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Emotion Evoking Strategies as an Effective Tool of Advertisement

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INTRODUCTION

In the 21st century, advertising has become an integral part of our lives. It seems that there is no longer a place with no advertising posters, signs, or other commercial offers. Everyone also knows the fact of using various strategies and techniques in advertising to further influence consumers. These strategies and techniques evoke certain emotions in our minds and draw our attention to the advertisement itself and its message.

The relevance of this research lies in the profound impact of contemporary advertising on human cognition and decision-making. As advertising continues to advance, understanding the mechanisms by which emotional strategies affect consumer attitudes and behaviors becomes increasingly important. This study is particularly relevant in the context of promoting lifestyle choices, such as veganism, where emotional appeal plays a pivotal role in swaying consumer preferences.

The aim of the research is to study the usage of emotion evoking strategies as an effective tool of advertising.

The subject of this research are advertising campaigns for a vegan lifestyle and vegan products, and their role in in shaping consumer behavior.

The object of the research is a perlocutionary effect of emotional advertising promoting vegan lifestyle on consumers.

The material of the study consists of advertising campaigns promoting a vegan lifestyle and vegan products.

The purpose of the research is to study emotion evoking strategies as an effective tool of advertising from different perspectives of their usage and their influence on human consciousness. This includes exploring the impact of these strategies on consumer awareness and the interplay between language and perception in the context of vegan advertising.

To achieve the research aim, the following **tasks** will be accomplished:

- Provide an overview of the specific features of English media discourse.
- Define the concept of emotional advertising
- Assess the efficiency of pragmalinguistics in studying emotional advertising
- Compile an inventory of communicative strategies and techniques in advertising discourse
- Study the designed perlocutionary effect of emotional advertising
- Provide a qualitative emotion analysis of emotional advertisements promoting vegan brands
- Analyze the effectiveness of linguistic means and visual images in emotional advertising for promoting vegan lifestyle

CHAPTER 1. EMOTIONAL ADVERTISING: THEORETICAL AND METHODOLOGICAL BASIS OF ANALYSIS

1.1. The concept of advertising, its types and features

Advertising encompasses any form of information designed to capture a consumer's attention towards a particular product or service, motivating them to take action. It is commonly utilized to promote goods and services, enhance brand visibility, and engage a specific target audience. In other words, it is "a paid form of persuasive communication that uses mass and interactive media to reach broad audiences in order to connect an identified sponsor with buyers (a target audience) ... "(Moriarty, Mitchell, Wood, & Wells, 2019, p. 65).

Advertising can be broadly categorized into commercial and non-commercial (or social) advertising. Commercial marketing is primarily used by businesses to engage with customers, increase sales, and enhance brand recognition. This involves crafting persuasive messages and campaigns that capture the attention of potential customers, often showcasing how a product or service can improve their lives. The goal of commercial advertising is to convert potential customers into paying clients by raising awareness and demonstrating the value of the offerings.

Commercial advertising platforms serve as intermediaries between advertisers and publishers, allowing brands to monitor and optimize their campaigns in real-time. These platforms are essential for expanding a brand's reach and ensuring that marketing messages effectively target the right audience.

Understanding the principles of commercial marketing is valuable for any business. By mastering these principles, businesses can better connect with their audience, influence purchasing decisions, and achieve their marketing objectives. Although commercial advertising typically focuses on generating profit, it can also serve public purposes. For example, certain campaigns might aim to raise awareness about social issues, blending commercial objectives with social responsibility (Nair, 2023).

On the other hand, social marketing (or non-commercial advertising) focuses on promoting behaviors that benefit both individuals and communities. Social marketing leverages traditional marketing concepts—such as product design, pricing, distribution, and communication strategies—to influence behavior change. Unlike commercial marketing, which aims to drive sales, social marketing seeks to ensure that the target audience adopts specific behaviors that lead to positive social outcomes, such as recycling, quitting smoking, or adopting a vegan lifestyle.

Social marketing campaigns often use mass media (like TV ads or social media campaigns) or interpersonal communication channels (such as workshops or counseling) to reach their audience. While these strategies may effectively raise awareness and intention to adopt certain behaviors, the true success of social marketing lies in whether the desired behavior change is consistently achieved and sustained. Awareness and attitude shifts are important, but they are steps toward the ultimate goal of behavior change (Andreasen, 2002).

A specialized branch of social marketing is vegan marketing, which promotes products or services entirely free of animal products. This type of marketing is a hybrid of both commercial and social marketing, as it not only aims to sell products like plant-based foods, vegan cosmetics, and cruelty-free clothing but also promotes the ethical and environmental values associated with veganism.

Vegan marketing extends beyond food to various industries where veganism is relevant, such as fashion and beauty. This approach targets not only committed vegans but also those interested in adopting a more ethical or sustainable lifestyle. Vegan brands often use specific language that resonates with their audience, such as “cruelty-free,” “vegan-friendly,” and “plant-based.” These terms clearly communicate the ethical and environmental benefits of the products and align with the values of consumers who prioritize animal welfare and environmental protection.

In addition to language, vegan marketing frequently utilizes imagery that conveys compassion and sustainability, such as images of animals, plants, or natural landscapes. Various platforms, including social media, influencer marketing, and content marketing, are key strategies for directly engaging with the audience.

For brands looking to connect with consumers who prioritize ethical, environmental, and health considerations, vegan marketing is essential. By employing targeted strategies like resonant messaging, social media engagement, and promoting vegan values, businesses can effectively reach both vegan and non-vegan consumers, tapping into a rapidly growing market segment (VP Vegan Marketing, 2023).

Different types of advertising, such as broadcast, online, outdoor, and print, each have unique impacts on consumer choices:

- **Broadcast Advertising**

This category encompasses both television and radio advertising. Television ads are particularly prevalent across various households, aiding consumers in their purchasing decisions by providing valuable information.

The combination of visuals and sounds in TV ads captures attention and reaches a broad audience, making them more impactful than print advertisements. They can rapidly enhance a brand's image and recognition.

Radio advertising, though less ubiquitous, also plays a significant role in shaping consumer behavior. Marketers dedicate a considerable portion of their budgets to radio ads, which often leverage humor to leave a lasting impression. These ads are especially crucial in large cities, where they help retailers effectively promote their products.

Both TV and radio advertisements utilize their distinct features—TV's visual and auditory appeal and radio's emotional resonance—to effectively market products and services. Recent technological advancements have further increased the efficacy of TV ads, enhancing their ability to engage and influence viewers (Qaderet al., 2022, pp. 8-13).

- Online Advertising

Online advertising has surged in popularity, offering numerous advantages over traditional media such as TV, radio, and newspapers. Internet advertisements definitely have their ability to reach a broader audience and significantly influence purchasing decisions, particularly through social media platforms.

Consumers enjoy sharing their opinions about products on social media, which in turn aids others in making informed buying choices. Social networks have become valuable sources of information, and the internet has revolutionized the way companies connect with customers globally, altering the dynamics of consumer-business interactions

The rise of online advertising underscores its power as a great alternative to traditional ads. Social media is particularly effective for customer engagement, making it essential for businesses to maintain a strong presence on platforms like Facebook, Twitter, and Instagram (Qaderet al., 2022, pp. 8-13).

- Outdoor Advertising

Outdoor advertising, such as billboards and signs on buildings and vehicles, has seen a growth in popularity. This form of advertising is effective in building and reinforcing brand images.

There are various types of outdoor ads, including those on street furniture and public transportation, but billboards, especially those on highways, are the most prevalent. Their high visibility makes them particularly effective at boosting brand awareness.

Outdoor advertising is cost-effective and has the advantage of reaching a broad audience, including individuals who are difficult to target through other media. Its ability to creatively and clearly convey messages makes outdoor advertising a valuable component of marketing strategies (Qader, K. S. et al., 2022, pp. 8-13).

- Printed Advertising

Some advertisers still rely on printed materials such as pamphlets, brochures, and flyers to enhance product promotion and drive sales. Despite sometimes being overlooked, they play a crucial role in marketing strategies.

Print advertising remains relevant today for several reasons. It boasts higher memorability compared to online ads and has been a cost-effective means of reaching audiences through mediums like newspapers and magazines, which are widely accessible (Qader, K. S. et al., 2022, pp. 8-13).

Moreover, print pieces, particularly those with vibrant visuals, positively influence consumer behavior and stimulate sales.

After familiarizing with the most common types of advertising, it is important to outline their main features. Although the specifics of advertising can somehow vary depending on the type, still several fundamental elements are common to all forms:

- Creativity and Message

The concept of creativity itself is difficult to define and depends on who the direct “recipient” is. However, creativity can easily be attributed to elements such as catchy slogans, memorable visuals, and engaging narratives, which play a crucial role in capturing the audience's attention and differentiating a brand. For example, a slogan should be short, informative, memorable, and closely aligned with the brand it represents. Its purpose is to capture attention and convey the company's mission or the essence of its products. A slogan serves as a company's signature, making the brand more recognizable and easier to remember.

The message, or content, should be concise and easy to read to maintain the audience's interest. Short, engaging ads with simple language are more effective. Incorporating references to other texts (intertextuality) can add depth and meaning. Adjectives vividly describe the product, while rhetorical devices enhance the message's appeal. Directly addressing the audience fosters a personal connection (Amiritdinova, 2022).

- Emotional Appeal

The emotional appeal of an advertisement is directly tied to its content and message. Many companies recognize that evoking emotions can significantly boost consumer interest and strongly influence purchasing behavior. For this reason, marketers aim for their customers to form an emotional connection and a sense of association with the brand (Vrtana & Krizanova, 2023).

- Brand Consistency

Brand consistency involves recognition achieved through diverse communication and marketing efforts. It's essential for brands to ensure that customers can identify their marketing materials. In today's highly competitive global environment, maintaining brand consistency is crucial (Bardož, 2023).

To create a cohesive brand, companies must begin by clearly defining and expressing their message. This foundational element directs every design as well as the choice of strategies, impacting everything from slogan creation to advertising, customer interactions and reactions, and more (Crawford, 2023).

In conclusion, advertising is a multifaceted tool designed to engage consumers and drive action towards products or services. It serves to promote goods, enhance brand visibility, and connect with targeted audiences through various channels and strategies. Broadly categorized into commercial and non-commercial (or social) advertising, this field encompasses a range of approaches tailored to different goals.

Commercial advertising focuses on driving sales and building brand recognition through persuasive messaging and real-time campaign optimization. It plays a critical role in connecting businesses with potential customers, showcasing product benefits, and achieving marketing objectives. Meanwhile, social marketing aims to influence positive behavioral changes for societal benefit, using traditional marketing techniques to promote actions such as recycling or adopting healthier lifestyles.

A specialized form of social marketing, vegan marketing, merges commercial and social objectives by promoting vegan products and ethical values, targeting both committed vegans and those interested in sustainable living. This approach leverages resonant messaging and imagery to appeal to consumers' values while expanding market reach.

The impact of different advertising types—broadcast, online, outdoor, and print—varies in its effectiveness based on the medium's unique characteristics and reach. Each type, from TV's visual impact to the broad reach of online platforms and the high visibility of outdoor ads, plays a significant role in shaping consumer behavior and brand perception.

Ultimately, successful advertising relies on several core elements: creativity, emotional appeal, and brand consistency. Creative and engaging content, combined with an emotional connection and a cohesive brand message, enhances the effectiveness of advertising efforts. By integrating these fundamental elements, advertisers can craft compelling messages that resonate with their audience, strengthen brand recognition, and achieve their strategic objectives.

1.2. Pragmalinguistic approach to the study of emotional advertising

As is well known, emotions heavily influence how people decide to make purchases. Once consumers form an opinion about a product, it tends to stick with them and affects their future buying decisions. Advertisements can evoke specific feelings, making people more or less likely to buy. Emotional marketing helps brands build personal connections with their audience.

"Emotional marketing refers to marketing and advertising efforts that primarily use emotions to make your audience notice, remember, share, and buy your product. It typically concentrates on a single emotion like happiness, sadness, anger, or fear to elicit a consumer response" (Decker, 2018).

To effectively look at emotional marketing through the focus of pragmalinguistics, it is essential to first study the concepts of pragmatics and the pragmalinguistic approach.

Pragmatics itself is a subfield of linguistics that explores the relationship between linguistic expressions and their contextual usage. This discipline underscores the critical role of context in understanding and facilitating effective communication (Taguchi & Kádár, 2023).

Communication has always been considered a context-dependent phenomenon, emerging in various forms depending on complex circumstances or situations, known as "contexts", which add new dimensions to everyday life. Context acts as a boundary where communication occurs, serving distinct social purposes and altering the meaning of communicative actions in specific situations. Pragmatics, the study of language use in context, heavily emphasizes the importance of context: "Context is a constitutive concept of pragmatics, because without context pragmatics simply could not exist" (Poznan, 2004, p. 45).

The pragmalinguistic approach, an integral part of pragmatics, examines how specific language forms are used to convey pragmatic functions, focusing on the integration of linguistic and pragmatic elements. This approach is particularly useful in analyzing media texts and argumentation, as it highlights how arguments are structured and communicated within different contexts. The approach underscores the importance of both the choice of words and the intended pragmatic effect in conveying meaning effectively (Muzaffarova & Baxtiyorova, 2024, pp. 47-48).

As it becomes evident, each advertisement conveys a specific meaning and message aimed at its target audience, namely potential consumers. For the scientific analysis of media texts, the pragmalinguistic approach is particularly effective.

This approach allows for the examination of the interplay between linguistic and pragmatic elements, as well as an understanding of the broader communicative context within the advertisement and its influence on consumers.

Humans constantly experience different emotions that change throughout the day depending on their experiences. Emotions play a crucial role in how we communicate with others and can be expressed through both verbal and nonverbal means, such as words, facial expressions, and body language. Additionally, specific words can be used to intensify the emotions we convey when we speak.

Therefore, when exploring various methods of communication and their realization, it is important to consider the concept of speech acts.

A speech act, a type of verbal communication and a branch of pragmatics, that frequently occurs in both verbal and nonverbal interactions. According to Yule (1996), speech acts involve examining how speakers and listeners employ language. According to Bach (1982), actions in verbal communication similarly carry their own messages, and communication involves both language and actions. In summary, a speech act is an utterance that performs a specific function or action, where the term "act" refers to the action performed by the utterance.

The concept of speech acts encompasses three main types: locutionary, illocutionary, and perlocutionary.

- Locutionary speech acts involve uttering phrases with specific meanings and references, similar to traditional definitions of meaning (Austin, 1962; Yule, 1996).

An example of locutionary speech acts can be found in Animal Aid's "7-Day Vegan Challenge" campaign (2023). The advertisement includes the phrase "All Animals Deserve to Live Free," which is a locutionary act because it explicitly conveys a message with a specific, literal meaning: it asserts the belief that all animals should have the right to freedom, appealing to ethical principles of fairness and justice. In the context of a locutionary act, the phrase's primary function is to express a specific proposition — that animals have an inherent right to live freely, just like humans. There is no hidden or implicit meaning; the statement is straightforward in its ethical claim. This reference appeals to the moral and ethical consciousness of the audience by making a clear and unambiguous assertion.

The phrase "Try Vegan for 7 Days" is another example of an imperative locutionary act, as it directly addresses the audience, urging them to take a specific action: adopting a vegan lifestyle for a trial period of seven days.

The locutionary force of this phrase lies in its clear, instructional nature; it gives a precise recommendation without ambiguity or implication. The use of the imperative "Try" makes it an example of a direct and straightforward call to action. The phrase also has a clear reference to a specific action — trying out a vegan lifestyle — which is the main intention of the advertisement.

As a whole, the advertisement effectively uses locutionary speech acts to communicate its messages clearly and directly. The locutionary act is realized through the literal meanings of the statements made, which are unambiguous and straightforward. The first phrase provides an ethical assertion, while the second offers a specific call to action, both of which serve the purpose of influencing the audience's attitudes and behaviors regarding veganism.

By employing locutionary speech acts, the advertisement ensures that its message is easily understood by the audience, enhancing its effectiveness in promoting a vegan lifestyle and raising awareness about animal rights.

- The illocutionary act in speech acts involves the communicative force carried by an utterance, such as making promises, apologizing, or offering (Yule, 1996). This act is characterized as performing an action through speech. It is considered the most fundamental level of action in speech acts because it reflects the intended force or effect desired by the speakers.

An example of an illocutionary speech act in advertising can be seen in a poster by Mercy for Animals (MFA India, 2018) promoting a vegan lifestyle. The poster features the text "Go vegan. Save lives." alongside a peaceful image of sheep living freely. The phrase "Save Lives" serves as a directive illocutionary act, actively urging the audience to reflect on how their dietary choices impact the lives of animals. It implies that adopting a vegan lifestyle directly contributes to saving animals from harm or death.

Implicit in this message is a promise: by choosing veganism, consumers are promised the satisfaction of knowing they are contributing to the protection of animal lives. This promise plays on the ethical appeal of the audience, aiming to convince them that their actions can make a noticeable difference. The communicative force of this advertisement is powerful and clear. It seeks to influence the audience by appealing to their sense of morality and compassion, encouraging them to take immediate action. The illocutionary act here is deeply tied to the act of urging and persuading the customers to change their behavior, showcasing the direct connection between speech and action in the context of vegan advocacy.

Another example of an illocutionary speech act is evident in PETA's "We Are All Animals" campaign (PETA, 2019). The phrase "We Are All Animals" directly conveys the idea that humans and animals share fundamental traits and, therefore, deserve equal ethical consideration. Similarly, "Live Vegan" provides a clear, actionable directive for adopting a vegan lifestyle. The phrase "End Speciesism" clarifies the concept of speciesism—discrimination based on species membership. Each of these phrases communicates a specific message or call to action with direct and unambiguous meanings, effectively demonstrating the principles of illocutionary speech acts.

- A perlocutionary act describes the influence that words exert on a listener. Austin (1962, pp. 108 -109) explains that it encompasses the effects generated by an utterance. These effects include actions such as convincing, persuading, deterring, surprising, and misleading, all accomplished through speech.

An example of a vegan advertisement that effectively employs a perlocutionary speech act is the message, "If You Love Animals, How Can You Choose to Eat One...and Love the Other?"(Gunewardene, 2019). The ad features stark images of a dog, cat, chicken, and pig side by side, accompanied by this thought-provoking question. The phrase is crafted to make consumers question their dietary choices and highlight the inherent contradiction between loving some animals while consuming others. This perlocutionary act is designed to create cognitive dissonance in viewers, prompting them to reconsider their habits and potentially adopt a vegan lifestyle.

The comparison of beloved pets with farm animals is intended to evoke strong emotional responses, particularly feelings of guilt or empathy. The ad seeks to influence the audience by encouraging them to see all animals as individuals deserving of care, rather than as food.

The perlocutionary force of this advertisement is not only about informing the audience; it aims to shape their thoughts, emotions, and ultimately their actions. By drawing a powerful contrast and presenting a compelling message, the ad endeavors to convince consumers to align their actions with their values, potentially leading them to embrace a vegan lifestyle.

Speech acts encompass the varied ways in which language is used to convey meaning, perform actions, and impact listeners. By examining locutionary, illocutionary, and perlocutionary dimensions, one can gain a comprehensive understanding of how verbal and nonverbal communication functions in various contexts.

Pragmatics also includes understanding how speakers strategically organize and structure discourse to achieve specific communicative goals. Marketing communications strategies and tactics involve how companies communicate with their customers using various methods to share information. It determines what, where, how, and who delivers messages that resonate. The choice of strategy depends on the knowledge, past experiences, cultural and even geographical backgrounds.

Communicative strategies are actions aimed at achieving a communicative goal, tailored to the type of information being conveyed and the speaker's intention. In advertising discourse, communication strategies apply verbal, visual, and combined tactics to influence effectively. The visual component plays a central role in advertising messages, serving as a powerful tool of persuasion. Therefore, effective social advertising typically integrates both verbal and visual methods to create a unified visual, semantic, and functional entity. By employing strategies and tactics, socially oriented advertising successfully integrates into modern society's information space, effectively shaping audience perception (Terskikh, 2020, pp. 164-166).

To analyze the communicative strategies of social advertising, I will use the classifications of strategies proposed in studies conducted by Melko Kh. B. (2019) and Terskikh M. V. (2020).

According to Melko (2019), advertising seeks to promote products or services by employing strategic methods to influence the target audience. These strategies aim to maintain the advertised item in the audience's mind, enhance their understanding of it, emphasize its benefits, generate interest, and ultimately persuade them to select the advertised product or service.

To provide a clearer understanding of the different advertising strategies, the following table summarizes the key types, their distinguishing criteria, and the emotional tone of their messages:

Type of Strategy	Differentiation Criteria	Emotional Tone
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Positioning Strategy	Emphasizes unique features, positive attributes, and value assessments to stand out.	Neutral to Positive: focused on creating a favorable perception.
Value-Oriented Strategy	Connects the product with values and lifestyles cherished by the target audience.	Positive: appeals to core values and aspirations of the audience.
Argumentative Strategy	Uses logical demonstrations, factual evidence, and comparisons to meet audience needs.	Rational to Neutral: relies on reasoning and evidence.
Strategy of Formation of Emotional Mood	Creates appealing symbolic attributes to evoke an emotional response.	Emotional: evokes feelings through imagery and tone.
Optimization Strategy	Enhances ad effectiveness by addressing negative perceptions and simplifying messaging.	Reassuring to Neutral: focuses on clarity and familiar language.
Inviting Strategy	Encourages the audience to take specific actions, assures benefits, and visualizes outcomes.	Motivational: persuasive and future-oriented.
Mnemonic Strategy	Utilizes cognitive mechanisms like repetition and personal experience to enhance memorability.	Engaging: connects with personal experience, repetition reinforces memory.
Attention Management Strategy	Focuses audience attention using psychological triggers, creative presentation, and brevity.	Captivating: uses triggers and provocative elements to maintain focus.

Table 1. Pragmatic design of advertising strategies

This table categorizes various advertising strategies based on their key features, criteria for differentiation, and the emotional tone they typically evoke in their target audience.

- **Positioning Strategy** focuses on differentiating a product by highlighting its unique attributes, which typically generates a neutral to positive emotional response as it aims to establish a favorable perception.
- **Value-Oriented Strategy** connects with the audience's values and lifestyle, evoking a positive emotional tone by aligning the product with the audience's core beliefs.
- **Argumentative Strategy** is more rational, relying on logic and evidence to convince the audience, thus maintaining a more neutral emotional tone.
- **Strategy of Formation of Emotional Mood** aims to create an emotional appeal by crafting symbolic attributes that resonate with consumers, often leading to a strong emotional response.
- **Optimization Strategy** focuses on improving the effectiveness of ads by simplifying messaging and addressing negative perceptions, which provides a reassuring and neutral tone.

- **Inviting Strategy** is designed to motivate the audience to take action, creating a persuasive and forward-looking emotional tone.
- **Mnemonic Strategy** makes ads more memorable by leveraging cognitive mechanisms like repetition, which engages the audience by drawing on personal experiences.
- **Attention Management Strategy** employs psychological triggers and creative techniques to capture and hold the audience's attention, often using captivating and provocative elements to maintain focus.

Having summarized the key types of advertising strategies, their distinguishing criteria, and emotional tones in the table above, the following analysis will look into each strategy in greater detail. Each strategy is designed to achieve different marketing objectives and address specific aspects of consumer psychology, making them effective tools in various advertising contexts.

Building on the classification presented in Melko's (2019) study, the subsequent discussion will examine the following advertising strategies in depth:

- **Positioning Strategy**

This strategy seeks to convey specific information about an advertised item to the target audience, aiming to distinguish it from similar products or services and foster a favorable perception. This is accomplished through various tactics, such as highlighting unique features, emphasizing positive attributes, and providing value assessments that make the item stand out.

A prime example of a successful positioning strategy is Beyond Meat's "Go Beyond" campaign (Beyond Meat, 2024; EcoHungry, 2019). This advertising campaign features visually appealing images of burgers that look deliciously appetizing, immediately capturing consumers' attention. Beyond Meat's strategy highlights the brand's innovative approach to plant-based protein, emphasizing that their products are made from simple, non-GMO ingredients, delivering the same juicy, meaty taste and texture as traditional meat—without any of the drawbacks. This unique positioning helps the brand stand out in the increasingly competitive plant-based market.

In addition to taste, the campaign also spotlights the health benefits of plant-based proteins, such as lower cholesterol, and underscores the environmental advantages, including reduced greenhouse gas emissions, land use, and water consumption compared to traditional animal farming.

Overall, the campaign effectively establishes Beyond Meat as a leader in the plant-based food industry, creating a strong brand identity centered around health and sustainability. It serves as a compelling example of how a well-executed positioning strategy can create a distinct and favorable perception in the minds of consumers within the vegan market.

- Value-Oriented Strategy

This strategy aims to connect an advertised product or service with the values and lifestyles cherished by the target audience. It involves promoting the product or service in a way that associates it with concepts that hold significant value for the audience. To implement this strategy, tactics may include considering the specific value orientations of the recipient, appealing to universal values such as common sense, benefit, satisfaction, etc. Essentially, it's about positioning the product or service in a manner that resonates with the audience's core values and aspirations.

A standout example of a value-oriented strategy in vegan advertising is Oatly's "It's Like Milk, But Made for Humans" campaign (Wolfe, 2018). This campaign effectively connects the product with the values and lifestyles of health-conscious, environmentally aware consumers who prioritize ethical consumption and personal well-being.

In particular, Oatly's messaging centers on the idea that oat milk is a more natural and ethical choice than cow's milk, further emphasizing that "cow's milk was originally designed for baby cows." By framing oat milk as "made for humans," Oatly appeals to common sense, thereby positioning plant-based alternatives as the logical and beneficial choice.

Moreover, the campaign strongly resonates with consumers who value health and sustainability, as it emphasizes that oat milk is not only lactose-free and beneficial for personal health but also has a much lower environmental impact compared to dairy milk. This alignment with the values of consumers concerned about both their well-being and the planet is key to the campaign's success.

In conclusion, the "It's Like Milk, But Made for Humans" campaign has been highly effective in positioning Oatly as a brand that mirrors the values of its target audience. Ultimately, this campaign exemplifies how a value-oriented strategy can successfully connect a product with the core values of its audience, fostering a deep and lasting emotional connection with the brand.

- Argumentative Strategy

This strategy relies on logically demonstrating that the qualities of a product or service meet the needs of the target audience, thereby shaping a meaningful attitude towards the advertisement. To implement this strategy effectively, tactics include referencing factual evidence that supports the product's benefits, contrasting it with alternatives, analyzing differences, and providing repeated citations and illustrations to reinforce these arguments. Ultimately, it aims to convince the audience through sound reasoning and evidence that the advertised product is the optimal choice to fulfill their needs.

A compelling illustration of the argumentative strategy in vegan advertising is the "Silk vs. Dairy" campaign by Silk (Silk, 2024). This campaign effectively demonstrates the benefits of choosing soymilk over traditional dairy milk by leveraging logical arguments supported by facts, comparisons, and evidence.

The aim is to persuade consumers of the health, environmental, and ethical advantages of Silk soymilk.

The campaign presents clear, factual evidence highlighting the nutritional benefits of Silk soymilk, such as its high calcium content, low amount of calories, and lack of added sugars and fats—attributes often found in dairy milk. These facts are strategically used to appeal to health-conscious consumers seeking nutritious and safe alternatives to dairy.

Furthermore, the campaign analyzes and contrasts soymilk with dairy milk across various contexts. It emphasizes the environmental benefits of plant-based milk as regarded "two earth-lovin' reasons", including reduced greenhouse gas emissions and lower water usage. The campaign reinforces these arguments by providing a comparison table and environmental statistics, along with compelling infographics to make the evidence more accessible and memorable for consumers.

The "Silk vs. Dairy" campaign successfully persuades a wide audience, stating that Silk soymilk is a logical and advantageous alternative to dairy. By grounding its message in factual evidence and clear comparisons, the campaign effectively shaped a positive perception of Silk soymilk, ultimately boosting consumer adoption and fostering brand loyalty.

- Strategy of Formation of Emotional Mood

This strategy seeks to evoke an emotional response in advertising by crafting distinct symbolic attributes for the product. The objective is to develop an appealing image that resonates with consumers, influencing their feelings and emotions. To achieve this, various tactics are employed: an attractive image of the product and the tone of the advertisement that are to establish associations or desirable qualities, making the product more eye-catching to consumers.

An effective example of the strategy of formation of emotional mood in vegan advertising is the "Follow Your Heart" campaign by Follow Your Heart (FYH, 2024). The campaign is designed to create a strong emotional connection with consumers by appealing to themes of personal fulfillment, authenticity, and living a values-driven life.

The campaign featured vibrant, uplifting visuals and inspirational messaging that highlighted the joy and satisfaction of making ethical choices. It used imagery of people enjoying delicious vegan products and engaging in joyful activities, which aimed to evoke feelings of happiness and contentment associated with living in alignment with one's values.

Moreover, with a positive and encouraging tone, the campaign emphasizes the personal and emotional benefits of choosing vegan products. It underscores the belief that following one's heart and making better food choices contributes to a better world. In this way, by connecting the brand with these emotionally charged concepts, the campaign aims to make consumers feel genuinely good about their decisions.

Through heartwarming stories and engaging visuals, Follow Your Heart vividly illustrates the positive impact of choosing their products. The imagery often includes happy families, vibrant meals, and personal moments that resonate deeply with consumers, reinforcing the idea that choosing vegan products can enrich one's life.

As a result, the "Follow Your Heart" campaign has successfully created a strong emotional bond between the brand and its audience. By focusing on themes of personal fulfillment and ethical living, the campaign effectively positions Follow Your Heart as a brand that supports consumers in living authentically and joyfully.

This emotional connection helps to strengthen brand loyalty and appeal to consumers who value both the emotional and ethical dimensions of their purchasing decisions.

- Optimization Strategy

This advertising strategy aims to enhance the effectiveness and influence of ads by addressing negative perceptions and attitudes that customers may have towards advertising. Tactics inherent in this strategy include using familiar language, ensuring simplicity and clarity in messaging as well as employing the language game and appealing to different ways people process information.

The "Try Vegan This Month" campaign by Veganuary is a great example of an effective optimization strategy in action (Veganuary, 2024; Veganuary, 2021). The campaign directly addresses common concerns about veganism, such as the perception that it's too difficult or expensive.

To counter these fears, Veganuary offers practical solutions like easy-to-follow recipes, shopping guides, eating-out tips, and even email coaching, making the transition to veganism simple and enjoyable for participants.

Veganuary also addresses misconceptions about the nutritional value of a vegan lifestyle by providing clear, evidence-based information that reassures audience about the health benefits of veganism. This approach helps to remove any doubts and makes the vegan diet more approachable for those who may be hesitant.

The campaign stands out in using simple, relatable language that resonates with everyday people. By avoiding technical jargon and instead opting for a friendly, accessible tone with phrases like "Try Vegan" or "Give it a Go," Veganuary makes the idea of adopting a vegan lifestyle feel more achievable. The use of playful and engaging language, such as "New Year, New You," further reinforces the idea of a fresh start and personal growth, making the challenge of going vegan less intimidating.

Moreover, the campaign often features stories from ordinary people who have successfully participated in Veganuary, sharing their positive experiences and relatable challenges. These personal success stories add authenticity and help potential participants feel more connected to the movement.

Visually, Veganuary is highly effective, utilizing vibrant, colorful images of delicious vegan meals along with clear, simple infographics that highlight the benefits of veganism for health, animal welfare, and the environment. This visual appeal enhances the campaign's attractiveness and encourages more people to take part.

In summary, Veganuary's campaign masterfully employs the optimization strategy by addressing barriers, simplifying the message, and appealing to a wide audience, making the idea of trying veganism for a month both accessible and attractive.

- Inviting Strategy

This strategy is to convince people to make a purchase or use a service that is being advertised. It is typically reinforced by encouraging the audience to take a specific action, making assurances about the benefits or outcomes of using the product or service and creating a vision of how the product or service will improve the customer's future or solve their problems.

A great instance of a vegan advertising campaign that employed an inviting strategy is the "Impossible Foods: Eat Meat. Save Earth." campaign (Impossible Foods, 2018).

To begin with, this campaign directly invites consumers to choose the Impossible Burger as a delicious alternative to traditional beef. With slogans like "Eat Meat. Save Earth." and "Feel Good," it encourages customers to experience the same satisfying taste and texture of a burger, but with a plant-based twist.

Moreover, the campaign shows customers that the Impossible Burger not only offers all the flavor and enjoyment of a traditional beef burger, but also significantly reduces environmental impact. It emphasizes how the product uses far less water and land and emits fewer greenhouse gases than traditional beef production, reassuring consumers that they're making a choice that's good for both their taste buds and the planet. Consequently, this messaging paints a vision of a future where people can continue to enjoy their favorite foods without harming the environment.

In summary, the Impossible Foods "Eat Meat. Save Earth." campaign effectively uses the inviting strategy by directly encouraging consumers to try the Impossible Burger, reassuring them of its health, taste and environmental benefits, and creating a compelling vision of how choosing plant-based options can contribute to a more sustainable future.

To conclude, these diverse advertising strategies are meticulously crafted to address various facets of consumer engagement, with the ultimate goal of ensuring that the advertised product remains memorable, relevant, and compelling to its target audience. By leveraging distinct approaches, these strategies work in concert to enhance the overall effectiveness of advertisements and significantly increase the likelihood of consumer purchase decisions.

Collectively, the strategies create a strong and persuasive message by settling different aspects of consumer motivation. From strategic positioning and value alignment to logical arguments and emotional appeals, each approach plays a vital role in shaping consumer perceptions and fostering positive actions. For instance, Beyond Meat's positioning strategy in its "Go Beyond" campaign highlights the product's unique health and environmental benefits, making it stand out in a crowded market. Similarly, Oatly's value-oriented strategy connects with health-conscious consumers by framing oat milk as a more ethical and natural choice, resonating with their core values.

The argumentative strategy, as seen in Silk's "Silk vs. Dairy" campaign, uses logical evidence to persuade consumers of the benefits of plant-based milk, reinforcing the product's advantages through factual comparisons. Meanwhile, the strategy of forming an emotional mood is effectively employed in Follow Your Heart's campaign, which creates a strong emotional connection with consumers by appealing to themes of personal fulfillment and ethical living. The optimization strategy, demonstrated by Veganuary's "Try Vegan This Month" campaign, addresses common barriers to veganism, making the lifestyle more accessible and attractive through practical solutions and relatable messaging. Lastly, the inviting strategy in Impossible Foods' "Eat Meat. Save Earth." campaign directly encourages consumers to try the Impossible Burger by highlighting its taste and environmental benefits, thus painting a vision of a sustainable future.

Furthermore, the emotional undertones involved in these campaigns not only boost engagement but also cultivate a deeper connection between consumers and the brand. By appealing to emotions such as elevation, disgust, guilt, and awe, these campaigns create deep emotional bonds that encourage consumers to adopt more ethical lifestyles. This, in turn, drives heightened awareness and sustained brand loyalty, promoting a broader cultural shift towards sustainable and compassionate consumption. As these examples demonstrate, understanding and leveraging a combination of strategic and emotional appeals is key to crafting persuasive and impactful advertising in the realm of vegan advocacy.

The classification presented in the study by Terskikh M.V. (2020), likewise warrants careful attention. In addition to the strategies outlined above, the author's work contains information about mnemonic strategy and attention management strategy.

A mnemonic strategy involves various cognitive mechanisms to make advertisements more memorable and effective. The main tactics utilized in this strategy are a direct appeal to personal experience, which helps to reduce distance and enhance engagement, and repetition, which involves incorporating repeated elements within advertising messages.

A notable example of a vegan advertising campaign that used a mnemonic strategy is the "Go Meatless Monday" campaign (Meatless Monday, 2024).

This campaign effectively taps into the common experience of weekly meal planning by designating a specific day—Monday—for a meat-free focus. By integrating "Go Meatless Monday" into consumers' routines, it makes the idea of going meatless more accessible and practical. Additionally, the campaign appeals to personal health goals, encouraging individuals to adopt a meatless day as a step toward a healthier lifestyle, thereby increasing its personal relevance and memorability.

The campaign's name, "Go Meatless Monday," utilizes alliteration as a mnemonic device, making the concept both easy to remember and repeat. The consistent repetition of this message across various posters further reinforces the idea each week.

Overall, the "Go Meatless Monday" campaign exemplifies a successful mnemonic strategy by making the message personally relevant, using repetition to reinforce the concept, and creating a memorable and sustainable change in behavior. This approach helps the campaign stay top-of-mind and encourages long-term engagement with the idea of reducing meat consumption.

An attention management strategy aims to focus the audience's attention on the advertised product or service and its key features. One of the tactics utilized in this strategy is oriented to activate involuntary attention through "triggers", which can be psychological stimuli or technical methods. Technical methods imply using unique and creative forms of presenting information that increases originality, thereby enhancing the likelihood that the audience will remember and share the information. Another tactic is known as the fixation of the audience's attention. It involves moving from capturing attention involuntarily to holding it voluntarily, so that keeping the audience engaged once their attention has been grabbed. This tactic achieved by applying certain circumstances namely the brevity of information in advertisements and leveraging elements that are difficult for consumers to ignore due to natural human instincts, such as provocative imagery.

An example of an advertizing promoting a vegan product that uses effective attention management strategy is "Hellmann's Vegan Mayonnaise" campaign (Hellmann's, 2024).

The campaign includes vibrant ads, eye-catching digital banners. The visuals often feature Hellmann's Vegan Mayonnaise in a bright, appealing style. One standout ad might show a classic mayonnaise jar with bold, playful text overlaying it, such as "Real Taste. Less Waste" or "Mayonnaise as it should be". By fixating the audience's attention, the ads deliver a clear and simple message: "Hellmann's Vegan Mayonnaise

– Creamy taste without the eggs.” This straightforward approach ensures that the key benefits are communicated quickly.

The Hellmann’s Vegan Mayonnaise campaign effectively captures attention through vibrant visuals and imagery. By clearly communicating the benefits of the product in a straightforward manner and using engaging content and interactive features, the campaign successfully maintains audience focus. The combination of concise messaging, memorable branding, and interactive elements helps ensure that Hellmann’s Vegan Mayonnaise remains top-of-mind for consumers.

Consequently, the mnemonic strategy emphasizes making advertisements memorable by directly appealing to personal experiences and employing repetition. This approach not only enhances engagement but also reduces the psychological distance between the advertisement and the audience, making the message more relatable and easier to recall. For instance, the "Go Meatless Monday" campaign effectively uses these techniques by integrating the concept into consumers' weekly routines and utilizing repetition to reinforce the message.

On the other hand, the attention management strategy focuses on capturing and maintaining the audience's attention. It employs triggers to activate involuntary attention and utilizes creative presentation methods to sustain engagement. Techniques such as brevity of information and provocative imagery, as seen in the "Hellmann’s Vegan Mayonnaise" campaign, help ensure that the advertisement stands out and keeps the audience interested.

Overall, these strategies underscore the importance of strategic cognitive mechanisms in advertising. By making advertisements memorable and capturing audience attention, they significantly enhance the effectiveness of marketing campaigns, driving consumer behavior and brand recall.

1.3. Ethical appeals in emotional advertising

Emotions are fundamental responses to perceived changes, threats, or opportunities in our environment. Generally, these emotions are closely tied to an individual's self-interest. For example, fear often arises in response to personal threats, while joy typically results from personal achievements. However, there exists a distinctive category of emotions known as moral emotions, which emerge in reaction to events that do not directly impact the individual. Instead, these emotions are connected to broader social concerns and the well-being of others. Moral emotions can be either positive or negative. For instance, anger at injustice or compassion for someone else's suffering are considered moral emotions because they address issues extending beyond individual self-interest (Pinich, 2018).

The evolution of emotions in humans likely stems from the need for quick and reliable responses to situations directly affecting survival and well-being. Yet, what is particularly intriguing—and uniquely human—is the considerable portion of our emotional life dedicated to reacting to social events that do not directly affect us personally. This is where moral emotions play a crucial role, as they highlight our capacity to engage with issues that surpass personal interests (Haidt, 2003).

In the realm of ethics, also known as moral philosophy, concepts of right and wrong conduct, good and bad outcomes, and the principles guiding human behavior in both individual and societal contexts are explored (Domie et al., 2023). These ethical considerations are particularly relevant in marketing, where businesses frequently employ strategies that significantly impact consumer behavior. One such strategy is emotion marketing, which aims to forge emotional connections between consumers and brands by appealing to human emotions (Vrtana & Krizanova, 2023).

Emotion marketing is crafted to build long-term, meaningful relationships with customers by making them feel valued and respected (Robinette et al., 2001). Through emotional appeals in advertising, brands can capture consumer attention and shape perceptions, often influencing brand loyalty (Mogaji, 2018). However, it's crucial to use these strategies ethically. Emotional appeals can be powerful for connecting with customers, but they can easily cross into manipulation if not handled with honesty and respect for the customer's autonomy.

Furthermore, ethical principles are not merely outcomes of individual thought processes; they are significantly shaped by social environments, comparisons, and interactions (Islam, 2020). This perspective is vital in emotion marketing, where the emotions targeted by advertisements are influenced by cultural norms and societal values. For instance, the use of particular colors in advertising—such the color blue, for instance, to evoke trust and security (Solomon et al., 2016)—reflects a broader cultural understanding of these colors' meanings.

Given that these emotional responses are fostered within specific social contexts, marketers have an ethical responsibility to ensure their appeals do not exploit cultural or social vulnerabilities. Additionally, the evolving nature of ethical inquiry, where diverse perspectives intersect and develop, mirrors the dynamic strategies in emotion marketing (Rachels & Rachels, 2012).

Ultimately, while emotional appeals can be powerful, marketers must be cautious not to manipulate consumers by exploiting their emotions. Ethical marketing strategies should strive to build genuine connections based on mutual respect and understanding.

In Jonathan Haidt's framework (2003), emotions are categorized based on their triggers and their relationship to personal interests:

- **Self-Related Emotions:** These emotions, such as fear and happiness, primarily arise in response to events that directly affect the individual. For example, one might feel happy for a friend's success or fearful when faced with a personal threat.
- **Disinterested Emotions:** In contrast, some emotions can be triggered even when the event does not involve the individual personally. For instance, reading about an injustice or viewing an image of suffering can evoke feelings of anger or sympathy, even if the individual is not directly affected.
- **Moral Emotions:** These are a subset of emotions particularly tied to moral concerns. They are triggered by events that do not have a direct impact on the individual but are significant from a moral perspective. For example, moral emotions like outrage at injustice or compassion for others' suffering reflect concerns that extend beyond personal interests.

Jonathan Haidt analyzes how emotions such as contempt, anger, and disgust are fundamental to human morality. According to Haidt, evolutionary theorists suggest that our moral sense evolved to manage reciprocal altruism—the balance between cooperation and the need to punish or avoid those who exploit or cheat. While many social animals benefit from cooperation, humans possess unique mechanisms for maintaining social order.

Unlike other animals, which primarily evaluate interactions on a one-to-one basis, humans have the ability to track and assess the reputations of many individuals over time. This capacity, aided by language and social interactions, allows us to determine who is trustworthy.

As a result, we can respond strongly to ethical violations, even when they don't directly affect us. Emotions like contempt, anger, and disgust develop in response to others' behaviors or character, reflecting our concern for upholding social and moral standards.

Haidt emphasizes that while anger is often viewed as a disruptive force, it serves a significant moral function. Anger is not just a reaction to personal insults or frustrations but a response to perceived injustices. Contempt, anger, and disgust are crucial for managing social relationships and maintaining moral standards, stemming from our evolutionary need to cooperate and monitor social behavior. Anger, in particular, plays a vital role in responding to unfairness and defending moral values, highlighting the complexity of our social and moral nature.

Haidt also examines disgust, an emotion with both physical and social dimensions that plays a significant role in human morality. Disgust initially arises as a response to physical sensations, such as encountering spoiled food or unpleasant odors. Over time, this basic survival instinct evolved to address not only physical but also social and moral violations. Today, disgust extends to behaviors and situations deemed morally or socially unacceptable, even if they don't involve direct physical repulsion.

This evolution of disgust from a survival mechanism into a complex social tool reflects its adaptation to help uphold cultural and moral standards. Originally designed to avoid harmful substances, disgust now aids in managing social norms by prompting individuals to avoid or reject anything associated with the source of their disgust. This can manifest as steering clear of individuals perceived as morally tainted or rejecting objects connected to them. While disgust plays a key role in enforcing cultural norms, it can also lead to exclusion and condemnation based on perceived moral violations, highlighting its complex role in personal and collective morality.

One prime example of a campaign that effectively uses disgust and anger to persuade consumers is Silk's "Silk vs. Dairy". By presenting facts that highlight the nutritional and environmental drawbacks of dairy milk, the campaign evokes disgust towards traditional dairy products and anger at the harm they cause. These emotions drive consumers to consider Silk's plant-based alternatives as not just a healthier choice, but a morally superior one, reinforcing their commitment to ethical eating.

Another great example is Hellmann's Vegan Mayonnaise campaign that also effectively uses disgust and gratitude. The campaign contrasts the traditional egg-based mayonnaise with its vegan alternative, subtly evoking disgust at the idea of consuming animal products. Simultaneously, it cultivates gratitude for a product that offers the same creamy taste without the ethical concerns, reinforcing the appeal of choosing plant-based options.

Contempt, another moral emotion Haidt explores, is often seen as a blend of anger and disgust. Contempt typically arises when someone feels morally superior to another person, leading to a sense of looking down on them. Unlike anger or disgust, contempt is considered a "cool" emotion—less intense but equally impactful.

When contempt is felt, there is a reduced likelihood of showing warmth, respect, or care toward the person it is directed at. Instead, the person may be dismissed as unimportant or unworthy of attention. This emotion can diminish compassion, making it easier to mock or disregard the person. Essentially, contempt involves feeling superior to others and often results in treating them with less respect and kindness.

As an example, Oatly's "It's Like Milk, But Made for Humans" campaign taps into contempt and moral superiority. The campaign subtly fosters a sense of contempt for traditional dairy milk by framing oat milk as the more natural and ethical choice. By positioning oat milk as "made for humans," Oatly appeals to consumers' common sense and moral reasoning, encouraging them to feel morally superior for choosing a product that aligns with ethical consumption.

In addition to these negative emotions, Haidt identifies shame, embarrassment, and guilt as central to moral behavior. These emotions help individuals fit into social groups by making them aware of how their actions might be judged by others.

Guilt, for instance, is focused on specific actions that harm others, particularly within close relationships. It is considered a positive emotion because it motivates people to make amends and repair any damage they have caused. In contrast, shame is broader and more intense, leading individuals to feel fundamentally flawed or defective. It is associated with failing to meet personal or societal moral standards, making it a deeper and more painful emotion. Embarrassment, on the other hand, arises from minor social blunders or awkward situations, such as tripping in public or saying something foolish. Unlike guilt and shame, embarrassment is less about moral failings and more about social faux pas.

Veganuary's "Try Vegan This Month" campaign is the one where the emotion of guilt can be observed. The campaign seeks to alleviate the guilt associated with meat consumption by offering practical solutions for transitioning to a vegan lifestyle. It also fosters gratitude by providing support and guidance, making the vegan diet more accessible and less intimidating. This dual approach not only makes veganism more appealing but also encourages participants to continue their plant-based journey beyond the initial month.

Overall, these three emotions—shame, embarrassment, and guilt—play essential roles in maintaining social order. They encourage adherence to rules and socially acceptable behavior by prompting individuals to monitor their actions and avoid violating social norms or moral codes. Although the intensity and function of these emotions can vary across different cultures, they universally help regulate behavior and promote social harmony. Understanding these emotions offers valuable insights into how people from various cultures experience and respond to social and moral challenges.

Jonathan Haidt's exploration of negative moral emotions—specifically contempt, anger, and disgust—highlights their indispensable role in upholding social and moral order. These emotions have evolved as vital tools for humans to navigate the complexities of social interactions and relationships within cooperative societies. Unlike other animals, humans deploy these emotions not merely to address personal grievances but also to enforce social norms and moral standards.

Contempt, anger, and disgust collectively shape the human moral framework by regulating behavior, reinforcing social norms, and preserving societal order. While these emotions play a crucial role in promoting social cohesion and moral integrity, they also have a darker side. They can lead to exclusion and harsh judgments, revealing their dual impact on both personal and collective morality.

A deeper understanding of these emotions illuminates their significant influence on human behavior and moral judgments across diverse cultures. Their roles in upholding social norms and addressing moral transgressions underscore the intricate relationship between emotions and social cohesion, emphasizing the complex and multifaceted nature of human morality.

In alignment with Haidt's perspective, positive moral emotions—such as gratitude, awe, and elevation—are equally crucial to human experiences. While negative emotions serve as warning signals that alert individuals to problems and motivate them to take action, positive emotions typically emerge in more pleasant and secure contexts. These emotions broaden perspectives, making individuals more open to new experiences, relationships, and ideas, thereby fostering personal growth and enhancing social connections. This openness can be especially valuable when confronting future challenges.

Not all positive emotions are considered moral. For instance, emotions like amusement, pride, and relief don't always carry moral weight. However, awe and gratitude are recognized as having significant moral implications. These emotions belong to what is called the "other-praising" family because they arise from acknowledging and valuing the good deeds of others.

Gratitude is a warm feeling directed towards someone who has helped. It motivates individuals to repay kindness and strengthens social bonds. By encouraging people to act kindly and appreciate others, gratitude fosters stronger relationships and social harmony.

Awe is experienced when encountering something extraordinary or beautiful, such as a majestic landscape or an act of great kindness. It makes people pause, admire, and open their hearts, often leading to a heightened sense of wonder and respect. While research on awe is still growing, it is thought to play a role in moral experiences, particularly in religious or spiritual contexts where it inspires reverence and openness.

Elevation is a specific positive moral emotion triggered by witnessing acts of kindness or moral excellence. It motivates individuals to improve themselves and inspires a desire to help others. Unlike disgust, which prompts rejection of morally repugnant behaviors, elevation encourages embracing and seeking out moral goodness. It can be viewed as a "moral reset button," prompting individuals to enhance their character and spread kindness.

In summary, positive moral emotions like gratitude, awe, and elevation not only help individuals recognize and appreciate the good deeds of others but also support personal growth and strengthen social bonds. These emotions contribute to social harmony and personal development by fostering kindness and openness. They also shape how people across different cultures respond to moral and social challenges, enhancing understanding of human behavior and moral experience.

Moral emotions, as classified by Jonathan Haidt, play a pivotal role in shaping human behavior and societal norms. These emotions—such as elevation, disgust, guilt, and awe—serve as powerful motivators, influencing our decisions and actions, often without us realizing it. In the context of advertising, particularly within the vegan market, these moral emotions are strategically leveraged to create compelling narratives that resonate deeply with consumers, fostering stronger brand loyalty and encouraging ethical consumption. This text explores how various vegan advertising campaigns utilize these moral emotions to connect with their target audiences and promote their products.

One prime example is Beyond Meat's "Go Beyond" campaign, which capitalizes on the emotion of elevation. By highlighting the health and environmental benefits of plant-based proteins, the campaign instills a sense of moral upliftment in consumers. It encourages them to feel good about making choices that align with broader societal values, such as sustainability and health. This feeling of elevation not only enhances the appeal of Beyond Meat products but also motivates consumers to share their positive experiences with others, thereby promoting social and moral progress.

The "Follow Your Heart" campaign by Follow Your Heart leverages elevation to create a strong emotional connection with its audience. The campaign emphasizes personal fulfillment and living a values-driven life, using uplifting visuals and messaging to evoke feelings of joy and contentment associated with ethical choices. By highlighting the emotional and personal benefits of choosing vegan products, the campaign strengthens the bond between the brand and its consumers, fostering loyalty and a sense of shared moral values.

Impossible Foods' "Eat Meat. Save Earth." campaign appeals to awe and gratitude. By presenting the Impossible Burger as a delicious alternative to traditional beef that also significantly reduces environmental impact, the campaign evokes a sense of awe at the possibility of enjoying beloved foods without harming the planet. This feeling of awe, combined with gratitude for having a sustainable choice, encourages consumers to embrace plant-based options, envisioning a future where ethical is the norm.

Finally, the "Go Meatless Monday" campaign exemplifies the use of guilt and elevation. By designating one day a week for meatless meals, the campaign helps consumers manage their guilt over regular meat consumption while also fostering a sense of elevation. This approach motivates consumers to feel good about contributing to their health and the environment, making the campaign's message both memorable and impactful.

In conclusion, moral emotions are crucial to the effectiveness of vegan advertising campaigns, allowing them to forge deep emotional connections with consumers and inspire more ethical lifestyles. Campaigns like Beyond Meat's "Go Beyond" leverage the emotion of elevation by emphasizing the health and environmental benefits of plant-based proteins, encouraging consumers to feel morally uplifted by making sustainable choices. Similarly, Oatly's "It's Like Milk, But Made for Humans" campaign taps into feelings of contempt and moral superiority, positioning oat milk as a more ethical choice over traditional dairy.

Silk's "Silk vs. Dairy" campaign harnesses disgust and anger to highlight the drawbacks of dairy milk, motivating consumers to consider plant-based alternatives as not just healthier but also more ethically sound. Follow Your Heart's "Follow Your Heart" campaign evokes a sense of elevation by focusing on personal fulfillment and living a values-driven life, thereby deepening the emotional bond between the brand and its consumers. Veganuary's "Try Vegan This Month" campaign skillfully addresses guilt and gratitude, offering support for transitioning to a vegan lifestyle and fostering a sense of community.

Impossible Foods' "Eat Meat. Save Earth." campaign appeals to awe and gratitude, showcasing the Impossible Burger as a delicious and sustainable alternative that helps protect the planet. The "Go Meatless Monday" campaign employs guilt and elevation to encourage consumers to make a positive impact on their health and the environment by choosing meatless meals once a week. Finally, Hellmann's Vegan Mayonnaise campaign combines disgust and gratitude to promote its product as a tasty, ethical substitute for traditional mayonnaise.

These campaigns, by effectively appealing to emotions such as elevation, disgust, guilt, and awe, not only inform but also transform the audience's perceptions and actions, fostering a broader cultural shift towards sustainable and compassionate consumption.

As these examples demonstrate, understanding and leveraging moral emotions is crucial to crafting persuasive and impactful messages in promoting veganism. However, it is equally important for advertisers to balance emotional appeal with ethical responsibility, ensuring that their campaigns contribute positively to both consumer well-being and the promotion of ethical consumption practices.

CONCLUSIONS TO CHAPTER 1

The exploration of advertising, particularly emotional advertising, underscores its significant impact on consumer behavior. Advertising, in its various forms—broadcast, online, outdoor, and printed—plays a vital role in promoting products and services, enhancing brand visibility, and engaging target audiences. Each type of advertising, indeed, has unique features and advantages, such as the broad reach of TV and radio, the targeted engagement of online ads, the high visibility of outdoor ads, and the memorability of printed materials.

Central to the effectiveness of advertising are its core elements: creativity, message clarity, emotional appeal, and brand consistency. For instance, creative elements, including catchy slogans, memorable visuals, and engaging narratives, have a crucial part to play in capturing the audience's attention and differentiating brands in a crowded marketplace. Furthermore, emotional appeal is particularly important, as it forms deep connections with consumers, significantly influencing their purchasing decisions by evoking specific feelings. In addition, consistent branding ensures that marketing materials are easily recognizable and memorable, thereby fostering a strong brand identity in a competitive global environment.

The pragmatlinguistic approach to the study of emotional advertising highlights the complex interplay between language, context, and communication. Emotions are a key driver in purchasing decisions, and emotional marketing leverages this by using emotions to make audiences notice, remember, share, and buy products. Pragmatics, with its emphasis on context, provides valuable insights into how advertisements convey specific meanings and messages to their target audiences.

A deeper understanding of speech acts, which are a fundamental component of pragmatics, further makes it clear how language and actions in advertising influence consumer behavior. Specifically, locutionary, illocutionary, and perlocutionary acts demonstrate how words carry specific meanings, perform actions, and elicit responses from audiences, thereby enhancing the persuasive power of advertisements.

The classification of communication strategies in advertising sheds light on the diverse methods used to influence and persuade consumers. Strategies such as positioning, value orientation, argumentation, emotional mood formation, optimization, and invitation are thoroughly designed to maintain audience interest, enhance product understanding, and drive consumer action.

Furthermore, mnemonic strategy and attention management strategy focus on making advertisements memorable and directing audience attention to key features, thereby maximizing their impact.

In conclusion, the integration of creative elements, emotional appeal, pragmatic principles, and strategic communication techniques forms the bedrock of effective advertising. By understanding and applying these principles, advertisers can craft compelling campaigns that resonate deeply with consumers, foster engagement, and ultimately drive purchasing behavior. The gained insights underscore the critical importance of a detailed approach to advertising, one that balances emotional appeal with strategic communication to achieve lasting impact in the marketplace.

CHAPTER 2. EMOTION EVOKING IN VEGAN MARKETING

2.1. Communicative strategies and techniques of contemporary advertising

Emotions are humans' mental states that prepare them for action. This means they set the mind in a state where it is ready to respond to stimuli or situations. Emotions emerge from the cognitive evaluations or assessments of events or one's own thoughts. This suggests that our interpretation of a situation or thought process triggers emotional responses (Bagozzi, Gopinath, & Nyer, 1999).

Emotional reactions play a crucial role in establishing a connection between the consumer and the advertisement. To influence the emotional response and create a connection between the consumer and the advertised product, marketers often employ various communication strategies and emotional influence techniques. These techniques include direct methods of engaging the audience, such as making direct appeals or calls to action.

The theory of basic emotions identifies a core set of emotions, including happiness, sadness, fear, surprise, anger, and disgust. To qualify as basic, an emotion must have a unique and universally recognizable nonverbal expression, meaning that people from various cultures should be able to identify and interpret it through facial expressions, body language, or other nonverbal cues.

Basic emotions are also linked to specific neural and physiological responses in the brain and body, each triggering distinct patterns of activity and bodily reactions. Furthermore, these emotions play a vital role in influencing behavior and regulating responses to different situations. They motivate individuals to act in particular ways and impact decision-making and behavior (Piórkowska & Wrobel, 2017).

Give these insights, marketers believe that emotional engagement is key to capturing attention and driving responses (Mehta & Purvis, 2006). Emotional reactions can shape the way consumers feel about an ad and their overall perception of the brand as well as their likelihood of buying the product (Edell & Burke, 1987).

Moreover, it is important to consider emotional appeals, which play a crucial role in conveying emotions in advertising. These appeals help to establish the effective communication and evoke the desired emotional responses from the audience. Emotional appeals, that represent creative advertising strategies, used not only just to attract attention but also to influence consumer perceptions and motivations (Zikienė & Kazarjan, 2022).

The essence of veganism in advertising is best captured through social awareness campaigns.

Social advertising seeks to address and enhance societal issues by serving as an important communication technique for influencing public behavior. It uses effective

communication strategies, including presenting compelling arguments and appealing to emotions, to encourage the adoption of desirable behaviors (Casais & Pereira, 2021).

Advertising vegan products and promoting a vegan lifestyle fall under the category of social advertising. Its primary objective is to inspire and encourage people to adopt a vegan lifestyle and avoid animal products. The term veganism in turn can be identified as "a way of living which seeks to exclude ... all forms of exploitation of, and cruelty to, animals for food, clothing or any other purpose" (Vegan Society, 2014).

Veganism has gained significant popularity over the past decade, driven by increased attention to environmental, social, and ethical issues. It is generally understood as a lifestyle or movement that involves avoiding the consumption and use of animal-based products, such as meat, dairy, and eggs, for reasons that range from environmental concerns to ethical and health considerations. While some equate veganism with a "plant-based diet" — focused on replacing animal products with plant-based foods like vegetables and fruits — true veganism extends beyond diet to include avoiding all animal-derived products, such as clothing and cosmetics (North et al., 2021).

This broader perspective sets veganism apart from vegetarianism, which typically involves only avoiding meat. The rise of veganism is fueled by a passionate community that promotes it as not just a diet but a lifestyle, philosophy, and personal value (Tuncay & Bulut, 2019). People adopt veganism for diverse reasons, including environmental protection, opposition to animal cruelty, health benefits, and other ethical considerations, as outlined by different groups within the vegan community (McKeown & Dunn, 2021).

Psychologically, adopting a vegan lifestyle can involve managing cognitive dissonance, a mental conflict experienced when one's beliefs about animal cruelty clash with the consumption of animal products. This phenomenon, known as the "meat paradox," is often resolved by either changing behavior (becoming vegan) or modifying beliefs to justify eating meat. Understanding this cognitive process is crucial for marketers, as it can help them craft messages that resonate more deeply with consumers' ethical concerns (Pop Neuro, 2019).

For marketers, understanding the diversity and complexity within the vegan community is crucial. Vegan consumers seek products that reflect their values, emphasizing qualities like being organic, natural, fair-trade, and eco-friendly. Marketers who can recognize and cater to these specific motivations and values can build a loyal customer base and gain a competitive edge.

As the trend of veganism grows, driven by its ethical, environmental, and health values, companies are increasingly required to offer products that align with these principles, thereby enhancing their sustainable image and reputation (Enstrom & Kittel, 2020).

Nearly all social advertising campaigns consist of appeals—persuasive messages designed to encourage behavior change. These appeals are crafted with a specific tone, which can be emotional or rational, to influence the audience’s vision and reasons for changing their behavior (Noble, Pomeroy, & Johnson, 2014). The tone of the appeal affects the level of attention the target audience pays to the advertisement and its message. Depending on the tone, the audience may respond differently to the social recommendations being presented (Helmig & Thaler, 2010). For example, a more empathetic or urgent tone may engage the audience more effectively than a neutral tone.

Furthermore, emotional appeals in advertising can be either positive or negative. Positive emotional appeals aim to evoke uplifting emotions in the audience, making them feel good about themselves when they use a product or service. These appeals often reflect the aspirations or desires of the consumer, tapping into what they hope to achieve or experience, such as happiness, joy, or pleasant surprise (Zikienė & Kazarjan, 2022).

Additionally, advertising for vegan products and lifestyles often leverages integral emotions — emotions directly evoked by the advertisement’s content, such as compassion, guilt, or anger over animal cruelty. By intentionally invoking these emotions, vegan campaigns can effectively create a strong emotional connection with the audience, influencing their behavior toward adopting veganism.

At the same time, digital media advancements allow advertisers to track and analyze consumer emotions in real-time, making it possible to tailor messages for maximum emotional impact. For instance, a vegan ad campaign can use vivid images or videos that simulate real-life situations of animal exploitation or environmental degradation. Based on it as long as the content is vivid and emotionally charged, it can evoke responses almost as strong as those triggered by real-life events.

By combining emotional appeals with rational arguments — such as presenting the health benefits of a vegan diet or the environmental impact of animal agriculture — advertisers can create a more comprehensive message that appeals to both the heart and mind. This dual approach not only enhances the persuasive power of the advertisement but also aligns with the diverse motivations within the vegan community, whether they are driven by ethics, health, or environmental concerns.

Thus, understanding and strategically leveraging the interplay between appeals and incidental emotions in vegan advertising can help marketers effectively promote vegan products and lifestyles, foster a deeper connection with consumers, and ultimately drive positive social change (Poels & Dewitte, 2019).

To effectively demonstrate examples of positive emotional appeals in vegan advertising, I will analyze several advertisements and apply the methodology of Qualitative Emotion Analysis (Pinich, 2020). The first positive emotion is happiness. Although the term "happiness" is often considered too broad to capture the different

kinds of positive emotions people experience, it can be identified as a condition of overall well-being that is relatively stable over time, rather than a temporary or fleeting emotion. Deep happiness includes a sense of intense joy in one's life, suggesting a more profound and fulfilling emotional experience (Hattem, 2015).

To analyze the emotion of happiness, I examined the cover of the vegan recipe book "Make It Vegan" by Madeleine Olivia (Madeleine, 2023). The cover is notably vibrant and eye-catching, immediately drawing the audience's attention. It features a young woman with a broad smile, enjoying a vegan dish, which conveys a sense of joy and satisfaction—key aspects of happiness. The bright yellow background and the woman's cheerful expression are carefully crafted to evoke positive emotions, making the vegan lifestyle appear both accessible and fulfilling.

The cover of "Make It Vegan" is designed to create a positive visual impression, effectively reflecting the joy and contentment associated with preparing and enjoying vegan meals. This design choice reinforces the book's focus on the pleasure and satisfaction of vegan cooking, making it more appealing to the audience.

From a marketing perspective, this advertisement primarily employs the strategy of formation of emotional mood. Through the use of bright colors, a joyful and inviting image of a woman enjoying a vegan meal, and an overall warm aesthetic, the cover is designed to evoke positive emotions such as happiness, satisfaction, and desire. These elements work together to create an attractive and symbolic image of the vegan lifestyle, making it appear not only accessible but also highly desirable. By emotionally resonating with the audience, this strategy encourages them to associate veganism with joy and well-being, thereby enhancing the appeal of the book and the lifestyle it promotes.

The next positive emotional appeal is the emotion of surprise. This state can be described as a normally short-lived emotion that quickly gives way to other emotions based on our assessment of the surprising event (Ekman, 2003).

In analyzing the advertisement for Chobani's Almost Milk brand campaign (designed by Will Mac, 2024), it's clear that the ad uses emotional storytelling to effectively engage viewers. The advertisement showcases a young man tasting non-animal-based milk for the first time, with his facial expressions depicting a range of emotions: curiosity, surprise, and evaluation of the product's quality.

This emotional progression culminates in the final image where he holds up a carton of Chobani Oat milk, sparking interest and encouraging viewers to consider trying the product themselves.

The advertisement's emotional journey is designed to evoke specific reactions from the audience. It begins with the young man's curiosity and surprise—emotions many consumers experience when trying a new product. This surprise quickly transitions to a more contemplative evaluation, reflecting the typical consumer process

of assessing a new product. The final image, featuring the young man holding the carton with a mix of curiosity and intrigue, invites viewers to envision their own experience with Chobani Oat milk.

The campaign utilizes two key advertising strategies: the strategy of formation of emotional mood and the inviting strategy.

Starting with the strategy of formation of emotional mood, the piece focuses on creating a narrative through the young man's emotional journey. By highlighting relatable emotions—curiosity, surprise, and contemplation—it builds a connection with viewers. The playful tone, accentuated by the young man's expressions and a humorous milk mustache, fosters a positive atmosphere around the product, transforming Chobani Oat milk from a mere beverage into a part of an enjoyable experience.

Considering the inviting strategy, the advertisement subtly encourages viewers to try the product by visually guiding them through the young man's experience. The final image, where the young man holds the carton of Chobani Oat milk, serves as an implicit invitation for viewers to explore the product themselves. It suggests that the product is worth trying, as the journey from curiosity to satisfaction could be their own.

In conclusion, the Chobani Almost Milk campaign effectively combines emotional engagement with strategic positioning to create a memorable advertisement. The progression of emotions—from curiosity to surprise, and finally to thoughtful evaluation—resonates with viewers, making them more likely to consider and try Chobani Oat milk. By integrating the strategy of formation of emotional mood with the inviting strategy, the ad connects with the audience both emotionally and practically, encouraging them to experience the benefits of the product.

As can be seen, positive emotional appeals in advertising are designed to evoke uplifting feelings, helping consumers associate the product with personal satisfaction and well-being. These appeals engage emotions such as happiness, joy, and pleasant surprise, which effectively boost consumer interest and foster favorable views of the product. For instance, the vibrant and cheerful cover of Madeleine Olivia's "Make It Vegan" leverages happiness to highlight the joy of vegan cooking, making the lifestyle seem both accessible and fulfilling.

Similarly, Chobani's "Almost Milk" campaign utilizes the emotion of surprise to capture consumer attention and spark curiosity about plant-based milk alternatives. The ad's narrative, which guides the viewer through a journey of curiosity, surprise, and satisfaction, effectively creates a memorable and engaging experience, encouraging consumers to try the product.

By incorporating both basic and moral emotions, such as happiness and surprise, these advertisements not only draw in the audience but also create a lasting impact by linking positive emotional experiences with the products.

This approach ensures that the message resonates deeply, making vegan products more appealing and enhancing the overall effectiveness of the campaigns. Positive emotional appeals, therefore, play a crucial role in making veganism not just a dietary choice, but a desirable and joyful lifestyle.

As mentioned above, emotional appeals in advertising can be both positive and negative. While positive emotions are more commonly used, negative emotions can also be effective in achieving advertising goals. In fact, advertisements that evoke negative emotions can lead to positive evaluations of the ad, favorable attitudes towards the product, and other beneficial outcomes. The four main types of negative emotions used in advertising are fear, guilt, sadness, and anger (Zheng, 2020).

To begin with, the first negative emotion used in advertising is fear. Fear triggers are universally characterized by the threat of harm or unpleasant consequences, which can be either physical (e.g., injury) or psychological (e.g., emotional distress) (Ekman, 2003).

In advertisements, the fear appeal mechanism starts by presenting threatening or frightening scenes designed to evoke nervous and uneasy emotions in consumers, making them aware of potential negative consequences of their behavior and consumption. These scenes are often reinforced with vivid visuals, such as images of obese bodies or people suffering from illnesses (Krishen & Bui, 2015).

To analyze the emotion of fear in advertising, I examined the campaign “Why Animal Products Harm – Meat” by Viva! (Viva!, 2024). The advertisement features a meat counter with various cuts of meat labeled with notes highlighting serious diseases such as obesity, heart disease, diabetes, stroke, and more. These labels are strategically placed to associate meat consumption directly with these severe health conditions.

This advertisement leverages the emotion of fear to provoke a strong response from the audience. By explicitly connecting the consumption of meat with life-threatening health risks, it taps into deep-seated anxieties about personal health and well-being. The visual impact is powerful, transforming something commonly perceived as food into a symbol of danger.

The goal here is to evoke emotions such as fear, disgust, and anxiety, leading viewers to question their dietary choices and potentially shift towards a vegan lifestyle. This emotional appeal is designed to prompt viewers to consider the long-term consequences of their diet, positioning a plant-based lifestyle as a healthier alternative.

The strategy used in this advertisement aligns most closely with the strategy of formation of emotional mood. This strategy aims to evoke an emotional response by creating symbolic associations—in this case, the association between meat and deadly diseases.

By crafting this negative and shocking imagery, the advertisement seeks to influence the viewer's emotions and, consequently, their behavior. The fear induced by this association encourages viewers to contemplate the health risks associated with meat consumption.

Additionally, there is an element of the optimization strategy at play, where the marketing piece tackles potential negative perceptions of meat consumption by highlighting its severe consequences. The use of familiar and impactful symbols—diseases that most people are eager to avoid—ensures that the message is clear, memorable, and difficult to ignore.

In summary, the Viva! campaign effectively combines the strategy of formation of emotional mood with elements of the optimization strategy to elicit strong emotional reactions. By instilling fear and associating meat with serious health risks, the advertisement persuades the audience to reconsider their consumption of animal products and to consider the potential health benefits of adopting a vegan lifestyle.

The next negative emotional appeal used in advertising campaigns is the emotion of guilt. If someone makes a decision or takes an action, and this goes against the one's personal values (what they believe is right or wrong) or societal expectations (what society considers acceptable or unacceptable), it usually causes a feeling of guilt (Zheng, 2020).

For marketers, employing guilt as a strategy in advertising campaigns is quite common. This approach aims to evoke negative emotions, such as anxiety, self-blame, and guilt, in the audience. By triggering these feelings, marketers seek to persuade consumers to adhere to the advice given in the advertisements (Zheng, 2020).

To analyze the use of guilt in advertising for a vegan lifestyle, I examined the campaign “Why Love One but Eat the Other?” by Mercy For Animals (MFA, 2015). The advertisement features a billboard displaying a dog and a pig side by side, accompanied by the pointed question, “Why love one but eat the other?”. This campaign effectively highlights the similarities between animals typically regarded with affection, such as pets, and those commonly consumed as food. By drawing this comparison, the ad creates an emotional connection and prompts consumers to reconsider their perceptions of different animals.

The advertisement utilizes both visual and verbal elements to evoke strong emotions of guilt, empathy, and moral reflection. The juxtaposition of the dog and pig, both appearing innocent and endearing, challenges viewers to confront the inconsistency in their attitudes towards different animals.

While dogs are often seen as beloved companions, pigs are commonly viewed as food. By presenting these animals together, the advertisement forces the viewer to grapple with the moral implications of this dichotomy, potentially leading to feelings of guilt or discomfort.

The direct question, "Why love one but eat the other?" is a powerful linguistic tool that reinforces this emotional impact. This question, seemingly posed by the animals themselves, triggers a moral conflict within the consumer, causing them to reflect on their participation in or support for practices that contribute to animal cruelty. It serves as a catalyst for self-awareness, encouraging the audience to reevaluate their dietary choices and consider adopting a more ethical lifestyle.

The strategy employed in this advertisement aligns closely with the value-oriented strategy. This strategy connects the promoted lifestyle—vegetarianism or veganism—with the values and ethical beliefs of the target audience. By appealing to the audience's sense of compassion and moral responsibility towards animals, the advertisement underscores the inconsistency between how people treat different species of animals. The emotional appeal is further strengthened by the use of familiar and emotionally charged imagery, such as the image of a pet dog, which resonates deeply with the audience's core values related to empathy and animal welfare.

Additionally, the ad incorporates elements of the inviting strategy by encouraging a specific action: choosing a vegetarian or vegan lifestyle. The message is reinforced by suggesting the moral and ethical benefits of making such a dietary switch, implying that doing so allows the audience to align their actions with their values.

In conclusion, the MFA campaign effectively uses the value-oriented strategy, combined with the inviting strategy, to evoke guilt and provoke emotional reflection. Through the use of emotional parallels, graphic depictions of innocent animals, and direct moral questioning, the advertisement aims to prompt consumers to reconsider their dietary habits and choose a more ethical diet, such as vegetarianism or veganism. The campaign's goal is to create a lasting impact by aligning the audience's dietary choices with their values and ethical beliefs.

The next negative appeal to examine is sadness. This emotion is inherently linked to negative experiences and circumstances, often triggered by events such as separation, loss, and failure. Advertisers incorporate sadness in their campaigns to create a deep emotional involvement and empathy in consumers, encouraging them to connect with and support the message being conveyed (Zheng, 2020).

To showcase the emotion of sadness in promoting a vegan lifestyle, I analyzed the campaign "Ask Sonic to Ban the Use of Cages for Pregnant Pigs" by Animal Equality (2024). This campaign vividly depicts the harrowing conditions pregnant pigs endure, confined to metal pens barely larger than their bodies, restricting their movement to just a step forward or backward. The descriptions of the pigs' inability to move, the injuries they sustain, and the unhygienic conditions evoke deep sorrow and compassion, aiming to provoke empathy and motivate action.

The campaign uses vivid and distressing imagery alongside emotionally charged language to evoke strong feelings of sadness and empathy. Phrases like "Imagine never being able to turn around" and detailed descriptions of the cramped, painful conditions force the viewer to empathize with the animals. The emotional appeal is designed to create discomfort and moral conflict, pushing viewers to reconsider their support of companies like Sonic that engage in such practices. Moreover, by detailing the extreme physical and psychological suffering these animals endure, the advertisement seeks to create a deep emotional connection with the viewer, pushing them to reflect on the cruelty behind their food choices. This sadness is designed to provoke moral conflict, making the audience question their support for companies that allow such inhumane practices.

The strategy used in this campaign aligns closely with the value-oriented strategy. The advertisement connects the issue of animal cruelty with the audience's core values of compassion and ethical responsibility. By showcasing the extreme suffering of these animals, the campaign appeals to the viewers' sense of empathy, urging them to act in alignment with their moral beliefs.

Additionally, the campaign employs elements of the inviting strategy by calling on viewers to take action, such as advocating for better treatment of animals or adopting a vegan lifestyle. The emotional appeal of sadness is not just meant to evoke a temporary feeling but to motivate lasting change in consumer behavior.

In conclusion, the Animal Equality campaign effectively uses sadness to highlight the cruelty of gestation crates and evoke a powerful emotional response. Through the value-oriented and inviting strategies, the campaign encourages the audience to take meaningful action, whether by pressuring companies like Sonic to change their practices or by reconsidering their own dietary choices to align with their values.

The final negative emotional appeal on the list is anger. In advertising, anger is utilized to make consumers feel that their goals or values are being threatened. This emotional response is designed to influence the audience's thinking and perception, leading them to focus on regaining control of the situation. Typically, this involves adopting the product or solution being advertised (Zheng, 2020).

The advertising campaign "They Trust Us, We Butcher Them" by GoVeganWorld was selected to examine the emotion of anger (GoVeganWorld, 2024). This advertisement portrays a young girl brutally cutting up the carcass of a dead animal while another animal, a lamb, looks on, seemingly horrified. The stark and unsettling visual is reinforced by the thought-provoking text, which compels consumers to confront the harsh realities of animal cruelty. The use of the personal pronoun "We" suggests that this message implicates all consumers, creating a sense of collective responsibility.

This advertisement uses a combination of visual and linguistic elements to evoke strong emotions of guilt, sadness, and particularly anger. The image of a child—a symbol of innocence—engaged in such a violent act highlights the unnaturalness and moral conflict associated with meat consumption. The lamb, often seen as a symbol of purity and trust, intensifies the emotional impact, making the viewer feel complicit in this act of betrayal.

The linguistic choice of the words "trust" and "butcher" plays a crucial role in heightening the emotional response. The word "trust" suggests a bond or expectation of safety, while "butcher" implies violence and betrayal. The juxtaposition of these two concepts is designed to provoke a strong emotional reaction, making the viewer question the morality of their actions.

The strategy employed in this advertisement is primarily aligned with the value-oriented strategy. By connecting the act of meat consumption with the viewer's core values of trust, compassion, and innocence, the advertisement appeals to the audience's ethical beliefs. The message suggests that choosing a vegan lifestyle is a way to align one's actions with these values, thereby rejecting the cruelty inherent in animal farming.

Additionally, the advertisement uses the strategy of formation of emotional mood by evoking strong emotions of anger and guilt. The stark imagery and emotionally charged language create an intense atmosphere, motivating the viewer to take action against animal cruelty. The anger elicited by the portrayal of betrayal and violence serves as a catalyst for change, encouraging viewers to reconsider their dietary choices.

In conclusion, the "GoVeganWorld" campaign effectively uses both the value-oriented strategy and the strategy of formation of emotional mood to create a powerful and emotionally charged appeal. Through the combination of strong visual imagery and thought-provoking language, the campaign seeks to evoke anger, guilt, and sadness, urging viewers to take control of the situation by opposing animal cruelty and adopting a vegan lifestyle as a compassionate alternative.

Negative emotional appeals in vegan advertising are both impactful and intricately strategic, designed to resonate with viewers on a deep, emotional level. These appeals—fear, guilt, sadness, and anger—work by stirring strong reactions that can lead to significant behavioral changes. For instance, fear is used to emphasize the health risks associated with consuming animal products, creating a sense of urgency.

Guilt, on the other hand, prompts viewers to reflect on their moral inconsistencies, especially in the way they treat different animals.

Furthermore, sadness is employed to foster empathy through vivid depictions of animal suffering, encouraging a desire to end such cruelty. Anger channels frustration towards perceived injustices, motivating viewers to take action against harmful practices. These emotions are not just standalone elements; they are often combined with strategies like the value-oriented strategy and the strategy of formation of emotional mood, ensuring that the emotional impact is both immediate and long-lasting.

This careful integration of negative emotional appeals with strategic messaging makes the ethical and health arguments for veganism more compelling and persuasive. The interconnectedness of these elements helps to drive awareness and encourages consumers to make choices that align with their values. Ultimately, the effectiveness of these appeals lies in their ability to not only capture attention but also to instill a sense of urgency and moral responsibility, leading to a more profound and sustained shift towards veganism.

Building on this, analyzing vegan advertisements reveals a notable asymmetry in the use of emotional appeals. Negative emotional appeals—fear, guilt, sadness, and anger—are integral in driving consumer behavior and raising awareness about veganism. These emotions create a strong connection between the consumer and the message, effectively highlighting ethical and health-related issues while encouraging compassionate and informed choices.

Negative appeals are particularly effective at capturing attention and driving engagement by eliciting deep emotional responses. For example, fear is used in Viva!’s “Why Animal Products Harm – Meat” campaign to underscore health risks associated with meat consumption, pushing viewers to reconsider their dietary choices. Guilt is leveraged in MFA’s “Why Love One but Eat the Other?” campaign to prompt moral reflection by contrasting the treatment of pets with that of animals consumed for food. Sadness and anger, as seen in Animal Equality’s and GoVeganWorld’s campaigns, respectively, evoke empathy and indignation, motivating consumers towards a vegan lifestyle.

In contrast, positive emotional appeals—such as happiness and surprise—are used to create favorable associations and enhance consumer engagement with vegan products. These appeals focus on the positive experiences associated with veganism, aiming to make the choice seem rewarding and enjoyable. For instance, the cover of Madeleine Olivia’s “Make It Vegan” uses vibrant visuals and a smiling individual to evoke happiness and satisfaction, while Chobani’s “Almost Milk” campaign utilizes surprise to bring consumer interest about plant-based milk.

The use of positive and negative emotional appeals is thus not symmetrical. Positive appeals are generally employed to build a positive image and maintain consumer interest by presenting veganism in a favorable light. They emphasize the pleasure and satisfaction derived from vegan products. Conversely, negative appeals are more intense, often perceived as confrontational, and are designed to provoke strong emotional reactions that can lead to immediate behavioral changes.

This imbalance highlights a strategic preference for using negative emotions to drive action, reflecting a more aggressive approach to prompting change. While both types of appeals are used in vegan advertising, they serve distinct purposes: positive appeals foster a favorable view of veganism, whereas negative appeals create urgency and prompt immediate responses. This asymmetry underscores the varied strategies employed by advertisers to engage consumers and promote vegan lifestyles.

The integration of both basic and moral emotional appeals in vegan advertising is particularly effective because it engages consumers on multiple levels. Basic emotions like fear, happiness, and surprise capture immediate attention and evoke visceral reactions, which can lead to quick engagement or curiosity. When combined with moral emotions such as guilt, empathy, and anger, these campaigns foster deeper introspection and moral reflection. This layered approach not only draws in the audience but also encourages them to consider the ethical implications of their choices, making the message more compelling and likely to inspire lasting change. This combination of appeals ensures that the message resonates both emotionally and ethically, creating a powerful impetus for adopting a vegan lifestyle.

2.2. Designed perlocutionary effect of vegan advertising

The term "perlocution" originates from J.L. Austin's 1962 work, where he sought to reveal the limitations in the way logical positivists — philosophers who emphasized logic and scientific language — perceived language. Austin proposed that language is more than just a vehicle for conveying logical propositions; it also involves actions performed through speaking, which he categorized into three distinct components of a "speech act":

- **Locution:** The actual act of saying something, including the specific words used and their grammatical structure.
- **Illocution:** The intended purpose behind the words, such as making a promise, issuing a command, or making a request.
- **Perlocution:** The third component, focusing on the effect or response that the speech act generates in the listener — such as convincing, persuading, frightening, or inspiring.

In Austin's framework, the perlocutionary act specifically refers to the impact or consequence that a speech act has on the listener, beyond the literal meaning of the words or the speaker's intended purpose. For example, convincing someone that something is true, persuading them to take action, or calming their fears are all perlocutionary effects (Akhimien, 2010).

A perlocutionary act occurs when some feature of the speech act produces a consequential effect in the listener, for which the speaker can be considered responsible. This effect is not simply tied to the speaker's intention but depends on the listener's psychological reaction or behavior. For instance, if someone harshly criticizes another person and that person is driven to despair, the effect (despair) is perlocutionary, as it results from the speech act and affects the listener (Sbisà, 2013).

Austin's exploration of perlocutionary acts expands our understanding of language by showing that speech is not only about logical statements or conventional meanings but also about the real-world effects and consequences it produces in others. While illocutionary acts involve conventional purposes and intentions, perlocutionary acts are about the actual impact on the listener, which may vary widely depending on context, perception, and the speaker's influence. This distinction underlines the complexity of human communication, where speaking is both an act of intention and a tool for producing real effects in the world.

The concept of a speech act is effectively applied in advertising because it involves using language to communicate a message that persuades an audience (whether viewers, readers, or listeners) to either purchase a product or take some specific action regarding a product, idea, or service being promoted.

Speech acts are closely related to pragmatics, which studies how language is used in real-life contexts to convey meaning. Pragmatics emphasizes how language should be used to ensure that both the speaker and the listener understand each other effectively. In a speech act, the speaker is not merely conveying information but also trying to elicit a specific response or action from the listener. The context of the situation is crucial in determining the success of a speech act; it helps the speaker decide what to say and how to say it and aids the listener in interpreting and understanding the intended message.

In advertisements, speech acts are employed in various forms of media, including written or printed materials, audio messages, audiovisual content, and digital formats like internet ads or social media posts. These forms use speech acts to convey information in a way that is easily understood by the public. By using speech acts, advertisements — whether commercial or non-commercial — aim to communicate their message clearly and persuasively, encouraging the audience to either make a purchase or take specific actions that align with the message being promoted.

Through the lens of speech acts, we see that advertising leverages both illocutionary and perlocutionary elements: it has a clear intention (such as promoting a product or raising awareness about a cause) and seeks to produce real-world effects (such as influencing behavior or changing attitudes). This demonstrates how speech acts function in practical applications, showing the complex and dynamic nature of human communication (Sukarini, 2022).

There is another philosopher who significantly contributed to the study of speech acts: John Searle. In his work, particularly in "Speech Acts: An Essay in the Philosophy of Language," Searle (1969) builds upon and refines J.L. Austin's foundational ideas. Searle's approach provides a more detailed differentiation between various types of speech acts and offers a clearer categorization of the rules and conditions that govern them.

Like Austin, Searle distinguishes between two primary types of speech acts:

1. **Illocutionary Acts:** These are considered "complete" speech acts, encompassing the speaker's intention and performed to accomplish a specific purpose, such as making a promise or issuing a command.
2. **Perlocutionary Acts:** These focus on the effects or outcomes that illocutionary acts have on the listener, such as convincing, persuading, or inspiring them.

By differentiating these types, Searle enhances the understanding of how speech functions not just as a means of communication, but as a dynamic tool that both conveys intention and produces real-world effects.

John Searle, like J.L. Austin, identified five categories of illocutionary acts — these are different types of actions that a speaker performs when saying something. These five categories are: assertives, directives, commissives, expressives and declarations.

- Directive Speech Acts

Directive speech acts specifically aim to influence the listener's actions or behavior. They include various forms such as orders, commands, requests, and suggestions, all of which involve the speaker attempting to get the listener to do something (Acheoah, 2017).

An example of a directive speech act in vegan marketing can be found in PETA's (2023) advertisement titled "Food Justice For All!" The ad prominently features the message: "Go vegan." This is a clear directive, as it directly instructs or encourages the audience to adopt a vegan lifestyle. The phrase "Go vegan" uses the imperative form, directly appealing to the audience to take specific action.

Additionally, the slogan "Food Justice for All!" reinforces this call to action by linking it to a broader social and ethical cause. It appeals to the audience's sense of justice and fairness, suggesting that going vegan is not merely a personal choice but also a socially responsible one.

This advertisement effectively demonstrates how directive speech acts can be used in advertising to motivate and persuade the audience to make a specific lifestyle change, in this case, adopting veganism.

In the context of this PETA advertisement, several possible perlocutionary effects on consumers might include persuasion to go vegan, as the ad aims to encourage viewers to consider changing their dietary habits and aligning them with a vegan philosophy.

The phrase "Food Justice for All!" connects veganism with broader social justice issues, which could make consumers more aware of ethical concerns related to food production, such as animal rights, environmental sustainability, and fair distribution of food resources. This might prompt consumers to think critically about their food choices and how these impact others and the planet.

The visual of a person confidently dressed in a leafy costume with a raised fist conveys a sense of empowerment and activism, inspiring feelings of solidarity, empowerment, or a desire to take action among viewers who resonate with the themes of justice and ethical living. It could encourage consumers to see veganism as part of a broader movement for positive change.

Some viewers may become curious about the connection between veganism and the concept of "food justice," leading them to seek more information about veganism, its benefits, or PETA's campaigns, ultimately increasing engagement with the cause.

By framing veganism as a just and ethical choice, the ad may encourage consumers to align their behavior with these values, influencing not only their dietary choices but also their purchasing habits, support for certain brands, or involvement in advocacy for animal rights and environmental sustainability.

Overall, the perlocutionary effect of this ad aims to shape consumers' attitudes, beliefs, and behaviors, promoting veganism as a morally and socially responsible choice while creating a sense of urgency and relevance to broader social justice issues.

- Representative Speech Acts

A representative speech act (also known as an assertive) is a form of communication in which the speaker expresses a belief or makes a statement they consider to be true. As described by John Searle, a representative speech act conveys information that the speaker believes accurately reflects reality, thereby committing the speaker to the truth of their statement.

This type of speech act "binds" the speaker to the truth of what is being expressed, meaning that the speaker asserts something they perceive as accurate or factual. Examples of representative speech acts include actions such as suggesting, stating, putting forward, swearing, boasting, and concluding.

Additionally, representative speech acts can involve activities like reporting, showing, speculating, demanding, and confessing. In all these instances, the speaker makes a claim or statement that they believe to be true, demonstrating their commitment to its truthfulness (Acheoah, 2017).

A compelling example of a representative speech act in vegan marketing is the advertisement by the Physicians Committee (2019) with the headline "A Plant-Based Diet Is A Win-Win For Health And The Planet." This advertisement exemplifies a representative speech act because it makes a clear assertion that the advertiser believes to be true: "A plant-based diet is a win-win for health and the planet." This statement functions as a factual claim that reflects the advertiser's conviction about the benefits of a plant-based diet for both individual health and environmental sustainability.

According to John Searle's theory of representative speech acts, this form of communication conveys information that the speaker considers to accurately represent reality, thereby committing them to the truth of their statement. In this advertisement, the speaker (the organization behind the ad) is asserting that adopting a plant-based diet has dual benefits, which they present as a fact.

The ad also includes additional representative speech acts, such as the statement: "Because food systems are a major driver of poor health and environmental degradation, global efforts are urgently needed to collectively transform diets and food production."

This further supports the initial assertion by providing a rationale that links the current state of food systems to negative health and environmental outcomes, reinforcing the belief that a change towards plant-based diets is necessary and beneficial.

The perlocutionary effect of this advertisement is to persuade consumers to consider adopting a plant-based diet by presenting it as beneficial for both health and the environment. By highlighting that food systems are major drivers of poor health and environmental degradation, the ad seeks to raise awareness among consumers about the negative impacts of current food production methods. This may encourage them to think more critically about their food choices and their broader implications.

The advertisement also aims to motivate consumers to take action, emphasizing the need for global efforts to transform diets and food production. This can create a sense of urgency and responsibility, prompting individuals to engage in actions such as reducing meat consumption, supporting sustainable food practices, or advocating for policy changes. Additionally, by framing a plant-based diet as a "win-win," the ad can evoke positive emotions, such as hope or optimism, and foster a sense of empowerment, making consumers feel that they are contributing to both their well-being and the well-being of the planet.

The advertisement might also encourage consumers to seek more information about the benefits of a plant-based diet or engage in discussions about food justice, health, and sustainability, increasing their overall involvement with the cause. In this way, the ad uses representative speech acts to assert the advantages of a plant-based diet, aiming to influence consumer attitudes, behaviors, and engagement with the idea of veganism as a positive choice for both individual health and environmental sustainability.

- **Commissive Speech Acts**

Commissive speech acts are expressions in which the speaker commits to carrying out a specific action in the future. These acts involve a promise, pledge, or guarantee from the speaker that they will undertake a certain action or behavior.

Examples of commissive speech acts include promising, where the speaker commits to doing something; offering, where the speaker shows a willingness to help or do something for someone else; threatening, where the speaker warns of an action with potential negative consequences for the listener; refusing, where the speaker declines a request or declines to take an action; vowing, where the speaker makes a solemn promise or commitment; and volunteering, where the speaker willingly offers to perform a task or service.

In essence, a commissive speech act involves the speaker's commitment to a future course of action, either as an individual or as part of a group. The defining characteristic of a commissive speech act is that it binds the speaker to follow through with a particular action, ensuring that something will be done or a certain behavior will be adhered to in the future (Acheoah, 2017).

The vegan cosmetics advertisement from Promise Cosmetics with the slogan “Effortless Skin Care: Clean Ingredients. Vegan Friendly. Cruelty-Free” (2024) is an excellent example of a commissive speech act.

This piece demonstrates a commissive speech act because the brand is committing to specific standards in their product formulation. By stating “Clean Ingredients. Vegan Friendly. Cruelty-Free,” the company promises that their skincare products adhere to these principles. The use of these terms shows a commitment to offering products that are made with clean ingredients, are vegan (free from animal-derived substances), and cruelty-free (not tested on animals).

By making these claims, the brand is publicly committing to maintaining these ethical standards, thus binding itself to deliver on these promises to its consumers. This aligns with the nature of commissive speech acts, where the speaker (in this case, the brand) pledges to a future action or behavior that meets specific criteria.

The perlocutionary effect of this advertisement refers to the impact it aims to have on its audience. The ad may build trust and credibility by explicitly stating that the products are “clean,” “vegan friendly,” and “cruelty-free,” fostering confidence among consumers who value these qualities. This sense of trust can make consumers more inclined to purchase from a brand that clearly aligns with their ethical values.

The advertisement also encourages purchase decisions by highlighting its commitment to using vegan-friendly and cruelty-free ingredients, potentially persuading consumers who prioritize ethical and sustainable products to choose this brand over others. The phrase “Effortless Skin Care” suggests ease and convenience, which might further motivate consumers to buy the product.

Additionally, the focus on clean, vegan, and cruelty-free qualities could prompt consumers to reflect on their current skincare choices and consider switching to more ethical products, raising awareness about these issues. This emphasis might lead to increased consumer interest in learning more about vegan and cruelty-free practices.

The campaign may also evoke positive emotions, such as satisfaction or pride, in consumers who already support or practice vegan and cruelty-free living, creating feelings of inclusivity and belonging among those who wish to align with these principles. Furthermore, by committing to ethical standards, the ad could cultivate long-term loyalty from consumers who prioritize sustainability, cruelty-free practices, and clean ingredients in their purchasing decisions, leading to repeated purchases and advocacy for the brand within their social circles.

Overall, this advertisement uses a commissive speech act to convey the brand's commitment to ethical product standards, aiming to generate trust, influence purchasing decisions, and engage consumers emotionally and ethically with the brand's values.

- Expressive Speech Acts

Expressive speech acts are a type of speech act in which the speaker expresses their emotions or feelings. These acts communicate the speaker's internal state, such as joy, sadness, hatred, regret, or apology.

An expressive speech act essentially conveys what the speaker feels at a given moment. This form of speech act is inherently subjective because it reflects the speaker's personal emotions and state of mind.

The subjective nature of expressive speech acts means that they can vary significantly depending on the speaker's personal experiences, emotions, or the social context in which they occur. For instance, expressions of regret or apology might differ based on the social norms or expectations surrounding the situation.

In summary, expressive speech acts reveal the speaker's emotional state and are characterized by their personal, subjective nature, which can change depending on the speaker's feelings and social circumstances (Acheoah, 2017).

The Oatly campaign with the slogan "Wow, no cow!" (2023) is a prime example of an expressive speech act in vegan advertising. This phrase reflects the brand's joy and excitement about offering a plant-based alternative to dairy. Expressive speech acts convey the speaker's internal state—in this case, Oatly's pride and enthusiasm about their cruelty-free, sustainable product.

The use of the exclamation "Wow" underscores the subjective and emotional tone, aiming to make the audience feel energized and aligned with Oatly's values.

Given the subjective nature of expressive speech acts, this campaign leverages language that varies based on personal and social contexts. Oatly's choice of playful and enthusiastic language creates a sense of inclusivity, making the brand feel approachable and fun. The emotional language helps consumers feel positively about choosing Oatly, presenting it not just as a healthier or ethical option, but as an exciting, vibrant choice that stands out from traditional dairy.

The perlocutionary effect of this campaign can lead to increased consumer curiosity and engagement. Consumers might feel amused or intrigued by the unique branding, which in turn encourages them to try Oatly's products. The campaign aims to generate a strong emotional connection, making consumers more likely to feel aligned with Oatly's playful, progressive ethos. This can foster long-term loyalty, advocacy, and even a sense of community among those who share the brand's values. The ad's creative expression not only differentiates Oatly in a crowded market but also positions it as a leader in the vegan space, emphasizing the joy and excitement of choosing a plant-based lifestyle.

- Declarative Speech Acts

According to John Searle, declarations are speech acts where the act of stating something successfully brings about a change in reality, ensuring that the propositional content (the statement being made) aligns with the actual state of the world. For a declaration to be effective, it often requires extra-linguistic institutions (such as social or legal contexts) and specific rules that are essential to the speech act. Unlike supernatural declarations or self-referential acts, declarations rely on these contextual rules to achieve their intended effect (Acheoah, 2017).

The e.l.f. Cosmetics campaign (2024) is a strong example of a declarative speech act in advertising vegan beauty products. Through the statement “We are double certified cruelty-free!”, the brand makes an official declaration about their ethical stance. This declaration is supported by third-party certifications from organizations like PETA and Leaping Bunny, which further substantiate their claim. By making these statements, e.l.f. Cosmetics not only communicates their product attributes but also creates a new reality for consumers — one where the brand is a trusted source for cruelty-free and vegan products.

This use of declarative speech act has several potential perlocutionary effects on consumers. Firstly, it builds trust and credibility, particularly among ethically-minded customers who prioritize cruelty-free and vegan products. These declarations can encourage consumers to choose e.l.f. Cosmetics over competitors, reinforcing the brand’s position in a crowded market. Secondly, the campaign may foster a sense of community and shared values, particularly among consumers who are passionate about animal rights and environmental sustainability. By aligning themselves with these values, e.l.f. Cosmetics can inspire loyalty and potentially turn customers into brand advocates who promote the company’s ethical stance to others.

Additionally, the strong, declarative language used in the campaign — such as “double certified” — emphasizes the brand’s global commitment and comprehensive approach to ethical practices, further enhancing its appeal. The campaign’s messaging may also prompt consumers to reflect on their purchasing decisions, encouraging them to make more ethical choices and actively support brands that align with their values. This can drive not only immediate sales but also long-term engagement, as consumers become more invested in the brand’s mission and practices.

Overall, the declarative statement in this campaign effectively uses the power of language to shape consumer perceptions, build brand identity, and foster deeper connections with target audiences.

To evaluate the effectiveness of perlocutionary effects in vegan advertising, it is evident that using a strategic combination of speech acts is key to influencing consumer behavior. Directive speech acts like "Go vegan" compel immediate action, appealing to those ready for change. Representative acts such as "A plant-based diet is beneficial for health and the planet" provide factual evidence, attracting consumers who value information and data-driven arguments. Expressive acts—like Oatly's playful "Wow, no cow!"—help establish emotional engagement with audiences who are motivated by empathy and ethics, while declarative acts build trust by formally stating the brand's commitments, like being "100% cruelty-free."

This multifaceted approach ensures that vegan advertising effectively reaches a broad spectrum of audiences—from ethically driven and health-conscious consumers to those focused on animal rights and environmental issues. By using varied speech acts, campaigns can create meaningful connections with different consumer groups, enhancing their willingness to engage with the brand, change their behavior, and support ethical practices.

The analysis of these campaigns underscores the crucial role of perlocutionary effects in the success of vegan advertising, as they directly influence consumer attitudes, decisions, and actions. Effective use of speech acts allows advertisers to motivate consumers to adopt vegan lifestyles, support ethical brands, and advocate for social and environmental causes. To amplify these effects, vegan advertising should continue to employ a tailored mix of speech acts that align with specific audience segments. Directives can drive immediate action, representatives offer factual support, expressives build emotional resonance, and declarations establish credibility and trust.

By strategically combining these elements, vegan advertising can deepen engagement, foster long-term loyalty, and encourage advocacy for veganism and ethical consumerism, ultimately contributing to broader social change and sustainability goals.

CONCLUSION TO CHAPTER 2

In Chapter 2, I explored the critical role of emotions and the strategic use of speech acts in vegan advertising, aiming to reveal how these elements work together to shape consumer attitudes, behaviors, and engagement. This chapter demonstrated that contemporary advertising, particularly within the vegan movement, relies heavily on emotional appeals and pragmatic strategies to create impactful messages that resonate with diverse audience segments.

The first part of the chapter focused on emotional appeals, illustrating how emotions are integral to establishing connections between consumers and brands. Emotions such as happiness, surprise, fear, guilt, sadness, and anger are deliberately evoked in vegan advertising to capture attention, foster engagement, and drive consumer responses. The use of basic and moral emotions creates a dual-layered effect, enhancing the advertisement's ability to resonate with the audience on both visceral and ethical levels. Positive emotions like happiness and surprise are employed to create favorable associations with vegan products, making them appear rewarding and enjoyable. For instance, the bright, joyful imagery in the cover of Madeleine Olivia's "Make It Vegan" and the playful tone of Chobani's "Almost Milk" campaign utilize these positive emotions to promote veganism as a desirable lifestyle choice, emphasizing its accessibility, pleasure, and satisfaction.

Conversely, negative emotions such as fear, guilt, sadness, and anger are used to provoke strong emotional reactions that can lead to immediate behavioral changes. For example, fear-based appeals in Viva!'s "Why Animal Products Harm – Meat" campaign highlight the health risks associated with meat consumption, thereby creating a sense of urgency and encouraging viewers to reconsider their dietary choices. Similarly, campaigns like Mercy For Animals' "Why Love One but Eat the Other?" and Animal Equality's "Ask Sonic to Ban the Use of Cages for Pregnant Pigs" evoke guilt and sadness by highlighting moral inconsistencies and animal suffering, prompting audiences to reflect on their ethical responsibilities and consider adopting a vegan lifestyle.

The analysis further highlighted the asymmetry in using positive and negative emotional appeals in vegan advertising. While positive appeals are more common in creating a favorable image and maintaining consumer interest, negative appeals are often more intense and confrontational, aiming to provoke immediate action by evoking stronger emotional responses. This imbalance suggests that while both types of appeals serve essential roles, there is a strategic preference for negative emotions to drive behavior change, reflecting a more aggressive approach to prompting social change and encouraging ethical consumerism.

The second part of the chapter delved into the concept of perlocutionary effects, grounded in J.L. Austin's theory of speech acts, which emphasizes the real-world impact that language can have on the listener. The chapter detailed how vegan advertising leverages various types of speech acts—directive, representative, commissive, expressive, and declarative—to achieve perlocutionary effects that influence consumer behavior.

Directive speech acts, such as commands and appeals, are designed to prompt immediate action. An example is PETA's "Go Vegan" campaign, which uses straightforward, imperative language to encourage viewers to adopt a vegan lifestyle. The perlocutionary effect of such directives aims to persuade the audience to change their behavior directly, aligning their dietary habits with the ethical values promoted by the campaign.

Representative speech acts, on the other hand, assert beliefs or truths intended to shape consumer perceptions. For instance, the Physicians Committee's advertisement claiming, "A Plant-Based Diet Is A Win-Win For Health And The Planet," presents factual information to convince consumers of the dual benefits of veganism. This strategy seeks to provide rational justifications for adopting a plant-based diet, thereby appealing to those who value evidence-based arguments.

Commissive speech acts involve a commitment to future actions or standards, such as the Promise Cosmetics advertisement promising "Clean Ingredients, Vegan Friendly, Cruelty-Free." This type of speech act builds trust and credibility by assuring consumers of the brand's adherence to ethical practices, which can foster loyalty and encourage repeat purchases among ethically conscious consumers.

Expressive speech acts convey the speaker's emotions or feelings, exemplified by Oatly's "Wow, no cow!" slogan. This approach creates an emotional connection by expressing enthusiasm and pride in offering plant-based alternatives, making the brand feel approachable and fun. The perlocutionary effect here aims to generate curiosity and engagement, encouraging consumers to feel aligned with the brand's values and fostering long-term loyalty.

Finally, declarative speech acts, such as that in e.l.f. Cosmetics' campaign stating, "We are double certified cruelty-free!" serves to officially declare the brand's ethical stance. The declaration not only communicates product attributes but also establishes a new reality for consumers—positioning the brand as a trusted source for cruelty-free and vegan products. The perlocutionary effects of such a declaration are intended to build trust, reinforce brand identity, and deepen consumer connections, particularly among those passionate about animal rights and sustainability.

The chapter illustrates that effective vegan advertising strategically integrates both emotional appeals and speech acts to reach diverse audiences. By employing a combination of directive, representative, commissive, expressive, and declarative acts, vegan marketers create multifaceted campaigns that appeal to different consumer motivations—ranging from empathy and ethical concerns to health consciousness and environmental awareness.

This strategic approach ensures that vegan advertising reaches a broad spectrum of audiences and creates meaningful connections that enhance consumer engagement. For example, directives may compel immediate action, representatives offer data-driven support, expressives build emotional resonance, and declarations establish credibility and trust. By aligning these speech acts with targeted emotional appeals, vegan advertisements can foster deeper connections with consumers, build loyalty, and inspire advocacy for veganism and ethical consumerism.

My research indicates that understanding the interplay between emotional appeals and perlocutionary effects is crucial for the success of vegan marketing campaigns. By leveraging both the emotional and logical dimensions of communication, advertisers can more effectively promote vegan products and lifestyles, fostering positive social change. Furthermore, the analysis underscores the importance of tailoring messaging to specific audience segments, ensuring that the appeals resonate with their unique values and motivations.

Going forward, vegan advertisers should continue to use a dynamic mix of speech acts and emotional appeals to amplify their impact. This approach can help deepen engagement, foster long-term loyalty, and encourage consumers to advocate for veganism and ethical consumerism. Ultimately, by strategically combining these elements, vegan advertising can contribute to broader sustainability goals, driving both individual behavior change and collective social action.

In conclusion, Chapter 2 highlights that the use of emotion and pragmatic strategies in vegan marketing is not merely a tool for persuasion but a comprehensive approach that aligns with the complex motivations and ethical considerations of modern consumers. Through a nuanced understanding of these elements, vegan advertisers can more effectively connect with their audiences, promote their messages, and contribute to a more ethical and sustainable future.

GENERAL CONCLUSIONS

This research has thoroughly examined the intricate dynamics of emotional advertising, specifically within the context of promoting vegan products and lifestyles. Throughout the study, the primary aim was to understand how emotions and speech acts are strategically employed in vegan advertising to shape consumer attitudes, behaviors, and engagement. By addressing multiple dimensions of advertising discourse, including emotional appeals and communicative strategic aspects, the research offers a comprehensive understanding of how vegan advertising operates to influence consumer decisions.

To achieve this research aim, several critical tasks were accomplished. First, an overview of the specific features of English media discourse was provided, highlighting the language's role in shaping perceptions and behaviors through various forms of advertising. English media discourse serves as a powerful tool for communication, often characterized by its capacity to reach a global audience and influence diverse cultural contexts. This overview established the foundation for understanding how language functions within vegan advertising, setting the stage for deeper analysis.

Second, the concept of emotional advertising was defined, with a focus on its application in promoting vegan products and lifestyles. Emotional advertising, as this research established, involves the strategic use of emotions to capture attention, foster engagement, and drive consumer responses. By exploring the core principles of emotional advertising, the study underscored its significance in creating strong connections between consumers and brands. Emotions like happiness, surprise, fear, guilt, sadness, and anger are intentionally invoked to resonate with audiences, whether to encourage positive associations or provoke introspection and ethical reflection.

Third, the research assessed the efficiency of the pragmalinguistic approach in studying emotional advertising. Pragmalinguistics, which examines the interplay between linguistic forms and their pragmatic functions, proved to be an effective framework for analyzing how advertisements convey specific messages and elicit desired responses. This approach provided insights into the various speech acts—locutionary, illocutionary, and perlocutionary—that are integral to understanding how language operates within advertisements to influence consumer behavior. The application of pragmalinguistics revealed the depth of strategic planning involved in crafting messages that not only communicate information but also produce real-world effects.

Fourth, an inventory of communicative strategies and techniques used in advertising discourse was compiled, identifying the various methods that advertisers employ to influence and persuade consumers. Strategies such as positioning, value orientation, argumentation, emotional mood formation, optimization, and invitation were thoroughly examined, revealing how each strategy is designed to maintain audience interest, enhance product understanding, and drive consumer action. This inventory highlighted the diversity of approaches used in vegan advertising, from appeals to ethical and environmental values to logical arguments and emotional connections.

Fifth, the research studied the designed perlocutionary effects of emotional advertising, focusing on how vegan campaigns aim to produce specific responses in their audiences. Building on J.L. Austin's theory and J. Searle's classification of speech acts, the study demonstrated how vegan advertising leverages different types of speech acts—directive, representative, commissive, expressive, and declarative—to achieve perlocutionary effects that shape consumer attitudes and behaviors. For example, directive speech acts in advertisements like PETA's "Go Vegan" campaign prompt immediate action, while representative speech acts in campaigns like the Physicians Committee's "A Plant-Based Diet Is A Win-Win For Health And The Planet" provide factual support to influence perceptions. This exploration highlighted the strategic use of language to create impactful messages that resonate with consumers and motivate ethical decision-making.

Sixth, a qualitative emotion analysis of emotional advertisements promoting vegan brands was provided, illustrating how emotions are intentionally used to evoke specific responses from audiences. Positive emotional appeals such as happiness and surprise were shown to create favorable associations with vegan products, making them appear rewarding and enjoyable. Conversely, negative emotions such as fear, guilt, sadness, and anger were employed to provoke strong emotional reactions that can lead to immediate behavioral changes. The study demonstrated that the use of both basic and moral emotions creates a dual-layered effect, enhancing the advertisement's ability to connect with audiences on multiple levels.

Seventh, the research analyzed the effectiveness of linguistic means and visual images in emotional advertising for promoting a vegan lifestyle. It was evident that the combination of language and imagery plays a crucial role in creating compelling messages that resonate with consumers. The use of vivid visuals, such as images of suffering animals or joyful vegan meals, alongside carefully crafted language, serves to enhance the emotional impact of the advertisements. This analysis underscored the importance of integrating both verbal and non-verbal elements to create a cohesive and persuasive advertising strategy.

Overall, the findings suggest that understanding the interplay between emotional appeals and perlocutionary effects is crucial for the success of vegan marketing campaigns. By leveraging both the emotional and logical dimensions of communication, advertisers can more effectively promote vegan products and lifestyles, fostering positive social change. This research has shown that vegan advertising relies heavily on a dynamic mix of strategies, emotions, and speech acts to reach diverse audiences, ensuring that messages are both impactful and resonant.

The study also highlighted the asymmetry in the use of positive and negative emotional appeals in vegan advertising. While positive appeals, such as those evoking happiness and surprise, are often used to create a favorable image and maintain consumer interest, negative appeals like fear, guilt, sadness, and anger are strategically employed to provoke immediate action by eliciting strong emotional responses. This imbalance reflects a more aggressive approach to prompting behavior change, particularly in campaigns that aim to highlight ethical and health-related issues.

Additionally, the research underscored the importance of tailoring messaging to specific audience segments, ensuring that the appeals resonate with their unique values and motivations. Vegan advertising effectively reaches a broad spectrum of audiences, from ethically driven and health-conscious consumers to those focused on animal rights and environmental issues. By strategically combining different types of speech acts and emotional appeals, advertisers can create multifaceted campaigns that build meaningful connections with consumers, enhancing their willingness to engage with the brand, change their behavior, and support ethical practices.

In conclusion, this research has provided a comprehensive analysis of the role of emotion and speech acts in vegan advertising, revealing how these elements work together to influence consumer attitudes, behaviors, and engagement. The research demonstrates that a tactical combination of emotional appeals and communicative strategic aspects is essential for creating impactful and resonant messages that drive positive social change. By understanding and leveraging these dynamics, vegan advertisers can more effectively connect with their audiences, promote their messages, and contribute to a more ethical and sustainable future.

РЕЗІЮМЕ

Метою даного дослідження є аналіз використання стратегій емоційного впливу в рекламі для просування веганського способу життя. Робота досліджує роль емоційних звернень і мовленнєвих актів у створенні ефективних рекламних повідомлень, що формують ставлення, поведінку і залученість споживачів.

Актуальність даного дослідження полягає в глибокому впливі сучасної реклами на людське сприйняття і прийняття рішень. У міру розвитку рекламної індустрії розуміння механізмів, за допомогою яких емоційні стратегії впливають на споживацькі настанови та поведінку, стає дедалі важливішим. Це особливо актуально в контексті просування стилів життя, таких як веганство, де емоційні апеляції відіграють ключову роль у зміні споживацьких вподобань.

Мета дослідження — вивчити використання стратегій, що викликають емоції, як ефективного інструменту рекламного впливу. Об'єктом дослідження є перлокутивний ефект емоційної реклами, що просуває веганський спосіб життя серед споживачів. Предметом дослідження є рекламні кампанії, спрямовані на просування веганського способу життя та продуктів, а також їх роль у формуванні споживчої поведінки.

Новизна дослідження полягає в комплексному аналізі використання емоційних стратегій та перлокутивних ефектів у рекламних кампаніях, спрямованих на просування веганського способу життя. Особливу увагу приділено інтеграції різних типів мовленнєвих актів (директивних, репрезентативних, комісивних, експресивних та декларативних) у рекламному дискурсі з метою впливу на емоційний стан і поведінку споживачів. Дослідження поєднує лінгвістичний аналіз з прагмалінгвістичним підходом, що дозволяє глибше зрозуміти, як мова та візуальні засоби взаємодіють для створення переконливих рекламних повідомлень.

У процесі дослідження були досягнуті наступні цілі:

- Проаналізовано особливості англomовного медіа-дискурсу, який визначає контекст використання емоційних апеляцій.
- Визначено концепцію емоційної реклами та її ключові елементи, що сприяють формуванню ефективних рекламних повідомлень.
- Оцінено ефективність прагмалінгвістики як методу вивчення емоційної реклами.
- Проведено аналіз комунікативних стратегій і технік у рекламному дискурсі, що використовуються для досягнення емоційного ефекту.
- Досліджено запроєктований перлокутивний ефект емоційної реклами, зокрема, його вплив на свідомість та поведінку споживачів.

- Проведено якісний аналіз емоцій у рекламі, спрямованій на просування веганських брендів, для виявлення ключових механізмів впливу.
- Проаналізовано ефективність лінгвістичних засобів і візуальних образів у контексті емоційної реклами для популяризації веганського способу життя.

Висновки дослідження демонструють, що використання емоційних стратегій є критичним фактором успіху рекламних кампаній, спрямованих на просування веганських продуктів та способу життя. Ефективне використання емоційних звернень в поєднанні з перлокутивними ефектами дозволяє рекламодавцям встановити емоційні зв'язки з аудиторією, зміцнити лояльність споживачів і сприяти просуванню етичного споживання. Результати дослідження підкреслюють важливість адаптації рекламних повідомлень до специфічних потреб і мотивів різних сегментів аудиторії, що забезпечує їх максимальний вплив і сприяє досягненню соціально-етичних цілей.

Ключові слова: емоційна реклама, веганський маркетинг, прагмалінгвістика, перлокутивний ефект, комунікативні стратегії, споживча поведінка.

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