “lickers”, which likely refers to the act of licking ice cream. This can be considered a portmanteau or a blend word.

Several stylistic and linguistic devices are used to activate emotional responses related to fear and anxiety. The use of metaphorical language such as “ice cream is a feeling” evokes abstract and unsettling associations with the product. The use of emotive language and expressions like “great relish” and “special time” conveys an exaggerated and uncomfortable emotional appeal.

Additionally, the music in the background adds to the overall feeling of anxiety. The fast-paced, high-energy beat creates a sense of urgency and tension, which can be unsettling to the viewer. The repetition of the same few notes and the lack of a clear melody or structure can be disorienting and add to the feeling of unease.

Overall, the video-advertisement uses fear and anxiety appeals to create an emotional response in the viewer. The imagery of the scary man, the nonsensical language, stylistic and linguistic devices, and the fast-paced music all contribute to an overall feeling of unease and discomfort. These emotions are intended to make the viewer feel a sense of urgency and to encourage them to take action by purchasing the ice cream.

2.5. Humorous Appeals in English Advertisements: Engaging Audience through Entertainment

Humor has been recognized as a powerful medium in advertising, capable of capturing the attention and engaging the audience. By infusing advertisements with humor, advertisers can create memorable experiences for consumers, leading to increased brand recall and favorable attitudes towards the advertised products or services. The ability of humor to engage audiences and break through the clutter of

traditional advertising messages is well-documented, making it a valuable strategy for marketers seeking to differentiate their brands in competitive markets. Numerous studies have examined the effectiveness of humorous appeals in advertisements, highlighting their potential to break the monotony and create a memorable impact on viewers.

Crawford and Gregory (2015: 573) conducted a comprehensive review of humorous advertising and emphasized its potential to travel across cultures and borders. They highlighted the positive effects of humor in advertisements, including increased attention, positive attitudes toward the brand, and enhanced message recall. By incorporating humor, advertisers can create a unique and enjoyable experience for the audience, making the advertisements more memorable and persuasive. Moreover, this connects to the field of linguistics as it involves analyzing the language and discourse strategies used in humorous advertisements. Linguistic choices such as puns, wordplay, and references to shared cultural knowledge can be highly effective in specific demographics but may fall flat when translated or adapted for broader audiences. This necessitates a nuanced understanding of the target audience's linguistic background and cultural context to ensure the humor resonates as intended.

Baig et al. (2020) delve deeper into the concept of humor as a “monotony breaker” in advertising. Their study, focusing on Pakistani cellular phone companies' advertisements, highlights the use of humor to disrupt the typical advertising flow and grab attention. This often involves the subversion of linguistic expectations, using unexpected word choices, double entendres, or even grammatical playfulness. Such techniques exploit the audience's inherent processing of language patterns to create a surprise element that fosters memorability.

Additionally, Яроцька & Федосєєва (2008) contribute a pragmalinguistic perspective to the analysis of humor in advertising. Their study explores the pragmatic aspects of humor, such as creating positive associations, building rapport with the audience, and enhancing the persuasive impact of the message, focusing on how advertisers utilize humor to engage consumers and influence their purchasing

decisions. This demonstrates the interdisciplinary nature of humor in advertising, incorporating linguistic analysis to understand the pragmatic functions of humor in advertisements. Thus, by examining linguistic devices, such as puns, irony, and wordplay, they revealed how humor contributes to the overall communicative effectiveness of advertisements.

Old Spice's "Danger Zone" (OldSpiceIndia, 2015) advertisement utilizes humor to appeal to its audience and make its product, a deodorant, memorable. The ad features several humorous elements, including:

1. Exaggeration and Absurdity: The advertisement presents a series of increasingly absurd and dangerous situations, such as the man being attacked by wild animals and hit by a bus, all while remaining unharmed. This exaggeration of the dangers of daily life is a common comedic trope, as it creates a sense of incongruity and surprise.
2. This use of humor is achieved through several stylistic devices:
 - Hyperbole: The commercial uses exaggeration to make a point and add humor. For example, the man is shown in extreme danger, yet he is completely unfazed, implying that Old Spice deodorant gives him superhuman abilities to handle any situation.
 - Irony: The commercial uses irony to create humor by contrasting the dangerous situation with the man's calm and confident demeanor. This irony is heightened by the fact that the man is not worried about his own safety, but rather about smelling bad in a dangerous situation.
 - Puns: The commercial uses puns to add humor and engage the audience. For example, the man says "*smell like old spies*" instead of "*smell like old spice*", playing on the double meaning of the word "spies" as both a type of spy and a plural form of "spice".
 - Direct Address: The man in the commercial speaks directly to the audience, creating a sense of intimacy and engagement. This direct address is used to highlight the benefits of Old Spice deodorant and to create a sense of humor by breaking the fourth wall.

3. Linguistic Features: The language used in the advertisement is simple and direct, often employing short sentences and a conversational tone. This approach helps to create a sense of familiarity and rapport between the viewer and the man in the advertisement. The use of repetition and rhyme also contributes to the humorous tone:

When you smell like Old Spice, Danger Zone deodorants, Trust me, you'll smell like you have nothing to worry about. You'll smell like you look amazing and not like a man with body odor.

Additionally, the ad's punchline, "*you smell like you look amazing*", is a humorous and unexpected way to tie the product's benefits to the protagonist's daring and impressive appearance. This creates a sense of humor through the absurdity and exaggeration of the situation.

By using humor in these ways, the "Danger Zone" advertisement effectively engages the audience, making it more likely that they will remember the product and feel positively about it. The ad's entertaining nature may also encourage viewers to share it with others, increasing its reach and potential impact.

Conclusions to Chapter 2

Advertising appeals in English have the multifaceted nature with a focus on emotional appeals, love and romance appeals, sexual appeals, fear and anxiety appeals, and humorous appeals. Linguistic analysis plays a crucial role in dissecting these appeals, revealing how word choice, storytelling, and evocative imagery are employed to evoke specific emotions like happiness, love, or fear.

Emotional appeals in English advertisements aim to establish a connection with the audience by triggering specific emotions. Linguistic analysis reveals that advertisers employ various strategies such as emotional language, metaphors, and vivid descriptions to elicit emotional responses and make advertisements more impactful and persuasive. Furthermore, we delved into subcategories of emotional appeals, such as love and romance, which exploit fundamental human desires for connection and intimacy. Sexual appeal was also explored, highlighting its evolution

in advertising and the subtle linguistic cues used to create associations between products and desirability.

Fear and anxiety appeals utilize negative emotions to motivate desired behaviors. Linguistic analysis helps identify the linguistic devices employed, such as vivid language, alarming statistics, and emotive storytelling, to effectively trigger anxiety and prompt action. However, the ethical implications of fear appeals must be considered, and advertisers must strike a balance between communicating potential risks and responsible messaging.

Humorous appeals in advertising are recognized for their ability to engage audiences and create memorable experiences. The ability of humor to capture attention, engage audiences, and create memorable experiences was highlighted. Linguistic choices, such as puns and wordplay, were identified as crucial elements in ensuring humor resonates effectively with the target audience.

So, the analysis of linguistic aspects in advertising appeals provides valuable insights into how language is used strategically to evoke emotions, establish connections, and influence consumer behavior. By understanding the linguistic techniques employed in various appeal types, advertisers can enhance the effectiveness of their campaigns and create meaningful connections with their target audience.

GENERAL CONCLUSIONS

In this term paper, we have explored the complex nature of types of appeal in English advertisements. We found out that advertising plays a decisive role in shaping consumer behaviour and brand perception, and that effective advertising depends on the strategic use of appeals. These appeals can be aimed at rational thinking (cognitive appeals), emotional reactions (emotional appeals) or social influences (social appeals). Understanding these different types and their psychological impact is fundamental to creating successful advertising campaigns.

The analysis revealed the intricate connection between advertising appeals, consumer psychology, and linguistics. Psychology and consumer behavior research provide insights into how appeals influence decision-making, while linguistics plays a critical role in conveying persuasive messages. The specific word choices, sentence structures, and figures of speech, such as metaphors, hyperbole, repetition, etc. employed all contribute to the overall persuasive power of an advertisement.

Paying special attention to emotional appeals, the paper also examined various other categories such as love and romance, sexual appeal, fear and anxiety, and humor. Linguistic analysis played a key role in dissecting these appeals, revealing how language is strategically used to evoke emotions, create connections, and ultimately influence consumer behavior.

Emotional appeals use language, narrative and imagery to create a connection with the audience by triggering certain emotions such as happiness, love or fear. Love and romance appeals tap into fundamental human needs for connection, while sexual appeals use subtle hints to create associations between products and desirability. Fear and anxiety appeals use negative emotions to motivate desired behaviour, but the ethical implications of these tactics require a balance between communicating potential risks and delivering information responsibly. Humour is a powerful element in advertising, engaging audiences and creating memorable experiences. Linguistic devices such as puns and wordplay are important elements in ensuring that humour resonates effectively with the target audience.

All the above-mentioned appeals are characterised by the common stylistic means such as the use of sound techniques, including rhyme, rhythm, and repetition. These techniques can create a melodic and memorable quality, making the advertisement more catchy and reinforcing brand recall. Rhetorical devices, like personification, emotive language, metaphor, puns, and alliteration, are also prevalent in advertising copy, as they appeal to the audience's emotions and imagination, making the advertising more memorable and impactful.

In conclusion, this course paper underscores the importance of understanding the various types of advertising appeals and how they are linguistically constructed. The analysis of these aspects in advertising appeals provides valuable insights into the strategic use of language to evoke emotions, establish connections, and influence consumer behavior. By understanding the strategic use of language and stylistic means employed in various appeal types to evoke emotions, establish connections, and influence consumer behavior, advertisers can develop more effective campaigns that resonate with their target audience.

РЕЗЮМЕ

Курсова робота на тему “Types of appeal in English advertisements” присвячена розбору та аналізу різних типів залучення в англомовних рекламних оголошеннях. Дослідження складається зі вступу, двох розділів, висновків до кожного розділу, загальних висновків, резюме, списку використаної літератури та джерел фактичного матеріалу.

У першому розділі **Theoretical foundations of advertising appeals** («Теоретичні основи рекламних залучень») визначаються поняття реклами, рекламного залучення та їх роль, розглядаються теоретичні підходи до їх розуміння. Також висвітлюється вплив психології та досліджень споживчої поведінки на розвиток сучасних рекламних залучень. Особлива увага приділяється зв'язку між рекламними залученнями та лінгвістикою.

У другому розділі “**Analysis of types of appeal in English advertisements**” («Аналіз типів залучення в англомовній рекламі») надається детальний аналіз різних типів рекламних залучень, що використовуються в англійській рекламі. Зокрема, розглядаються емоційні залучення, залучення кохання та романтики, сексуальні залучення, залучення, що використовують страх та тривогу, а також гумористичні залучення. Основна увага в ході дослідження приділяється тому, як мова впливає на сприйняття рекламного повідомлення.

Ключові слова: реклама, рекламні залучення, лінгвістичні прийоми, когнітивні залучення, соціальні залучення, емоційні залучення, залучення кохання та романтики, сексуальні залучення, залучення страху та тривоги, гумористичні залучення.

RÉSUMÉ

The term paper “Types of appeal in English advertisements” is dedicated to the analysis of different types of appeal in English-language advertisements. The research consists of an introduction, two chapters, conclusions to each chapter, general conclusions, a résumé, references and list of sources of factual material.

The first chapter “**Theoretical foundations of advertising appeals**” defines the concepts of advertisement, advertising appeals and their role, and discusses theoretical approaches to their understanding. It also highlights the influence of psychology and consumer behaviour research on the development of modern advertising appeals. Particular attention is paid to the relationship between advertising and linguistics.

The second chapter “**Analysis of types of appeal in English advertisements**” provides a detailed analysis of the different types of appeal used in English advertising. Specifically, it examines emotional appeals, love and romance appeals, sexual appeals, fear and anxiety appeals, and humorous appeals. The study focuses on how language affects the perception of an advertising message.

Keywords: advertising, advertisement appeals, linguistic techniques, cognitive appeals, social appeals, emotional appeals, love and romance appeals, sexual appeals, fear and anxiety appeals, humorous appeals.

REFERENCES

1. Arora, H., & Jain, P. (2021). Advertising appeals: A strategy to influence customer attitude. *Vidyabharati International Interdisciplinary Research Journal*, 13(1), 433-444. <https://www.viirj.org/vol13issue1/64.pdf>.
2. Baig, F. Z., Umer, S., Aslam, M. Z., Razaq, M. S., Khan, S., & Ahmad, T. (2020). Humor as monotony breaker in funny ads: A multi-modal discourse analysis of ads of Pakistani Ufone & Jazz cellular companies. *International Journal of English Linguistics*, 10(1), 69-80. <https://doi.org/10.5539/ijel.v10n1p69>.
3. Bartikowski, B., Laroche, M., & Richard, M.-O. (2019). A content analysis of fear appeal advertising in Canada, China, and France. *Journal of Business Research*, 103, 232–239. <https://doi.org/10.1016/j.jbusres.2019.01.049>.
4. Chandy, R. K., Tellis, G. J., Macinnis, D. J., & Thaivanich, P. (2001). What to Say When: Advertising Appeals in Evolving Markets. *Journal of Marketing Research*, 38(4), 399-414. <https://doi.org/10.1509/jmkr.38.4.399.18908>.
5. Clark-Keane, C. (2024, 21 February). *21 unforgettable advertising slogans (with takeaway tips!)*. WordStream. <https://www.wordstream.com/blog/ws/2021/09/21/advertising-slogans>.
6. Crawford, H. J., & Gregory, G. D. (2015). Humorous advertising that travels: A review and call for research. *Journal of Business Research*, 68(3), 569-577. <https://doi.org/10.1016/j.jbusres.2014.09.005>.
7. Davis, C. D., Jeong, H. G., & Drolet, A. (2023). Buying a Chance at Love: The Influence of Attachment Anxiety on Consumer Preference for Romantic Advertising. *Journal of Advertising*, 1-16. <https://doi.org/10.1080/00913367.2023.2220375>.
8. Hastings, G., Stead, M., & Webb, J. (2004). Fear appeals in social marketing: Strategic and ethical reasons for concern. *Psychology & marketing*, 21(11), 961-986. <https://doi.org/10.1002/mar.20043>.
9. Jun, P., Hean Tat, K., & Siqing, P. (2009). Effects of advertising strategy on consumer-brand relationships: A brand love perspective. *Frontiers of*

Business Research in China, 3(4), 599-620. <https://doi.org/10.1007/s11782-009-0029-8>.

10. Kuzmenko, O., Kyryliuk, O., Bublyk, T., Boyko, Y., & Ruban, V. (2023). Linguistic dimension of political advertising: Analysis of linguistic means of manipulative influence. *World Journal of English Language*, 205-211. <https://doi.org/10.5430/wjel.v13n1p205>.

11. Lee, S., & Heere, B. (2018). Exploring the relative effectiveness of emotional, rational, and combination advertising appeals on sport consumer behavior. *Sport Marketing Quarterly*, 27(2), 82-92. <https://www.proquest.com/openview/5601d6c5cc2b3cd428e4fb80b36bb192/1?pq-origsite=gscholar&cbl=28711>.

12. Martin, E. (2006). Linguistic Analyses of Advertising. In: *Marketing Identities through Language*. Palgrave Macmillan, London. https://doi.org/10.1057/9780230511903_2.

13. Moses, A., & Charles, M. (2014). Sex as an advertising appeal: a review of its ethical basis, functions and effects. *International Journal of Management Sciences*, 4(1), 25-34. Resource: https://d1wqtxts1xzle7.cloudfront.net/53432906/Sex_appeal_in_advertising-libre.pdf?1496920395=&response-content-disposition=inline%3B+filename%3DSex_as_an_Advertising_Appeal_A_Review_of.pdf&Expires=1711617032&Signature=Au1z~RQMOOVTqd03YIeHcU8qNk5emZYDoZW3mQdFS3aYjXLpDVaSCMIx~lZ0br40w1TtQkYm-6A9m2AkzmEaw7tyVzNQXRJNE9eZtJMIFBfnTSs1V46Uopd2gYo4mfK1W-wmAr7MUDF5OxzeZuinFT6REc8LXgmRL1dHQSac7C6ZlsTXXDiTfkWpUUdTYXCqthBsOv~JJFBiB87rjhDSZZAxGM~uyS3PbKxlEaTcEz~6rlQjwBzU2YM MgLbuquhCOiLZdl4sI4bbb~s7baY8AYzNDHg-e5NUqq0V6d0l-2d4FA9yCqXZFpPwaxgLNDMmyaRhAKVEW9CaTAqXO5yPPg_&Key-Pair-Id=APKAJLOHF5GGSLRBV4ZA.

14. Nan, X., & Faber, R. J. (2004). Advertising Theory: Reconceptualizing the Building Blocks. *Marketing Theory*, 4(1-2), 7-30. <https://doi.org/10.1177/1470593104044085>.
15. Pogacar, R., Shrum, L. J., & Lowrey, T. M. (2018). The effects of linguistic devices on consumer information processing and persuasion: A language complexity × processing mode framework. *Journal of Consumer Psychology*, 28(4), 689–711. <https://doi.org/10.1002/jcpy.1052>.
16. Rehman, Fazal Ur & Javed, Farwida & Mdyusoff, Rosman & Harun, Amran & Khan, Anwar & Ismail, Fadillah. (2019). What is advertising? A short review of historical development. *Academic Research International*, 10(4), 128-143. [https://www.researchgate.net/publication/338478356 WHAT IS ADVERTISING A SHORT REVIEW OF HISTORICAL DEVELOPMENT](https://www.researchgate.net/publication/338478356_WHAT_IS_ADVERTISING_A_SHORT_REVIEW_OF_HISTORICAL_DEVELOPMENT).
17. Sawang, S. (2010). Sex appeal in advertising: What consumers think. *Journal of promotion management*, 16(1-2), 167-187. <https://doi.org/10.1080/10496490903578832>.
18. Shen, B., & Kim, Y. (2020). Green with fear: Fear appeals and temporal framing in eco-friendly clothing advertising. *Clothing and Textiles Research Journal*, 0887302X2096882. <https://doi.org/10.1177/0887302x20968821>.
19. Singh, D. R. (2023). Advertisements and emotional appeal: Influence people to get to buy. *International Journal of Multidisciplinary Trends*, 5(2), 21–24. <https://doi.org/10.22271/multi.2023.v5.i2a.255>.
20. Yousef, M., Rundle-Thiele, S., & Dietrich, T. (2021). Advertising appeals effectiveness: A systematic literature review. *Health Promotion International*. <https://doi.org/10.1093/heapro/daab204>.
21. Zhang, H., Mou, Y., Wang, T., & Hu, J. (2020). The influence of advertising appeals on consumers' willingness to participate in sustainable tourism consumption. *Complexity*, 2020, 1-10. <https://www.hindawi.com/journals/complexity/2020/8812560/>.
22. Гнітецький, Є. В., & Грібініченко, О. П. (2017). Еволюція форм сексуальних стимулів у рекламі та фактори, що вплинули на їх сприйняття

споживачами. *Економічний вісник Національного технічного університету України Київський політехнічний інститут*, (14), 286-291. Режим доступу: http://nbuv.gov.ua/UJRN/evntukpi_2017_14_46.

23. Давиденко, Н. (2015). Лінгвістичні особливості реалізації прагматичних інтенцій в англomовних рекламних текстах залежно від обраної комунікативної стратегії. *Вісник Харківського національного університету імені ВН Каразіна. Серія: Філологія*, (72), 176-179.

24. Лук'янова, Ю. (2022). Маркування товару: від міждисциплінарних до лінгвістичних досліджень. *Сучасні дослідження з іноземної філології*, (3-4), 114-130.

25. Яроцька, Г., & Федосєєва, О. (2008). Прагмалінгвістичний аналіз гумору в рекламі. *Докса*, (13), 176-184.

26. Skorupa, P., & Dubovičienė, T. (2015). Linguistic characteristics of commercial and social advertising slogans. *Coactivity: Philology, Educology/Santalka: Filologija, Edukologija*, 23(2), 108-118. Taken from: <https://www.ceeol.com/search/article-detail?id=330001>.

27. Mirabela, A., & Ariana, S. M. (2010). The stylistics of Advertising. *Fascicle of Management and Technological Engineering* (2), 183-188.

28. Radyuk, A.V., & Nikogosyan, M.V. (2022). Lexico-stylistic expressive means in the English-language lifestyle media discourse. *Issues of Applied Linguistics*, 48, 96-120. <https://doi.org/10.25076/vpl.48.05>.

LIST OF SOURCES OF FACTUAL MATERIAL

1. OldSpiceIndia. (2015, 21 January). *Introducing old spice danger zone deodrant* [Video]. YouTube. <https://www.youtube.com/watch?v=FWYfSJCVPkk>.
2. Dove US. (2022, 21 April). *Baby dove | under pressure | postpartum* [Video]. YouTube. <https://www.youtube.com/watch?v=w4OL5wPCXng>.
3. LittleBabysIceCream. (2012, 23 May). *Little baby's ice cream -- love lickers* [Video]. YouTube. https://www.youtube.com/watch?v=j0_fVzTJO-8.
4. PumpingItUp1. (2015, 18 September). *Carls jr texas BBQ burger ad unrated cut* [Video]. YouTube. <https://www.youtube.com/watch?v=Sk00z51xH3w>.
5. Secrets Resorts & Spas. (2019, 7 October). *Love. unlimited. | secrets resorts & spas* [Video]. YouTube. <https://www.youtube.com/watch?v=2gPDZun9ahA>.