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Master's Qualification Paper

**ELICITING EMOTIONS AS MEANS OF MANIPULATION IN MODERN
ENGLISH ADVERTISING DISCOURSE**

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INTRODUCTION

The relevance of this study stems from the growing role of emotions in advertising and its impact on consumers. In today's world, where advertising is everywhere, from the Internet to street billboards, it is important to understand how emotions are used to influence people's decisions. We are moving from a superficial look at advertising to a deeper, more academic analysis to discover how emotional messages influence us. This is particularly relevant as advertisers increasingly rely on emotional appeals to promote products and services. In this study, we not only identify how advertising evokes emotions, but also analyze how this affects consumer behavior. Given that modern society is constantly confronted with advertising messages, understanding the mechanisms and consequences of emotional manipulation is becoming critically important. This study emphasizes the need to balance marketing strategies and consumer protection, thus emphasizing its relevance in the current academic and social context.

The primary aim of this research is to study linguistic means used as a means of emotional manipulation in modern English advertising discourse.

The **object** of the paper is the emotional language of modern English-language advertising discourse. The **subject** of this paper is emotional language techniques in advertisements and commercials designed to evoke emotional response from the audience.

To achieve the research, aim of this study sets forth the following specific **tasks**:

- 1) to analyze and generalize a set of theoretical issues related to the study of advertising slogans;
- 2) to present affective manipulation as an object of linguistic research;
- 3) to investigate the specifics of emotional manipulation in modern media discourse;
- 4) to analyze the phonetic, lexical-stylistic, grammatical and syntactic means of affective manipulative influence in modern media discourse;

5) to characterize the main strategic features of affective manipulation in advertising;

6) identify the mechanisms and techniques of emotional language manipulation

7) identify the linguistic means of expressing and evoking emotions in advertising slogans;

8) to identify the pragmatic appeal of manipulation in modern media discourse;

To accomplish these tasks, the following **methods** have been employed:

- General scientific methods: analysis, synthesis, comparison, generalization.
- Linguistic analysis methods: contextual analysis, intent analysis, pragmatic analysis, discourse analysis and multimodal analysis.

Structure: the course paper consists of introduction, two chapters, conclusions to each of them, general conclusions, résumé and references.

The scientific results of the thesis were approbated on the conference "Ad Orbem per Linguas" in Kyiv on May, 16.

CHAPTER 1. THEORETICAL ASPECTS OF MANIPULATION IN ADVERTISING DISCOURSE

1.1. The concept of manipulation

Manipulation is a way of influencing people that's different from direct forcing or logical convincing. But not all influencing that avoids force or logic is manipulation (Noggle, 2018). So, we need to figure out what exactly sets manipulation apart from other types of influence.

In everyday life, we see many types of influence, but they're not all called manipulation. The term “manipulation” is used in a special way when we talk about free will. Here, manipulation means changing someone's mind or feelings completely, using unusual methods like magic, brain surgery, or intense brainwashing. This kind of deep change, called global manipulation, can make people lose their freedom to choose, which is a big deal. People argue about this, especially when talking about whether our lives are controlled by fate or if we can make our own choices. For example, a famous book on patient rights by Ruth Faden, Tom Beauchamp, and others “A History and Theory of Informed Consent” (1986) says that manipulation can make someone's agreement to something less valid. This idea is big in healthcare. But people can't quite agree on what counts as manipulation. This is especially true when talking about nudges, which are small pushes towards making a certain choice without forcing anyone.

So, manipulation is a tricky type of influence. It's more than just not convincing someone logically or forcing them, and it involves deeply changing someone's thinking or desires, often in a way that takes away their freedom to choose.

The theoretical framework surrounding the influence of subtle behavioral cues on decision-making processes, commonly referred to as “nudging”, has been significantly developed by Cass Sunstein and Richard Thaler. This approach is predicated on the introduction of non-coercive measures aimed at steering individuals towards more beneficial decision-making patterns. The seminal contributions to this

field are documented in Thaler and Sunstein's work (2009) as well as in subsequent analyses by Sunstein (2014), which collectively provide a foundational understanding of the principles underlying behavioral nudges.

In the broader context of personality and environmental interactions, three pivotal mechanisms have been identified (Buss, 1984): selection, evocation, and manipulation. These mechanisms offer a comprehensive model for understanding the dynamic interplay between individuals and their surroundings.

1. Selection encompasses the processes through which individuals exert personal agency in choosing their respective environments. This concept extends to various domains, including interpersonal relationships, with mate selection being a particularly illustrative example (Buss, 1987). The theory posits that the nonrandom selection of a partner engenders a stable environmental context over time, which is further substantiated by the works of Snyder (1983) and Snyder & Gangestad (1982).

2. Evocation pertains to the involuntary elicitation of responses from one's environment, a phenomenon that is not random but rather contingent on the individual's characteristics and behaviors. This mechanism has been explored within the realms of behavioral genetics and developmental psychology (Plomin, DeFries, & Loehlin, 1977; Scarr & McCartney, 1983). Empirical studies, such as those conducted by Buss (1981), have demonstrated how distinct behavioral patterns, such as those exhibited by highly active children, can systematically evoke specific types of responses from parents, thereby shaping the child's environmental context.

3. Manipulation, as delineated in the scholarly discourse, involves deliberate actions undertaken by individuals to alter or influence their environments (Buss, 1984). Unlike selection, which involves the active choice of existing environments, manipulation entails the transformation of those environments. The conceptual breadth of manipulation is extensive, as it encompasses myriad actions that an individual might employ to modify their surroundings.

The exploration of environmental manipulation intersects with personality research, notably through studies on Machiavellianism (Christie & Geis, 1970). This line of inquiry delves into a personality construct characterized by manipulateness

and a strategic approach to social interactions. Research by Patterson (e.g., Patterson & Bechtel, 1977) examines the role of coercion within family dynamics, shedding light on the environmental modifications instigated by certain behavioral patterns. In summary, the interplay between individuals and their environments can be understood through the lenses of selection, evocation, and manipulation. These mechanisms collectively elucidate the multifaceted ways in which individuals interact with and shape their surroundings.

Following the discussion on environmental manipulation and personality research, it is essential to consider how language itself can serve as a tool for manipulation. I. Pinich's research on the linguistics of emotions offers significant insights into the ways emotions are constructed and conveyed through language. By exploring the relationship between linguistic choices and emotional responses, Pinich underscores the role of specific words, sentence structures, and rhetorical techniques in evoking particular emotions. This research highlights how advertisers can strategically manipulate emotional responses by carefully crafting their language, employing diminutives, superlatives, and emotive adjectives to amplify feelings like joy, sadness, or urgency, ultimately enhancing the persuasive power of their messages (Пініч, 2021).

Complementing this, Y. Gnezdilova's work delves into broader manipulative strategies employed in advertising to influence consumer behavior. She categorizes techniques ranging from subliminal messaging to overt emotional appeals, providing a comprehensive framework for understanding how advertisers exploit psychological vulnerabilities. Gnezdilova's analysis of emotional manipulation is particularly relevant, as it reveals methods used to trigger subconscious responses. Through case studies and empirical data, she demonstrates the effectiveness of these techniques, illustrating how subtle cues and repeated exposure can significantly shift consumer attitudes and behaviors (Гнезділова, 2007).

Manipulation sets itself apart from regular influence through several distinct characteristics:

1. Hidden Agendas: unlike straightforward influence, which operates transparently, manipulation is rooted in secrecy (Semeniuk, 2023). Manipulators hide their real

intentions, often presenting themselves as well-intentioned or aligned with the interests of others. They may omit important details or fabricate information to skew judgment and decision-making in their favor. This deceptive approach ensures that the manipulated individuals are unaware of the true motivations behind the manipulator's actions.

2. **Emotional Exploitation:** manipulators skillfully exploit emotional vulnerabilities. They might employ guilt trips, tapping into a person's sense of duty or loyalty to compel action. Conversely, they could exploit fears to paralyze and control (Cherry, 2023). Manipulation can also involve insincere compliments and feigned kindness to win over and disarm the target, making them more amenable to suggestion and control.
3. **Power Plays:** the essence of manipulation is the quest for control (Noggle, 2021). Manipulators seek to dominate others' thoughts, feelings, and actions to advance their own ends. This can take various forms, such as pushing someone into decisions that primarily benefit the manipulator or creating scenarios where the manipulated individual becomes dependent or isolated, removing checks and balances from external sources.
4. **Violation of Autonomy:** the fundamental distinction between influence and manipulation lies in the respect for individual autonomy. Authentic influence involves presenting information and allowing the other party to make an informed choice. In contrast, manipulation undermines this autonomy by employing deceptive and coercive methods, thereby stripping the individual of the freedom to make independent decisions.

These factors underline the manipulative interactions' intrinsically exploitative nature, setting them starkly apart from more benign forms of influence. In the realm of advertising discourse, manipulation signifies a deliberate and strategic form of communication intended to shape the audience's views, beliefs, or actions covertly. This concept delineates the fine line between persuasion—characterized by logical appeal and transparent reasoning—and manipulation, which typically bypasses rationality to exploit emotional triggers or cognitive biases. The framework of manipulation within

advertising amalgamates insights from psychology, marketing, and communication studies, focusing on exploiting human cognitive susceptibilities like emotional reactivity, societal validation, and deference to authority.

An analytical perspective on manipulative advertising requires an understanding of Robert Cialdini's six principles of influence, detailed in "Influence: The Psychology of Persuasion" (Cialdini, 1983). These principles are reciprocity, commitment and consistency, social proof, authority, liking, and scarcity. They form the foundation for strategies employed in advertising to persuade or influence consumer behavior (Cialdini, 1983).

1. Reciprocity: this principle suggests that people feel compelled to return favors or kindness. In advertising, this is utilized by offering something "free" to consumers, creating an expectation that they should reciprocate, typically by making a purchase.

2. Commitment and Consistency: people prefer to be consistent with their past behaviors and commitments. Advertisers capitalize on this by encouraging small initial commitments that can lead to larger purchases.

3. Authority: people tend to respect and follow the guidance of authority figures. In advertising, this is often seen through the use of expert endorsements and celebrity spokespeople to lend credibility to a product.

4. Liking: this principle reflects the tendency of individuals to agree with and be influenced by people they like. Advertisers use relatable or attractive personalities in their campaigns to enhance product appeal.

5. Scarcity: the perception of scarcity will generate demand, as people tend to value items more if they believe they are rare or in short supply. This is used in advertising to create urgency, promoting quick purchases.

When applied ethically, the principles of influence, as delineated by Cialdini, can significantly guide and inform consumer decision-making processes. Conversely, their manipulative employment in advertising can exploit psychological predispositions, thereby coercing consumer behaviors to the detriment of the consumers themselves. The demarcation between ethical and manipulative advertising pivots on the application

of these psychological principles, underscoring the paramount importance of the advertisers' intent and the degree of transparency afforded to the audience.

The utilization of manipulative techniques in advertising encompasses a broad spectrum, from the creation of unnecessary consumer needs to the amplification of product appeal through emotional manipulation or dissemination of misinformation. On the other hand, social marketing initiatives may harness similar strategies but with the noble aim of promoting public well-being, as evidenced in campaigns centered on health promotion or environmental conservation. Nonetheless, the ethical dimensions of employing such manipulative tactics, even for ostensibly noble objectives, continue to provoke debate within academic and professional realms.

Hence, the distinction between manipulative and ethical persuasion in the sphere of advertising is intricately linked to the underlying intentions of the advertisers and the level of transparency conveyed to the consumer. Ethical advertising aims to empower informed and rational decision-making among consumers, providing them with the requisite information to make independent choices. In stark contrast, manipulative advertising tactics predominantly focus on covert influence and advancing the interests of the advertiser over the autonomy and informed consent of the consumer, thus inviting rigorous ethical scrutiny and sparking debate over the moral parameters of influence within commercial endeavors. The study of manipulation within advertising encompasses a thorough examination of the ethical consequences and psychological frameworks that underpin consumer decision-making. This scrutiny is pivotal for understanding how advertising tactics can subtly or overtly sway consumer behavior, often bypassing rational thought and appealing directly to emotional and subconscious faculties.

Manipulation, a multifaceted concept, manifests in various forms, especially when it comes to human interactions versus interactions with objects. It is possible to delineate between these different types, focusing primarily on the manipulation of people, a domain distinctly separates from the manipulation of non-human entities, such as objects or economic instruments like currency (Krugman, 2009):

- Manipulation of People vs. Manipulation of Objects: while we can manipulate

both people and objects, the ethical considerations and mechanisms involved differ significantly. Manipulating objects, such as a violinist skillfully playing her instrument or a government influencing its currency, involves physical or strategic adjustments to non-sentient entities (Faden & Beauchamp, 1986). In contrast, manipulating people involves influencing another person's thoughts, feelings, or actions, often for personal gain or to achieve a particular outcome.

- **Manipulation of a Situation vs. Direct Manipulation of a Person:** this distinction highlights the difference between altering the circumstances around a person and directly changing their personal beliefs or attitudes. An example of manipulation through decision-making could be a situation involving a friend and a concert. Imagine your friend knows you've been looking forward to seeing your favorite band live (Baron, 2003). However, your friend prefers a different event occurring on the same night. Instead of openly discussing the conflict, your friend starts highlighting potential drawbacks of the concert: long travel times, high ticket prices, and the likelihood of poor weather. Simultaneously, your friend emphasizes the benefits of the alternative event, such as convenience, lower cost, and the presence of mutual friends. Here, your friend is manipulating the decision-making process by selectively presenting information to sway your choice towards their preferred event.

In contrast, manipulation through deception involves providing false or misleading information to influence someone's choices or beliefs. A scenario illustrating this could involve the same friend and a similar conflict of interest regarding how to spend an evening. Instead of manipulating the decision-making process by emphasizing different aspects of each event, the friend lies about the concert being sold out or claims the lead singer is ill and unlikely to perform. Believing these falsehoods, you might reluctantly agree to attend the alternative event. In this case, the manipulation is based on deception, leading you to make a decision based on incorrect information. Both examples showcase different facets of manipulation: one operates within the bounds of truth but influences decision-making by emphasizing certain facts over others, while the other crosses into deceit, shaping decisions based on false premises.

- Manipulation via a Non-Ideal Response vs. Manipulation via an Ideal Response: this variety emphasizes the outcome of manipulation on the individual's responses. In some cases, manipulation leads to a non-ideal response, like a guilt trip causing someone to act against their better judgment due to imposed emotional distress. Conversely, manipulation can create a situation where the ideal response from the manipulated person aligns with the manipulator's goals, as seen in the camping scenario. Here, the manipulation leads to a decision that, under the new circumstances, seems the best or most appropriate choice for the manipulated person.
- Manipulation that Targets Emotions vs. Manipulation that Targets Beliefs: manipulation can target different aspects of human psychology. Some forms of manipulation exploit emotional vulnerabilities, such as guilt, fear, or love, to coerce someone into compliance. On the other hand, other manipulations target cognitive aspects, like beliefs or decision-making processes. An example provided by Robert Goodin involves overwhelming someone with information to the point where they seek a simple explanation or direction, which the manipulator is ready to provide, steering the person's beliefs and decisions towards a specific end (Goodin, 1980). In sum, manipulation in human interactions is multifaceted, varying in its targets, methods, and outcomes. Whether by altering situations, directly influencing emotions, or shaping beliefs, the essence of manipulation lies in the intent to subtly control or influence the decisions and behaviors of others, often without their full awareness or consent.

The methodological approach to analyzing manipulative advertising requires dissecting emotional language techniques within English-language advertising discourse, which involves evaluating phonetic, lexical-stylistic, grammatical, and syntactic elements to uncover mechanisms of affective manipulation. This comprehensive analysis aims to identify the primary strategic features and techniques of language manipulation employed in advertising and to understand the linguistic methods used for expressing and evoking emotions within advertising slogans.

To understand the implications of advertising manipulation fully, it's crucial to consider both the ethical dimensions and psychological drivers that shape consumer behavior. This understanding is essential for assessing the morality and impact of advertising practices, thereby promoting a more transparent and ethical advertising landscape. The methodologies applied include a blend of general scientific methods such as analysis, synthesis, comparison, and generalization, alongside specific linguistic analysis techniques like contextual analysis, intent analysis, pragmatic analysis, discourse analysis, and multimodal analysis.

When establishing comparative parameters for advertising, essential factors include the purpose and intent behind the advertisements, the targeted audience, the use of emotional resonance, the content of the message, the employment of persuasive elements, the ethical implications, and regulatory compliance. These parameters form the foundation for a methodological framework that incorporates content analysis, comparative rhetorical analysis, impact assessment, and ethical review. This framework facilitates a nuanced understanding of the operational mechanisms within both commercial and social advertising contexts, providing insights into the effectiveness and ethicality of manipulation in advertising discourse.

The realm of contemporary advertising is fascinating as it employs emotional triggers to connect with the audience. This connection isn't just about making a sale; it's about creating a narrative that resonates with the viewers' feelings, beliefs, and aspirations. Let's delve into the emotional nuances and manipulative strategies employed in the commercials of Apple, UNICEF, and Nike. Starting with Apple's advertisement, we see a scenario that is both familiar and touching: a mother attempting to capture her son's athletic achievements on her iPhone (Apple Inc., 2023). The emotional journey here is multifaceted. We begin with a sense of urgency and concern—emotions that any parent can relate to—as the mother struggles to keep pace with her son's race. The resolution comes with the iPhone's capability to capture the moment flawlessly, transforming the mother's anxiety into pride and joy. The advertisement cleverly manipulates emotions by connecting the product to a universally relatable experience: the desire to preserve precious family moments. The ad's strength

lies in its ability to evoke a mix of pride, excitement, amazement, and sympathy, crafting a narrative that's both personal and touching.

UNICEF's commercial takes a different approach by focusing on social awareness rather than product promotion (UNICEF, 2023). The storyline revolves around a new student, seemingly underprivileged, facing silent judgment from his peers. The advertisement challenges societal prejudices and promotes acceptance and compassion, evoking strong feelings of sympathy and surprise. By showcasing the teacher's welcoming attitude, the commercial instills a sense of hope and excitement. This approach is particularly manipulative in a positive way as it doesn't sell a product but seeks to change attitudes and foster social change. The emotional manipulation here is geared towards empathy, pushing viewers to reflect on their own biases and actions. Nike's advertisement, featuring celebrities like LeBron James and Travis Scott, plays on a different set of emotions (Nike, Inc., 2023). The ad combines the allure of stardom with the universal appeal of sports. The message is clear: Nike shoes are not just footwear; they are the key to success and achievement in sports. By showcasing well-known figures who endorse the product's effectiveness, the ad taps into the viewer's aspirations and desires for success, comfort, and recognition. The emotional manipulation is rooted in aspiration and admiration, making the viewer feel that owning Nike shoes is a step towards achieving personal greatness. Each of these advertisements employs emotional manipulation to achieve its goals, but they do so in different ways. Apple's ad connects on a personal level, turning everyday moments into opportunities for pride and connection. UNICEF's message is more about societal values, urging viewers to act with empathy and acceptance. Nike's approach focuses on aspiration and inspiration, aligning its product with success and fame. These tactics demonstrate how contemporary English-language advertising discourse utilizes emotions not just to sell products, but to communicate messages, alter perceptions, and evoke responses that align with the advertisers' objectives.

This analytical scrutiny underscores the complex roles that emotional appeal and storytelling play in influencing audience behavior across different advertising domains. It highlights the strategic use of emotions in advertising and initiates a broader

discussion on the ethical dimensions of such strategies. The comparison challenges advertisers to consider the long-term effects of their approaches on consumer behavior and societal values, advocating for a balance between persuasive efficacy and ethical responsibility. This comprehensive analysis not only sheds light on manipulative practices in advertising but also calls for ongoing reflection on the ethical standards guiding advertising strategies.

1.2. Manipulation in advertising discourse

Manipulation in advertising discourse refers to the various techniques and strategies used by advertisers to influence consumers' perceptions and behavior. This manipulation can be subtle or direct, and it aims to persuade people to buy products or services, often by appealing to their emotions, desires, or fears. One common technique is the use of emotional appeals. Advertisers often play on human emotions such as happiness, fear, love, or loneliness to create a strong connection between the consumer and the product. For example, an advertisement for a perfume might not focus on the scent itself but rather on the romantic or luxurious lifestyle it suggests (Pardun, 2013). By associating the product with positive emotions or desirable outcomes, the advertisement manipulates consumers into believing that purchasing the product will help them achieve those feelings or statuses.

Another strategy is the bandwagon effect, which taps into the human desire to belong or to be part of a group. Advertisements using this approach might suggest that "everyone is using this product" or "you will be left out if you don't use it." This can create a sense of urgency or fear of missing out, pushing consumers to buy the product to fit in with the perceived majority (Cialdini, 1983). The use of celebrity endorsements is another manipulative technique. By having a product associated with a well-liked or respected figure, advertisers create a link between the celebrity's positive attributes and the product. Consumers might be led to believe that by using the product, they can emulate the celebrity's success, attractiveness, or lifestyle. Language is a powerful tool in advertising discourse, and manipulative language can

alter consumer perception without their conscious awareness. Advertisers may use loaded language, euphemisms, or exaggerated claims to create a more appealing image of their product. For example, using the term “pre-loved” instead of “used” for items can make them sound more appealing. Similarly, the use of superlatives like “the best” or “number one” can suggest superiority without providing evidence.

The visual elements of an advertisement, such as images, colors, and fonts, also play a significant role in manipulation. Bright colors, attractive models, and eye-catching graphics can draw attention and create positive associations with the product. The placement of products in idealized or unrealistic settings can distort consumers’ expectations and reality. The ethical concerns surrounding manipulation in advertising discourse are significant. While persuasion is a natural part of advertising, manipulation involves deceiving or misleading the consumer, which raises questions about honesty, integrity, and consumer autonomy. Ethical advertising should aim to inform and persuade without misleading, exploiting, or taking advantage of consumers’ vulnerabilities. The three advertisements discussed from the Ad Council, Amazon, and Amnesty International each utilize different emotional appeals and strategies to engage their audiences, reflecting their unique purposes and messages.

The Ad Council's “Parents Adopted Long form | Adoption from Foster Care” (Ad Council, Adoption, 2023) uses a narrative approach to evoke feelings of sympathy, hope, love, and compassion. By showcasing a conversation between two teens in foster care, the ad directly addresses the emotional challenges faced by older children in the foster care system. The advertisement's emotional appeal is aimed at prospective adoptive parents, encouraging them to consider adopting older children who are often overlooked. The use of genuine emotions and the highlighting of a significant social issue aim to motivate viewers to act, making the ad not just informative but also deeply moving. Amazon's “Amazon 2023 ad - Early Holiday deals” (Amazon, Holiday Advertising, 2023) takes a different approach by focusing on excitement, confusion, disappointment, and joy to create a memorable experience for the viewer.



Fig. 1. Amazon 2023 ad - Early Holiday deals (dailycommercials.com)

This advertisement utilizes a quirky storyline and unexpected twists to grab the viewer's attention. While the ad aims to promote early holiday deals, its primary focus appears to be on entertainment and memorability rather than a clear call-to-action or an informative message about the deals themselves. The ad's divergence from traditional holiday themes could make it stand out, but it may also lead to confusion and a lack of clarity about the ad's message.

Amnesty International's "Charged for Aiding an Abortion: One Woman's Unbelievable Fight" (Amnesty International, Reproductive Rights, 2023) employs a starkly different tone from the other two ads. It centers around a serious and controversial issue: the criminalization of assisting with abortions in Poland. The ad uses emotional appeals such as sympathy, outrage, and a call to activism to engage viewers and raise awareness about the challenges faced by women and human rights defenders. This advertisement aims to inform, provoke thought, and encourage action rather than sell a product or service. By highlighting a real case, the ad seeks to personalize the issue and galvanize support for reproductive rights. In comparison, the Ad Council and Amnesty International ads both focus on serious social issues and aim to evoke a response leading to social change or action. However, they target different audiences and themes: one focuses on adoption from foster care, aiming to find homes for older children, while the other addresses women's rights and legal injustices in a specific geographical context. Amazon's advertisement, on the other hand, serves a commercial purpose, aiming to promote holiday sales but does so through an unconventional narrative that seeks to entertain and engage rather than inform.

Overall, the effectiveness of each ad depends on its objectives and the audience's response. The Ad Council and Amnesty International ads are more likely to resonate with viewers interested in social issues and willing to take action. In contrast, Amazon's ad aims to capture attention and create buzz around its holiday deals, appealing to a broader audience looking for unique and entertaining content. Central to the strategy of manipulative advertising is the use of emotional leverage, where advertisers construct narratives to evoke feelings—joy, fear, nostalgia—to establish a mental association with their offerings. This emotional engagement is coupled with the selective presentation of information, highlighting positive attributes while downplaying negatives, thus shaping consumer perception.

Tactics like creating a sense of urgency or exclusivity and employing repetitive exposure are designed to prompt immediate consumer action and build brand familiarity, respectively. These approaches illustrate how manipulation within advertising can range from exploiting emotional appeals to leveraging scarcity and urgency, employing fallacious arguments, and fostering a bandwagon effect to set unrealistic expectations. The diverse use of these strategies across different advertising objectives highlights the ethical considerations that advertisers must navigate to maintain a balance between effective influence and responsible communication. The broad application of manipulative techniques within contemporary media reflects a significant area of concern within media and communication studies, inviting further scholarly examination. In the exploration of advertising's manipulative strategies, the contributions of figures such as Marshall McLuhan (McLuhan, 1964) and Noam Chomsky (Chomsky, 1989) have been foundational in understanding the broader impacts of media on society. However, there is an identifiable gap in the literature specifically addressing manipulative techniques and confrontational communication within advertising. This deficiency indicates a pressing need for continued research and scholarly dialogue, especially as these topics intersect with the evolving landscapes of digital media and consumer behavior. The expanding digital environment, characterized by rapid technological

advancements and shifting consumer dynamics, underscores the urgency for further academic inquiry into these areas.

The nuanced application of manipulative strategies in advertising underscores the critical need for a balanced approach that respects consumer autonomy while achieving communicative objectives. This balance is paramount in ensuring that advertising remains a tool for effective persuasion rather than veering into coercive manipulation, thus safeguarding the integrity of consumer choice and promoting ethical advertising practices. The underlying objective of advertising and public relations materials is to engage with individuals' emotions, aiming to profit from product sales, sway communication dynamics, and shape public opinion within the realm of news.

The theoretical framework for this investigation is informed by T. van Dijk's exploration of discourse power and control, which examines the strategic use of language and symbolism to guide audience perception and action towards specific ends (van Dijk, 2006). The detailed study of commercial content uncovers that advertising narratives utilize persuasive methods aimed at potential consumers through both rhetorical means and stylistic choices. Aristotle's analysis of the building blocks of trust—rationality, sincerity, and benevolence—explains why audiences may trust these messages even in the absence of factual proof. This trust is cultivated through the strategic inclusion of familiar faces in advertisements, eliciting emotional reactions with images of children and animals, crafting relatable situations using cultural motifs and engaging with the power of nostalgia. In summary, the study illuminates how advertising discourses craft influential methods to sway potential buyers by tapping into emotional, cultural, and psychological triggers, thereby guiding consumer behavior through well-orchestrated rhetorical and stylistic maneuvers.

Today, advertising extends beyond traditional media blocks, seamlessly integrating into television shows, internet blogs, and web series. This evolution is partly driven by the need to navigate restrictions imposed by advertising laws, leading to innovative promotional strategies across various platforms. For instance,

long-standing television productions have transitioned to digital platforms like YouTube, where they continue to endorse products within their content, adapting to the changing media landscape while reaching out to their audience in new, engaging ways. This shift underscores the adaptability of advertising strategies, reflecting a blend of ancient rhetorical principles with modern digital communication channels to influence consumer behavior effectively.

Advertisements often leverage familiar phrases and concepts to resonate with their target audience, skillfully crafting messages that challenge conventional expectations. For example, the notion of a “win-win situation” is frequently employed to suggest mutually beneficial outcomes, breaking away from the traditional zero-sum perspective where one party's gain is seen as another's loss. This technique not only aligns with the lexicon of the business world but also strategically emphasizes the duration of an offer to engage potential customers. Similarly, the juxtaposition of seemingly contradictory qualities, such as “Technology with style”, encapsulates the ability to offer products that combine desirable attributes thought to be mutually exclusive. This approach mirrors the adage of enjoying the best of both worlds, where quality does not have to be compromised for affordability, or in the automotive context, the efficiency and environmental benefits of diesel engines are paired with style and performance. Creative advertising also places a significant emphasis on wordplay and the nuanced use of language, where the implications of words are manipulated to suggest product benefits without explicit claims. This subtlety allows advertisers to navigate regulatory restrictions, implying superior qualities of products through suggestive language and connotations. Print advertising, which includes formats such as advertisements in magazines, brochures, flyers, and direct mail pieces, is designed with specific audiences in mind. Marketers adapt their messages for different publications to enhance their persuasive effect. Emotional strategies might resonate well within lifestyle publications while appearing inappropriate in more analytical journals like HVG or Figyelő, reflecting differences in audience expectations and content appropriateness as noted by Móricz & Téglássy (1997).

Print ads are typically structured around five main elements: the headline, illustration, body text, signature line, and contact details, a framework elaborated by Gieszinger (2001). The headline's job is to grab attention, similar to how a news headline would, often using bold colors or large fonts. Illustrations complement this by reflecting the product's colors, enhancing memory retention among consumers. The body text delves deeper, outlining the product's features, benefits, and persuasive arguments for purchase. Research by social psychologists Pratkanis & Aronson (1992) underscores the effectiveness of longer, more detailed copy in persuading readers through both central and peripheral processing routes. The signature line identifies the brand and usually includes a logo and a catchy slogan, aiding in brand recognition and recall. The optimal placement for this element is typically at the end or on the right-hand side of the advertisement, as this is where the reading usually concludes, enhancing memory retention. This approach is exemplified by the well-recognized "Nike swoosh" and the slogan "Just do it", which together encapsulate the brand's essence and appeal. Beyond the layout, the language used in advertising plays a critical role. According to Sandell (1977), advertising language is distinctively richer in adjectives and hyperbolic terms compared to non-persuasive speech. This linguistic style aims to differentiate products and persuade consumers effectively.

However, the influence of advertising extends beyond the realm of consumer behavior into societal and cultural domains. Advertisements can indirectly create consumption communities, reinforce social stereotypes, and project an idealized version of life that may lead to unrealistic expectations. Researchers like Matthews (1988) discuss how advertising can shape social norms and values, often reinforcing existing power structures and traditional roles, particularly regarding minorities and women. The broader implications of advertising on societal cynicism and skepticism should not be overlooked. As noted by Breton (2000), the pervasive nature of advertising, characterized by selective information and sometimes deceptive practices, has led to a widespread distrust of authority and a questioning of societal norms and values. This skepticism extends beyond the sphere of advertising,

touching on deeper issues related to consumerism and the foundational structures of capitalist societies.

These critiques suggest that while advertising is a powerful tool for market differentiation and consumer persuasion, its effects permeate deeper, influencing cultural values and societal expectations. Thus, understanding the multifaceted impacts of advertising requires a comprehensive analysis of its content, strategies, and broader societal implications. Understanding the perspective and mindset that advertisements aim to instill in their audience is a crucial aspect of effective marketing. This often involves tapping into universal desires, such as the instinct to economize. It's common for advertisers to pose direct propositions that promise savings on services or goods, playing on the assumption that everyone is interested in reducing expenses. For instance, offers to save on utility bills are designed to appeal to this widespread desire, although they may not always convince the content consumer who values quality and reliability over mere cost savings.

Advertisements also frequently target individual insecurities or aspirations related to self-perception. Many campaigns suggest that attractiveness and social status can be enhanced by purchasing specific products, such as fashion items, watches, or cars. The implication is that owning the latest or most stylish version of a product, like a mobile phone, can safeguard against social embarrassment, a notion exploited in campaigns like those for Phones4U, which promise to match individuals with the ideal phone for their needs. The choice of language and address in advertisements is another area of interest. Using imperatives, declarative statements, or appealing noun phrases are different ways to directly engage the audience and encourage them to act. These linguistic choices play a significant role in how the message is received and acted upon by potential consumers. In the realm of creative advertising education, the concept of modeling stands out as a fundamental technique. By drawing inspiration from successful slogans and campaigns, students learn to craft messages that resonate with audiences through familiarity while introducing novel twists. For example, adapting well-known slogans to fit new

contexts or messages, such as transforming “Got milk?” into “Got chops?” for a campaign focused on career preparedness, illustrates the power of this approach.

This blend of pragmatic analysis, creative adaptation, and strategic language use underscores the dynamic and manipulative nature of advertising. It highlights the ongoing relevance of advertising studies, as both academics and practitioners continue to explore innovative linguistic strategies to influence and persuade potential customers. The exploration of these themes offers valuable insights for students and researchers alike, contributing to the development of effective advertising techniques that harness the persuasive power of language. Manipulation in advertising discourse is a complex and multifaceted phenomenon that involves the strategic use of language, imagery, and psychological techniques to influence consumers’ attitudes, beliefs, and behaviors in favor of a product or service. This manipulation goes beyond mere persuasion, often employing subtle or overt tactics to shape consumer perceptions and decisions, sometimes without their full awareness. Advertising discourse serves as a fertile ground for various manipulative tactics aimed at shaping consumer behavior and decision-making. Advertisers, skilled in the art of persuasion, employ numerous strategies to subtly or overtly influence your purchasing decisions. Here's an examination of how these manipulative techniques manifest in advertising:

1. **Emotional Appeals:** advertisements frequently employ emotional manipulation, using imagery and narratives that pull at your emotions to foster a connection between your feelings and their product (Delta Group, 2020). Whether it's the depiction of joyous families promoting a sense of belonging or leveraging fears about social acceptance or personal appearance, these ads manipulate emotions to create a perceived need for their product.

2. **Fallacies and Misdirection:** rational argumentation is often sidelined in favor of appealing yet flawed logic. Advertisements may rely on misleading statements, endorsements from celebrities, or distorted statistics, all designed to forge a misleading sense of reliability and effectiveness of the product (Mediatool, 2024).

This strategy diverts attention from the product's actual value or relevance to the consumer.

3. **Imagery and Association:** visual elements in advertising are meticulously crafted to evoke positive feelings and associations (360Hoardings, 2023). Advertisers strategically use attractive scenes, joyful characters, and ideal lifestyles to subliminally associate their product with desirable outcomes, happiness, or success, affecting consumer perceptions at a subconscious level.

4. **Limited Information and Urgency:** advertisements frequently provide incomplete information about the product, glossing over potential downsides or focusing solely on appealing aspects. By creating a sense of urgency through limited-time offers or highlighting exclusive features, these ads push consumers toward hasty purchases without fully informed decision-making.

5. **Exploiting Social Norms:** ads often exploit social pressures and norms to influence consumer behavior. By presenting products as integral to social acceptance or as gateways to desired lifestyles, they tap into the fear of missing out (FOMO) and the human tendency to seek approval and belonging (Hodkinson, 2016).

6. **Testimonial Fallacy:** the use of testimonials in advertising, whether from celebrities, experts, or average consumers, aims to lend credibility and relatability to the product (Tucker, 2017). However, these endorsements may not reflect the typical consumer experience and are often biased due to financial incentives, thereby creating a misleading representation of universal satisfaction.

7. **Bandwagon Effect:** this tactic leverages the product's popularity or widespread acceptance to coax consumers into believing they are missing out if they do not participate (Agarwal, 2023). By showcasing large groups of satisfied customers, advertisements manipulate the natural desire to belong and be in sync with societal trends.

8. **Logical Fallacies:** advertisements may employ flawed reasoning, such as hasty generalizations or false dichotomies, to make their products appear superior (Nikolopoulou, 2023). These logical fallacy's obscure objective evaluation, leading consumers to make decisions based on incomplete or skewed information.

9. **Hidden Costs and Limitations:** Advertisements often downplay or omit vital information about additional costs, product limitations, or possible adverse effects. This lack of transparency manipulates consumers' understanding of the product's true value and can lead to dissatisfaction or regret after the purchase.

Understanding these tactics empowers consumers to approach advertisements with a critical eye, helping to make more informed and autonomous purchasing decisions. In summary, manipulation in advertising discourse involves a range of strategies designed to influence consumer behavior subtly or overtly. While these practices can be effective from a marketing perspective, they raise important questions about consumer rights, ethical advertising, and the impact of advertising on society.

1.3. Emotions as a tool of manipulation

Emotions play a pivotal role in the landscape of advertising, serving as a powerful tool of manipulation that advertisers employ to connect with their audience on a deep, often subconscious level. The use of emotions in advertising goes beyond simple persuasion; it seeks to create a psychological bond between the consumer and the product or brand, triggering responses that transcend rational thought and directly influence decision-making processes.

One of the most prevalent emotions utilized in advertising is happiness. Advertisers frequently evoke feelings of joy, contentment, and positivity to create a favorable emotional atmosphere around their products or services. This strategy is highly effective because positive emotions can significantly enhance the consumer's perception of a brand, making them more likely to engage with and purchase the advertised product. Happiness is often depicted through scenarios of social gatherings, celebrations, and personal achievements, associating the product with these positive experiences. For instance, Coca-Cola's advertising campaigns often showcase people enjoying happy moments together, reinforcing the brand's association with joy and togetherness.

At the heart of emotional manipulation in advertising is the understanding that consumers are not always driven by logic or reason when making purchasing decisions. Instead, emotions such as joy, fear, sadness, or nostalgia can have a profound impact on consumer behavior. The idea of emotions as tools of manipulation explores how individuals might use emotional responses to influence the behavior or perceptions of others, often for personal gain or strategic advantage (Kinley, 2024). The manipulation of emotions can occur in various contexts, from interpersonal relationships to larger scale endeavors like advertising, political campaigns, or leadership strategies. By appealing to emotions such as fear, joy, or empathy, manipulators can persuade people to act in certain ways or adopt specific beliefs without engaging their rational thought processes.

In personal relationships, emotional manipulation often manifests through tactics that affect an individual's psychological state. For example, a person might use guilt to compel their partner to do something against their wishes or invoke pity to escape accountability for their actions. Such manipulations can lead to unhealthy dynamics, where the emotional balance shifts in favor of the manipulator, often at the psychological expense of the other party (BradBerry, 2018).

Advertisers and media outlets have long harnessed the power of emotions to influence consumer behavior. Emotional appeals in advertising are designed to evoke feelings that align the viewer with the product or message being promoted. For instance, commercials might tap into feelings of nostalgia or happiness (e.g., showing a family enjoying a meal together to promote a food product) or fear (e.g., highlighting the dangers of not using a particular type of insurance).

In the realm of politics, emotional manipulation is frequently a tool used to mobilize public opinion. Politicians and activists may emphasize emotional narratives in their speeches and propaganda to galvanize support or demonize opponents. For example, appealing to fear about economic downturns or security threats can rally voters around more authoritarian policies, while evoking hope and pride can inspire engagement and optimism about a candidate's agenda.

Organizational leadership plays an extremely important role in shaping emotional manipulation. Leadership within organizations can also involve emotional manipulation, sometimes in positive ways—inspiring teams, fostering a sense of belonging and motivation—or negatively, through fearmongering or coercive tactics to maintain control and obedience.

The manipulation of emotions raises significant ethical questions. When does influencing others through emotional means cross the line from persuasion to manipulation? The key often lies in the intent behind the action and the respect for the autonomy and well-being of the other person (Keenan, 2023). Ethical persuasion respects the other's rights and is transparent, whereas manipulation intends to deceive or exploit for the manipulator's benefit. Understanding emotional manipulation requires a nuanced view of human psychology and ethical behavior. It involves recognizing how emotions can cloud judgment and how they can be exploited by those who wish to exert control or sway over others. Acknowledging the power of emotions and striving for emotional intelligence can equip individuals to better navigate and resist manipulative tactics, promoting healthier relationships and societies.

Emotional manipulation can be classified in various ways depending on the criteria used. One useful approach to classify these manipulative strategies is by examining the intent, the tactics employed, and the context in which they are used. Below is a classification of emotional manipulation based on these criteria:

1. **Fear-Based Manipulation**

- **Intimidation:** using threats or tacit implications of harm to induce fear and compliance.
- **Uncertainty:** creating a sense of insecurity about the future or unpredictability to keep others off-balance and more susceptible to influence.

2. **Guilt-Based Manipulation**

- **Obligation:** convincing someone that they owe the manipulator because of past help or relationships.

- **Shaming:** using guilt and social comparison to make individuals feel inadequate or unworthy unless they conform to what the manipulator wants.

3. Sympathy-Based Manipulation

- **Martyrdom:** exaggerating one's sacrifices or suffering to manipulate others into feeling indebted or motivated to help.

- **Victimhood:** presenting oneself as a victim to gain sympathy and thereby manipulate others into providing support or avoiding criticism (Jabeen Begum, 2023).

4. Gratification-Based Manipulation

- **Flattery:** using excessive compliments and praise to ingratiate oneself with others, creating a favorable impression that makes opposition or denial difficult.

- **Seduction:** employing charm, allure, and sometimes romantic or sexual interest to influence someone's actions or decisions.

5. Anger-Based Manipulation

- **Explosive Behavior:** displaying sudden bouts of anger to shock others into compliance or silence.

- **Silent Treatment:** withholding communication or affection as a form of punishment and control, often forcing the other party to act out of desperation to reestablish connection.

6. Deception-Based Manipulation

- **Gaslighting:** making someone doubt their own reality or memory through deliberate misinformation, denial, or contradiction.

- **Selective Disclosure:** withholding or distorting information strategically to alter others' perception or decision-making process.

These categories highlight the diverse ways in which emotions can be manipulated, often blending into one another in complex interpersonal interactions. Understanding these can help in identifying manipulation in various settings and developing strategies to counteract manipulative behavior. Each category represents a common strategy that manipulators use to achieve their ends, impacting relationships, workplaces, and broader social interactions significantly. Recognizing

these patterns is crucial for both personal development and for creating healthier interpersonal dynamics (Browne, 2023).

Emotional manipulation is a method used between people to further one's own goals by shaping someone else's feelings, either for good or for bad, as identified by Austin, Farrelly, Black, and Moore in 2007. This idea sprouted from studies looking into whether individuals who claim to have higher emotional intelligence might use their abilities in harmful ways to get ahead (Austin, 2007), (Petrides, Vernon, Schermer, & Veselka, 2011). Although it's well-documented that emotional intelligence can have positive effects, such as in the context of employment, the notion of using such intelligence for 'emotional manipulation' is relatively new in the sphere of work-related studies and is not yet fully explored. The risk of damage done by someone who manipulates emotions underscores the need to delve deeper into this issue within professional environments. This dissertation aimed to fill the gap related to this in the workplace by thoroughly investigating emotional manipulation and its related factors from the viewpoints of both the manipulator and the victim. By exploring these factors, the study aims to provide insights on managing emotional manipulation at work and help shape policies related to workplace health and safety.

Regarding the theoretical background, emotions are generally seen as reactions, both physiological and psychological, to things happening around or within us, as Scherer defined in 2005. Scholars like Scherer (2005), Schachter (1964), and Brackett (2003) agree that an emotional response typically involves cognitive assessments and physical reactions, such as changes in heart rate, facial expressions, or the subjective experience of the emotion. The concept of emotional intelligence plays a significant role in understanding individual behaviors and interactions within complex social structures. According to Engelberg and Sjöberg (2005), daily interactions necessitate the navigation of intricate social networks where emotions are pivotal for effective communication and are seen as advantageous for social adaptation. This underscores the belief that individuals possessing superior emotional abilities are often regarded as having heightened

emotional intelligence. This perspective has been supported by a substantial body of research focused on identifying the benefits associated with higher levels of emotional intelligence.

Building upon this foundation, the 'trait emotional intelligence' model diverges from conventional understanding by conceptualizing emotional intelligence as a facet of one's personality. This approach, supported by the work of Petrides, Pita, & Kokkinaki (2007), posits that emotion-related self-perceptions, or “trait emotional intelligence”, form a distinctive factor within lower-tier personality hierarchies. Unlike cognitive assessments of emotional intelligence, which seek to measure an individual's maximal performance across various tasks, trait emotional intelligence assessments are based on self-reported data and aim to gauge dispositional tendencies or typical performance.

One critical aspect identified within trait emotional intelligence is the ability to manage the emotions of others, signifying an individual's self-reported capability to influence the emotional states of other people. This skill has been linked to the enhancement of relationship quality and an increase in the individual's likeability, as explored in studies by Niven, Holman, & Totterdell (2012) and Niven, Garcia, van der Löwe, Holman, & Mansell (2015). However, it is essential to acknowledge that emotional intelligence, while predominantly associated with positive outcomes, harbors a potential for misuse. The advertisements from the World Wildlife Fund, eBay, British Red Cross, and Samsung each employ different emotional appeals and messaging strategies to engage their audiences, reflective of their unique goals and target audiences.

The World Wildlife Fund's “What has WWF done in 60 years?” (World Wildlife Fund, Environmental Awareness, 2022) aims to raise awareness about the dire state of global wildlife populations.



Fig. 2. “What has WWF done in 60 years?” campaign

The use of emotions such as sadness, outrage, sympathy, and a sense of responsibility aims to mobilize viewers into action. By presenting alarming statistics alongside a call for collective responsibility, the ad seeks to inspire immediate action for wildlife conservation, making a compelling case through emotional engagement combined with factual evidence.

eBay's “Find the Difference That Matches You” campaign (eBay, Product Advertising, 2023) taps into the emotions of excitement, positivity, and a sense of responsibility.

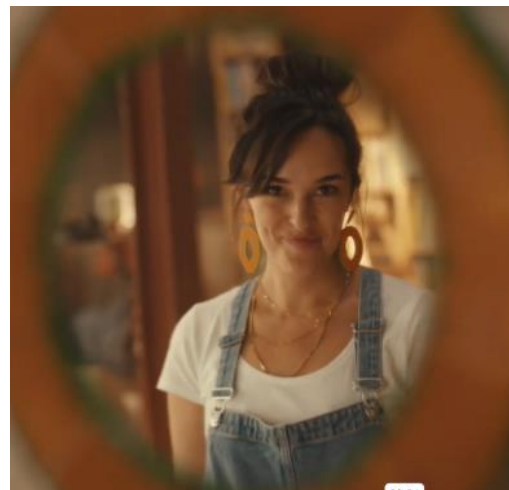


Fig. 3. “Find the Difference That Matches You” campaign

The advertisement promotes self-expression through unique or used items, positioning eBay as a platform that supports individuality while also encouraging environmentally responsible consumer behavior. The emotional appeal here is

lighter, aiming to make consumers feel good about their purchases by linking personal expression with positive environmental impact.

The British Red Cross's "Ukraine Conflict | Here for Humanity" (British Red Cross, Humanitarian Aid, 2023) advertisement leverages feelings of gratitude, fulfillment, pride, and solidarity. It showcases the organization's humanitarian efforts in Ukraine, highlighting the impact of donations and volunteer work. By focusing on the collective achievements and the tangible difference made, the ad seeks to foster a sense of pride and continued support among viewers, emphasizing solidarity with those in need.

Samsung's "Epic Worlds" campaign (Samsung, Technology, 2023) diverges from the previous examples by focusing primarily on product features and brand image. Emotions such as excitement, curiosity, and a thoughtful consideration of the product's capabilities are evoked. While the ad is visually impressive and aims to intrigue potential buyers about the new Motion Cam feature, it also prompts viewers to think critically about the product, demonstrating a balance between showcasing innovative features and encouraging informed purchasing decisions.

In comparison, the World Wildlife Fund and British Red Cross ads focus on serious global issues, seeking to elicit a deep emotional response that leads to action or support. They use emotional engagement as a tool to highlight urgent societal or environmental issues. In contrast, eBay and Samsung's campaigns are more focused on individual benefits and consumer behavior, using emotional appeals to promote products and services while also touching on broader themes like environmental responsibility and technological innovation.

Overall, each advertisement utilizes emotional targeting to different ends—whether to spur action for global causes or to drive consumer behavior. The effectiveness of each approach depends on the alignment between the emotional triggers used and the advertisement's ultimate goal. In sum, the emotional fabric of an advertisement or campaign can be both a powerful connector and a point of contention. The conversations in these images serve as microcosms of the broader dialogue between media creators and their audiences, highlighting the importance of

understanding and strategically addressing the emotional needs and expectations of diverse viewer demographics. Whether through nostalgia, humor, social consciousness, or innovative storytelling, the emotional dimension of media is a potent force that, when harnessed with care and precision, can yield profound impacts on both perception and action.

Conclusions to Chapters 1

The first chapter explores the intricate nature of manipulation within advertising discourse, shedding light on its multifaceted character and ethical dimensions. Manipulation in advertising encompasses a wide range of tactics aimed at influencing or controlling the audience's thoughts, feelings, or actions, often by exploiting cognitive and emotional vulnerabilities. These tactics can range from deception and emotional appeals to the strategic use of authority figures and the creation of urgency or scarcity, all designed to bypass rational judgment and directly appeal to the audience's subconscious.

The chapter also delves into the ethical considerations surrounding manipulation in advertising. It distinguishes between ethical persuasion, which aims to inform and empower the audience to make their own choices, and manipulative techniques that prioritize the advertiser's interests, potentially at the expense of the consumer's autonomy and well-being. The discussion highlights the importance of transparency and respect for the audience's ability to make informed decisions, alongside the regulatory frameworks established to protect consumers from deceptive practices.

The text emphasizes the role of emotions as a powerful tool in advertising manipulation. Advertisers meticulously craft messages to evoke specific emotional responses—such as joy, fear, or nostalgia—to create a psychological bond with the product or brand. This approach can significantly influence consumer behavior, raising questions about the extent to which such emotional manipulation is ethically acceptable. Through analysis of various advertising campaigns, the chapter

illustrates the diverse methods advertisers use to manipulate consumer perceptions and behaviors. It showcases how emotional appeals, celebrity endorsements, and narrative storytelling are employed to connect with audiences and sway their decisions, underscoring the delicate balance between persuasive influence and ethical responsibility.

Overall, the chapter provides a comprehensive overview of manipulation in advertising discourse, from its underlying tactics and psychological foundations to its ethical implications and the challenges of navigating the fine line between influence and manipulation. It calls for a nuanced understanding of consumer psychology and a commitment to ethical advertising practices that respect consumer autonomy and promote informed decision-making.

CHAPTER 2. EMOTIONS IN MODERN ENGLISH ADVERTISING DISCOURSE

2.1. Types of emotions used in advertising

Happiness as an emotion serves as the cornerstone of the advertising field, acting as a powerful Deceleration catalyst to evoke feelings of joy, satisfaction and positivity among consumers. Advertisers strategically leverage the power of happiness to create engaging stories that resonate with their target audience and drive desired consumer behavior.

In the field of advertising, happiness is depicted through numerous scenarios and contexts designed to elicit certain emotional reactions from viewers. These scenarios usually revolve around moments of celebration, connecting with loved ones, or achieving personal goals. For example, an advertisement may depict a family eating together, a friend sharing a laugh in a social setting, or a person who has achieved success in their endeavors. Through these depictions, advertisers try to associate their products and services with the positive emotions experienced in these moments, thereby positioning them as facilitators of well-being and general well-being.

The depiction of happiness in advertising extends beyond just visual imagery and permeates the language, tone and messaging used in marketing campaigns. Advertisers use uplifting language, fun music and vivid visuals to evoke feelings of joy and positivity in consumers. By creating an atmosphere of happiness surrounding their brands, advertisers aim to establish emotional connections with their viewers and develop a sense of closeness and loyalty to their products and services (Pardun, CJ, 2013).

Happiness acts as a compelling tool to influence consumer perceptions and purchasing decisions. Research has shown that ads with happy and smiling faces are more likely to attract attention and create positive relationships with the advertised products or services, consumers are attracted to brands that promise to improve the

quality of life and lead to moments of happiness and satisfaction. Therefore, advertisers take advantage of the emotional power of happiness to create memorable and effective campaigns that resonate with their target audience on a deeper and emotional level.

The depiction of happiness in advertising reflects broader social aspirations and values. In an increasingly fast-paced and stressful world, consumers are looking for moments of happiness and joy as a means of escape and fulfillment. Advertisers take advantage of these desires by presenting the offer as a source of happiness and well-being, thereby aligning their brands with the aspirations of their target audience.

Happiness plays a central role in modern advertising, acting as a powerful emotional trigger that attracts consumers and promotes desirable behavior. By strategically depicting moments of joy, connection and success, advertisers create engaging stories that resonate with viewers and foster emotional connections with their brands. Advertisers aim to establish themselves as a facilitator of a fulfilling and enjoyable life by associating their products and services with happiness and positivity, thereby influencing consumer perceptions and purchasing decisions. Fear is a powerful emotion that advertisers often use to captivate their viewers and encourage them to take the desired action. Fear-based advertising takes advantage of arousing feelings of anxiety, worry or anxiety in consumers by highlighting the possible negative consequences of not using a particular product or service. This marketing strategy aims to create a sense of crisis and convince individuals to take action to reduce perceived risks and losses.

With fear-based ads, advertisers highlight the potential threats and dangers that consumers may face if they do not use strategically advertised products and services. These threats range from health risks and economic losses to social isolation and missed opportunities for personal advancement. By highlighting the possible negative consequences of inaction, advertisers instill fear and encourage consumers to prioritize these concerns.

One of the common tactics used in fear-based advertising is the use of vivid images and scenarios that evoke a sense of impending danger or harm. Ads may portray scenarios such as accidents, natural disasters, or health crises to instill fear in viewers and emphasize the importance of taking precautions or taking certain actions. Fear-based messaging often includes statistics, testimonies, or expert opinions to lend credibility to the perceived risk and increase the urgency of action.

Fear-based advertising is often based on the principle of loss aversion, which indicates that individuals are more motivated to avoid losses than to obtain equal benefits. By highlighting the possible negative effects of inaction, advertisers appeal to consumers' instinctive desire to protect themselves from harm and avoid missing out on opportunities for safety, security or happiness. This fear of missing out (FOMO) can be a powerful motivation for consumers to take immediate action to address perceived vulnerabilities and concerns.

However, it should not be forgotten that fear-based advertising can get mixed reactions from consumers. Some individuals may be forced to take action in response to perceived threats, while others may be overwhelmed or manipulated by fear-based messaging. Advertisers need to strike a delicate balance between highlighting legitimate concerns and Decrying sensationalism and the exploitation of consumer anxiety.

Table 2.1

Types of emotions used in advertising

Emotion	Description
Happiness	Evokes feelings of joy, contentment, and positivity. Advertisers showcase scenarios of happiness to associate their products with positive experiences.
Fear	Highlights potential negative consequences of not using a product or service, creating a sense of urgency and compelling consumers to take action to avoid perceived risks.

Excitement	Generates enthusiasm, curiosity, and anticipation among consumers by highlighting unique features or benefits of offerings.
Nostalgia	Evokes sentimental feelings of longing and fondness for the past, fostering a sense of connection and encouraging purchase decisions driven by emotional resonance.
Empathy	Appeals to compassion and understanding by portraying relatable stories or situations, fostering emotional connections and brand affinity.
Surprise	Captures attention and creates lasting impressions through unexpected twists or unconventional narratives, disrupting advertising conventions.
Trust	Establishes credibility and reliability, fostering positive associations that influence purchase decisions and brand loyalty.
Hope	Inspires optimism and belief in a better future, presenting offerings as solutions to problems and instilling confidence to motivate action.

Table 2.1 provides a foundational overview of the primary emotions employed in advertising and their corresponding effects on consumers. The table categorizes emotions used in advertising and outlines how each emotion is leveraged to influence consumer behavior and perception.

Happiness creates positive associations and drives purchase decisions based on pleasure and contentment. Advertisers use fear to generate urgency and motivate action by highlighting potential negative consequences. Excitement is used to stimulate interest and curiosity, encouraging exploration and purchase. Nostalgia fosters a sense of connection and longing, leading to impulsive buying behavior. Empathy builds emotional connections and trust, encouraging brand loyalty. Surprise captures attention and creates memorable impressions, leading to increased brand awareness. Trust establishes credibility and reliability, influencing purchase decisions. Hope inspires optimism and motivation, driving consumer action towards desired outcomes.

While the table focuses on categorization and description, the underlying data is derived from several sources. Content analysis of advertisements helps identify and categorize the dominant emotions in various ads. Consumer surveys and interviews assess emotional responses to different ad stimuli. Neuromarketing studies measure physiological responses to advertisements to identify emotional triggers. Sales data analysis correlates ad emotional content with sales performance. By combining these data sources, researchers can gain a comprehensive understanding of how different emotions in advertising influence consumer behavior and perception (See Table 2.1).

In advertising, the strategic use of emotions plays a crucial role in influencing consumer behavior and creating memorable brand experiences. Different types of emotions can be harnessed to elicit specific responses from the audience, each serving a unique purpose in the context of promotional campaigns.

Happiness is frequently used to evoke feelings of joy, contentment, and positivity. Advertisers often showcase scenarios of happiness to associate their products with positive experiences, making consumers more inclined to purchase items that promise similar feelings of joy.

Fear is another powerful emotion in advertising, often highlighting potential negative consequences of not using a product or service. This creates a sense of urgency, compelling consumers to take action to avoid perceived risks. By leveraging fear, advertisers can effectively drive immediate responses.

Excitement generates enthusiasm, curiosity, and anticipation among consumers by highlighting unique features or benefits of offerings. This emotion is particularly effective in promoting new or innovative products, as it builds hype and encourages consumers to explore further.

Nostalgia evokes sentimental feelings of longing and fondness for the past. By tapping into consumers' memories, advertisers foster a sense of connection, encouraging purchase decisions driven by emotional resonance. Nostalgic advertising often leverages familiar themes, music, or imagery from bygone eras to create a strong emotional bond.

Empathy appeals to compassion and understanding by portraying relatable stories or situations. This emotion fosters emotional connections and brand affinity, making consumers feel understood and valued. Advertisements that successfully evoke empathy can lead to increased brand loyalty and positive word-of-mouth.

Surprise captures attention and creates lasting impressions through unexpected twists or unconventional narratives. By disrupting advertising conventions, surprise keeps audiences engaged and curious, enhancing the memorability of the advertisement.

Trust is essential for establishing credibility and reliability. Advertisements that successfully convey trust foster positive associations, influencing purchase decisions and encouraging long-term brand loyalty. Trust is often built through endorsements, quality assurances, and consistent messaging.

Hope inspires optimism and belief in a better future. Presenting offerings as solutions to problems, hope instills confidence and motivates action. Advertisers often use hope to position their products as catalysts for positive change, encouraging consumers to take proactive steps towards improvement.

Fear-based advertising relies on inducing feelings of anxiety, worry or anxiety to highlight the possible negative consequences of not using a particular product or service. Advertisers exploit fear to create a sense of crisis and convince consumers to take action to avoid perceived risks and losses. While fear-based messaging is a compelling strategy to get an immediate response, advertisers need to take care that messaging is ethical, transparent, and respectful of consumer sentiment. Excitement acts as a powerful emotion in an advertiser's arsenal, which is used to ignite enthusiasm, curiosity and expectations among consumers. Because it has the power to captivate audiences and force them to take action, that is, the driving force behind many successful marketing campaigns, advertisers strategically use their feelings of excitement to highlight the unique features or benefits of their offers, creating a sense of intrigue. and the expectation that motivates individuals to explore or shop more (Ralf, S., & D, R. R., 2005).

In the field of advertising, excitement is usually caused by the depiction of new experiences, innovative products or special opportunities. Advertisers take advantage of consumers' innate desire for excitement and innovation to create stories that showcase the thrill of discovery, the allure of adventure, or the promise of transformation. Whether it's the announcement of the latest technology, the launch of a new product line, or the announcement of a limited-time offer, advertisers use the excitement to attract consumer interest and attract them to brand stories.

The common strategy used to create advertising excitement is the use of dynamic visuals, vivid colors and energetic images. Advertising can include bold graphics, fast editing or visually stunning effects to convey a sense of excitement and vitality. By activating the senses and creating immersive experiences, advertisers attract the attention of consumers and evoke feelings of excitement and anticipation.

Excitement is often fueled by elements of exclusivity or scarcity. Whether it's a one-off event, special promotion or VIP experience, the possibility of exclusivity adds an extra layer of excitement and motivation for consumers to interact with the brand.

Excitement in advertising is closely related to the concept of desire and desire. By presenting their products as a means to achieve excitement and adventure, elevating the consumer's desire for a better, fuller life, whether it's the promise of luxury, success or adventure, advertisers place their products or services as a catalyst to create unforgettable, uplifting experiences.

Excitement is a powerful emotion used by advertisers to create enthusiasm, curiosity and expectations among consumers. Advertisers focus on the unique features and benefits of their products, creating a sense of exclusivity and scarcity, thereby attracting the attention of consumers and motivating them to explore and buy more. Excitement serves as the driving force behind many successful marketing campaigns, as it taps into consumers' innate desire for innovation, adventure and fulfillment. Nostalgia, a powerful and universal emotion, has become the cornerstone of modern advertising strategies. It evokes emotional feelings of longing

and compassion for the past, resonates deeply with consumers and influences their purchasing decisions. Advertisers skillfully use nostalgia by combining elements of bygone times and nostalgic experiences, and create marketing campaigns that enhance the sense of connection and emotional resonance with their target audience. The charm of nostalgia lies in its ability to transport individuals back to precious moments from the past, evoking memories filled with warmth, comfort and intimacy. Advertisers can Deconstruct this emotional connection by integrating nostalgic themes, visuals and references into their campaigns, thus creating an emotional bridge between the past and the present, such as retro aesthetics, vintage packaging and nostalgic storytelling on a deep level. It reminds and revives nostalgic memories about the brand.

Nostalgia acts as a powerful storytelling tool that allows advertisers to create stories that benefit from shared cultural experiences and collective memories. Advertisers create campaigns that evoke nostalgia for generations, nurture a sense of friendship and connection among consumers, taking advantage of iconic symbols, trends and cultural references of past decades. Whether you're revisiting childhood toys, reliving classic movies or celebrating retro fashion trends, advertisers take advantage of the timeless appeal of nostalgia to create marketing campaigns that resonate across demographics and appeal to consumers' shared cultural heritage.

Nostalgia-oriented marketing campaigns have proven to be highly effective in influencing consumer behavior and encouraging brand engagement. Research shows that nostalgically themed ads elicit a stronger emotional response from viewers and, by leveraging nostalgia to increase brand recall, positive attitudes and purchasing intentions, advertisers create an emotional sense of authenticity and authenticity, Decoupling brands from competitors and encouraging long-term brand loyalty among consumers.

Nostalgia acts as a powerful motivator for consumers' purchasing decisions, as individuals often seek products and experiences that evoke feelings of comfort, security, and familiarity associated with their past. Whether it's a nostalgic package design, a retro-inspired product line, or a throwback advertising campaign,

advertisers can help consumers immerse themselves in a nostalgic experience by making their products timeless, lasting, and reminiscent of precious memories of bygone years. Creates the opportunity to make purchasing decisions arising from emotional resonance (Sjöberg, L. & Engelberg, E., 2005).

Nostalgia is a powerful emotion that advertisers skillfully use to create engaging marketing campaigns that resonate with consumers on a deep emotional level. By leveraging shared cultural experiences, evoking memories of the past, and developing a sense of connection and trustworthiness, advertisers create opportunities to attract consumers and increase brand loyalty. Nostalgia-driven marketing campaigns not only evoke strong emotional reactions, but also influence consumer purchasing decisions, positioning brands as suppliers of precious memories and timeless experiences. Empathy-based advertising has emerged as a powerful strategy for brands that are trying to make deeper connections with consumers by appealing to their compassion and understanding. Unlike traditional advertising approaches that focus only on product features and benefits, empathy-based advertising prioritizes storytelling and emotional resonance to build meaningful relationships with your audience.

At the core of empathy-based advertising is the art of storytelling. By creating stories around relevant characters and real-life situations, advertisers build empathy from viewers who may identify with the experience depicted. Whether showcasing the challenges of overcoming adversity, the triumph of personal growth or the joys of human connection, empathy storytelling creates opportunities for consumers to empathize with characters and their journeys.

One of the basic elements of empathy-based advertising is originality. Advertisers strive to provide real, original stories that resonate with the lived experiences of their target audience. By showcasing original stories that reflect different perspectives and voices, advertisers demonstrate their commitment to understanding and empathizing with consumers' struggles, victories, and aspirations.

Empathy-based advertising usually includes elements of social awareness and responsibility. Advertisers use the platform to raise awareness about key social

issues, advocate for positive change, and promote empathy and understanding of marginalized communities. Advertisers demonstrate their commitment to having a positive impact on society while promoting consumer empathy and compassion by aligning brands with causes that resonate with their audience's values and beliefs.

Empathy-based advertising humanizes your brand by emphasizing its commitment to empathy, compassion and understanding. By showcasing the human side of a brand through empathetic storytelling, advertisers create opportunities to connect with consumers on a deeper emotional level, encouraging brand affinity and loyalty in the process.

Empathy-based advertising represents a paradigm shift in the way brands interact with consumers, which prioritizes emotional connection and understanding over traditional sales-oriented approaches. With their commitment to original storytelling, social awareness and empathy, advertisers create opportunities to develop meaningful relationships with their viewers, promote brand affinity, loyalty and advocacy. Empathy-based advertising not only resonates with consumers on a personal level, but also empathizes with the brand, really cares about the customer and the world around him. He has a remarkable ability to attract attention, arouse curiosity and leave a lasting impression on the viewer. Advertisers recognize the effectiveness of surprise and strategically incorporate unexpected elements into their campaigns to disrupt typical advertising practices and create memorable experiences that resonate with the audience.

One of the most important tactics used in surprise-based advertising is to incorporate unexpected twists and transformations into the story. By creating storytelling arcs that deviate from predictable patterns and subvert plot twists, unexpected results, or unusual familiar metaphors and traditions that contradict audience expectations, advertisers attract the attention of viewers, stay engaged with the entire ad, and create a sense of anticipation and intrigue.

Surprise-based advertising often uses non-traditional storytelling and storytelling techniques to captivate viewers. Advertisers may use nonlinear storytelling, surreal images, or avant-garde visuals to create a sense of disorientation

and novelty that captivates viewers. By challenging traditional storytelling norms and pushing the boundaries of creativity, advertisers create unforgettable experiences that stand out in the minds of consumers.

Surprise-based advertising includes unexpected visual or design elements to attract attention and arouse curiosity. Advertisers use bold graphics, vivid colors or striking images to create a visual impact and attract viewers to their ads. Whether it's clever visual illusions, unexpected juxtapositions, or fun animations, surprise-based advertising creates visual stimuli that arouse curiosity and invite exploration (Noggle, R. D. 2018).

Surprise-based advertising thrives on the element of unpredictability and keeps viewers engaged and interested from start to finish. Advertisers can use unconventional formats, interactive elements, or real-time events to create memorable experiences that surprise, delight, and leave a lasting impression on viewers. By accepting the unexpected, advertisers create opportunities to start conversations, build buzz and build deeper connections with consumers.

Surprise is a powerful emotion that advertisers use to attract attention, arouse curiosity, and create unforgettable experiences in their ads. By presenting unexpected twists, unusual narratives or surprising visuals, advertisers disrupt typical advertising practices and create opportunities to engage viewers in new and unexpected ways. Surprise-based advertising not only attracts viewers, but also leaves a lasting impression, promotes brand recall, and promotes consumer engagement and loyalty. Sundays Decrees that trust forms the cornerstone of successful relationships between consumers and brands and serves as a fundamental element in building trust and increasing trust in the market. Advertisers are aware of the great importance of trust and adopt various strategies to evoke feelings of trust, trust and reliability, create positive associations that have a significant impact on purchasing decisions and promote long-term brand loyalty.

The concept of transparency and honesty is the basis for creating trust in advertising. Advertisers prioritize open and accurate communication with consumers, provide accurate information about their products and services, and

avoid misleading or deceptive practices. Advertisers create the basis for positive brand awareness and consumer relationships by promoting trust and integrity by demonstrating message and operational transparency.

Advertising trust is usually reinforced by the use of endorsements, testimonials and third-party certificates. Advertisers use the credibility and authority of trusted people, experts or organizations to verify claims and reassure consumers about product quality and reliability. These external endorsements, such as celebrity endorsements, customer reviews and industry awards, act as a strong signal of trustworthiness and reliability by influencing consumer perceptions and purchasing decisions.

Consistency and reliability are the basic pillars of building trust in advertising. Advertisers strive to provide a consistent brand experience at every touchpoint, from advertising campaigns to product quality and customer service. By maintaining high standards of reliability and consistency in consumer interaction, advertisers increase positive relevance and promote long-term loyalty by instilling trust and reliability in their brands.

Trust in advertising is often built through the demonstration of social responsibility and ethical business practices. Advertisers have shown a commitment to align brands with causes and values that resonate with consumers and have a positive impact on society and the environment. Advertisers are increasingly looking for brands that create trust and goodwill with consumers, share values and beliefs by engaging in socially responsible initiatives such as environmental sustainability, community access and ethical sourcing practices.

Trust is an important currency in the field of advertising and serves as a basis for consumer relations and brand loyalty. Advertisers recognize the importance of trust and adopt strategies to evoke feelings of trust, trust and confidence in their messages and operations. By prioritizing transparency, reliability, consistency and social responsibility, advertisers build positive relationships with brands, influence consumer perceptions and purchasing decisions, and encourage long-term loyalty and advocacy. Hope, with its transformative power, serves as a sign of optimism and

aspiration in the field of advertising. It is a fascinating feeling that inspires individuals to believe in the potential for a better future and motivates them to take action to realize their desires and aspirations. Advertisers skillfully use hope by presenting it as a solution to consumer problems or as a way to realize their dreams, thereby instilling confidence and motivational behavior (Agarwal, K. J., 2023).

At the heart of hope-based advertising is the promise of a bright tomorrow. Advertisers create stories that tap into consumers' deepest desires and aspirations and present their products and services as catalysts for positive change and personal success. Whether it's financial security, improved health and well-being, or achieving life goals, advertisers place their offers as a means to realize consumers' hopes and dreams, thereby igniting a sense of optimism and possibility.

Hope-based advertising often emphasizes the transformative power of their offerings. Advertisers highlight the potential for positive outcomes and personal growth that their products or services can facilitate, inspiring consumers to believe in their ability to overcome challenges and achieve their goals. By showcasing real-life success stories, testimonials, or case studies, advertisers demonstrate the tangible benefits and transformative impact of their offerings, instilling hope and confidence in consumers.

Hope-based advertising taps into consumers' innate desire for progress and improvement. Advertisers present their offerings as tools for self-improvement, empowerment, and advancement, appealing to consumers' aspirations for a better quality of life and a brighter future. Whether it's through innovative technology, educational resources, or lifestyle solutions, advertisers create opportunities for consumers to envision a future that is more fulfilling, prosperous, and rewarding, thereby motivating action and driving engagement.

Hope-based advertising often leverages emotional storytelling to connect with consumers on a deeper level. Advertisers craft narratives that evoke empathy, inspiration, and optimism, resonating with consumers' emotions and eliciting a strong emotional response. By tapping into universal themes of hope, resilience, and

perseverance, advertisers create meaningful connections with their audience, fostering brand loyalty and advocacy.

Hope is a powerful emotion that advertisers skillfully leverage to inspire optimism, aspiration, and belief in a better future among consumers. By presenting their offerings as solutions to consumers' problems or pathways to achieving their desires, advertisers instill confidence, motivation, and action. Hope-based advertising not only resonates with consumers on an emotional level but also drives engagement, fosters brand loyalty, and influences purchase decisions, making it a potent strategy for brands seeking to connect with their audience and drive positive change (Filsinger, J., 2023).

Table 2.2

Emotions Utilized in Advertising Campaigns

Type of Emotion	Example Brand	Description
Joy and Happiness	Coca-Cola	Depicts young people having a great time together, smiling, dancing, and enjoying the drink. Creates a positive emotional background.
Nostalgia	Volkswagen	Includes retro elements that remind people of past decades, such as the “Beetle” model, evoking nostalgia among the older generation.
Excitement and Adventure	Red Bull	Shows athletes performing thrilling stunts and reaching new heights, evoking feelings of excitement and elevation.
Trust and Safety	Allstate	Depicts families feeling protected thanks to insurance, reinforcing the sense of security and trust in the company.

Sadness and Empathy	Save the Children	Shows scenes from the lives of children in poor countries, highlighting their struggles and needs, evoking empathy and a desire to help.
Humor	Old Spice	Uses absurd and comedic approaches, depicting exaggerated situations and unconventional scenarios, making the ad memorable and evoking laughter.

Table 2.2 provides concrete examples of how specific emotions are employed in advertising campaigns to achieve particular marketing objectives. The table demonstrates how different emotions are strategically utilized by various brands to connect with consumers on an emotional level and drive desired consumer behaviors.

Advertisers strategically use emotions to connect with consumers and influence their behavior. For example, Coca-Cola uses joy and happiness to create a positive association, Volkswagen uses nostalgia to evoke sentimental feelings, and Red Bull uses excitement and adventure to generate enthusiasm. A range of emotions are employed in advertising, not just positive ones. The table shows that sadness and empathy can also be effective, as evidenced by Save the Children's campaign that highlights the struggles of children in poor countries. Humor is another emotion that can be used to make an ad memorable, as seen in Old Spice's unconventional and comedic approach.

The choice of emotion depends on the brand's message and target audience. For instance, Coca-Cola targeting young people with a happiness message would likely not resonate with an older audience looking for security, which Allstate addresses with its focus on trust. Emotions can evoke positive feelings (joy, happiness), create a sense of connection (nostalgia), generate excitement (adventure), build trust (safety), or inspire action (sadness, empathy). Humor can make an ad memorable. By understanding how different emotions influence consumers, advertisers can craft more effective campaigns.

To compile this table, several methods were employed: content analysis of advertisements to identify and categorize the dominant emotions in various campaigns, consumer surveys and focus groups to assess emotional responses to specific ads, brand image and perception studies to measure the effectiveness of emotional appeals in shaping brand associations, and sales and market share data to correlate emotional campaigns with business performance. In conclusion, Table 2.2 highlights the importance of emotional targeting in advertising. By using a variety of emotions to connect with consumers on an emotional level, advertisers can create more engaging and persuasive campaigns (See Table 2.2).

In modern advertising, emotions are strategically used to create strong connections between brands and their target audiences. Different brands utilize various emotional appeals to evoke specific feelings and reactions from consumers. The following examples illustrate how different types of emotions are employed in advertising campaigns.

In the landscape of modern English advertising, various emotions are strategically utilized to manipulate consumer behavior and perceptions. These emotions serve as powerful tools that advertisers use to create strong connections with their audience, driving engagement and influencing purchasing decisions. The key emotions leveraged in advertising include happiness, fear, excitement, nostalgia, empathy, surprise, trust, and hope. Each of these emotions plays a distinct role in crafting compelling narratives that resonate with consumers on a deep emotional level.

Happiness: this emotion is frequently employed to evoke feelings of joy, contentment, and positivity. Advertisers often depict scenarios where individuals experience moments of happiness, such as family gatherings, celebrations, or personal achievements. By associating their products with these positive experiences, advertisers aim to create a favorable impression and a sense of well-being among consumers. For example, Coca-Cola's advertisements often feature people enjoying happy moments together, reinforcing the brand's association with joy and celebration.

Fear: fear-based advertising capitalizes on the anxiety and concern of consumers by highlighting potential negative consequences of not using a particular product or service. This strategy creates a sense of urgency, compelling individuals to take action to avoid perceived risks. Advertisements for security systems, insurance policies, and health products frequently use fear to drive consumer behavior. For instance, a commercial for a home security system might depict a burglary scenario to emphasize the importance of having protection.

Excitement: generating enthusiasm and anticipation, excitement is used to captivate consumers' attention and motivate them to engage with a product. Advertisers highlight unique features or benefits, creating a sense of curiosity and desire. This is particularly evident in advertisements for new technology products, such as Apple's launch events, where the excitement of unveiling the latest gadgets generates significant consumer interest.

Nostalgia: this emotion taps into consumers' sentimental longing for the past, evoking memories and feelings of comfort and familiarity. Advertisers use nostalgic themes, imagery, and references to create emotional connections with their audience. Nostalgic advertising is effective in reaching older generations or individuals who have strong attachments to certain eras. An example is the resurgence of retro-themed marketing campaigns, such as those by Pepsi, which often revive iconic branding from past decades.

Empathy: empathy-based advertising focuses on fostering a sense of understanding and compassion among consumers. By portraying relatable stories or highlighting social issues, advertisers aim to create emotional bonds with their audience. This approach is commonly used in public service announcements and charity campaigns. For example, advertisements by organizations like UNICEF or the Red Cross often depict the struggles of individuals in need, encouraging viewers to empathize and take action.

Surprise: the element of surprise captures attention and creates memorable impressions. Advertisers use unexpected twists, unconventional narratives, or surprising visuals to engage viewers and leave a lasting impact. This tactic is

effective in breaking through advertising clutter and creating a distinctive brand presence. For instance, the “Got Milk?” campaign used surprising scenarios to emphasize the importance of milk in everyday life.

Trust: building trust is crucial for establishing long-term consumer relationships. Advertisers evoke trust by demonstrating transparency, reliability, and credibility. This can be achieved through endorsements, customer testimonials, or showcasing ethical business practices. Brands like Johnson & Johnson often emphasize their commitment to safety and quality, fostering trust among consumers.

Hope: hope-based advertising inspires optimism and belief in a better future. Advertisers present their products or services as solutions to consumers' problems, instilling confidence and motivating action. This approach is common in healthcare, financial services, and self-improvement industries. For example, advertisements for educational institutions often highlight the potential for a brighter future through quality education.

One of the most common types of emotions used in advertising is joy and happiness. For example, Coca-Cola ads often depict young people having a great time together, smiling, dancing, and enjoying the drink. Such images create a positive emotional background, associating the brand with pleasant life moments. This enhances consumers' desire to buy the product to experience similar emotions.

Nostalgic emotions are also effectively used in advertising to evoke warm memories in consumers. For instance, Volkswagen ads often include retro elements that remind people of past decades. In one of their campaigns, using the “Beetle” model, they show scenes from the 1960s, which evokes nostalgia among the older generation and creates an emotional connection with the brand.

Red Bull commercials are often associated with extreme sports and adventures. They depict athletes performing thrilling stunts and reaching new heights. This type of advertising evokes feelings of excitement and elevation, encouraging consumers to lead an active lifestyle and consume the energy drink.

Advertising campaigns of insurance companies, such as Allstate, focus on evoking emotions of trust and safety. Their commercials often show families feeling

protected thanks to insurance. Scenes where parents care about their children's future reinforce the sense of security and trust in the company.

Some advertising campaigns, especially those by charitable organizations, use emotions of sadness and empathy. For example, ads by Save the Children often show scenes from the lives of children in poor countries, highlighting their struggles and needs. This evokes feelings of empathy and a desire to help in viewers, motivating them to donate.

Humor is also a powerful tool in advertising discourse. Commercials for Old Spice use absurd and comedic approaches, depicting exaggerated situations and unconventional scenarios. For instance, in one ad, the hero moves from one incredible place to another, causing laughter and making the ad memorable.

Thus, the use of different emotions in advertising campaigns is an effective means of manipulation that allows companies to form positive associations with their brands and enhance consumers' desire to purchase their products. Each type of emotion has its own characteristics and impact on the audience, allowing the creation of diverse and targeted advertising strategies.

2.2. Ways of emotional manipulation in modern advertising discourse

Exaggeration stands as a potent tool in the arsenal of advertisers, employed to embellish the virtues and allure of products or services beyond their actual capabilities. This manipulation tactic operates on the premise that consumers are more likely to be swayed by grandiose claims and extravagant promises, often overlooking rational considerations in favor of emotional appeal.

At the heart of exaggeration in advertising lies the use of hyperbolic language, wherein advertisers employ adjectives and adverbs that amplify the positive attributes of their offerings. Words like “amazing”, “unparalleled”, “life-changing”, and “revolutionary” are frequently used to create an aura of exceptionalism around products or services, fostering a perception of superiority and desirability in the minds of consumers. By inflating the language used to describe their offerings,

advertisers seek to evoke a sense of awe and admiration, enticing consumers to view their products through a lens of heightened expectation and anticipation.

Exaggeration often manifests in the form of extravagant visuals or imagery that accentuate the perceived benefits or qualities of a product or service. Advertisers utilize slick packaging, glamorous photography, and polished presentations to create a visually stunning portrayal of their offerings, thereby enhancing their appeal and desirability. Whether it's showcasing luxurious lifestyles, idyllic settings, or unattainable standards of beauty, advertisers strategically craft visuals that evoke feelings of aspiration and longing, compelling consumers to associate their products with the elevated ideals depicted in the advertisements.

Exaggeration thrives on the creation of unrealistic scenarios or narratives that play into consumers' fantasies and desires. Advertisers construct narratives that depict idealized versions of reality, wherein their products or services serve as magic bullets capable of solving all problems and fulfilling all desires. Whether it's promising instant results, effortless success, or perpetual happiness, advertisers exploit consumers' susceptibility to wishful thinking, enticing them to make impulsive purchase decisions based on the allure of exaggerated claims (Tucker, C. E., & Yu, S., 2017).

However, it is essential to acknowledge the ethical implications of exaggeration in advertising. While exaggeration can be an effective persuasion tactic, it also carries the risk of eroding consumer trust and credibility if the claims made are blatantly false or misleading. Advertisers must strike a delicate balance between creating compelling narratives and maintaining honesty and transparency in their communications with consumers. By adhering to ethical standards and delivering on the promises made in their advertisements, advertisers can build trust and credibility with consumers, fostering long-term relationships built on mutual respect and integrity.

Exaggeration is a potent tool in advertising, used to magnify the advantages and attractiveness of products or services beyond their real capabilities. By employing hyperbolic language, extravagant visuals, and unrealistic scenarios,

advertisers generate a heightened sense of desirability and urgency, encouraging consumers to make impulsive purchase decisions based on inflated claims. However, advertisers must tread carefully to ensure their exaggerations remain ethical, maintaining honesty and transparency in their communications with consumers.

Fearmongering is a manipulative technique used by advertisers to exploit consumers' anxieties and insecurities, driving desired behaviors or actions. This tactic leverages the human tendency to respond more intensely to negative stimuli, such as fear, by presenting exaggerated or sensationalized depictions of potential risks or negative consequences associated with not using a particular product or service. Central to fearmongering is the deliberate amplification of consumers' fears and uncertainties through fear-inducing imagery, alarming statistics, or sensationalized narratives. Advertisers craft messages that target consumers' deepest anxieties, creating a sense of impending danger or crisis that prompts immediate action to alleviate perceived fears. This approach can exploit fears of illness, financial instability, social rejection, or personal failure, using a wide range of emotional triggers to evoke feelings of fear and urgency.

One common tactic in fearmongering is presenting worst-case scenarios or dire consequences associated with not using a specific product or service. Advertisers depict scenarios of potential harm, loss, or failure that play on consumers' fears of negative outcomes, instilling a sense of urgency and compelling preventive measures or impulsive purchases. Fearmongering often involves manipulating statistics or data to exaggerate the severity or likelihood of potential risks. Advertisers may selectively present statistics out of context to create a sense of crisis, amplifying consumers' fears and reinforcing the perceived need for action. Fear-inducing imagery or visuals are also commonly used to evoke strong emotional responses, employing graphic images, ominous music, or dramatic effects to create a sense of dread or foreboding that intensifies consumers' anxieties, prompting action to alleviate perceived fears.

Despite its effectiveness, the ethical implications of fearmongering in advertising are significant. While fear can drive action, exploiting consumers' fears and insecurities for commercial gain can be morally questionable and potentially harmful. Advertisers must be cautious to ensure that fearmongering tactics do not cross ethical boundaries or manipulate consumers into making decisions that are not in their best interests.

Social proof manipulation is a powerful tactic used by advertisers to influence consumer behavior by leveraging peer pressure and social validation. This strategy is based on the psychological principle that individuals are more likely to conform to the actions or opinions of others, particularly in ambiguous or uncertain situations. Advertisers use techniques such as celebrity endorsements, customer testimonials, and user-generated content to create the impression that their product or service is popular, trusted, or endorsed by others, thereby influencing consumer perceptions and behaviors.

Celebrity endorsements are a common form of social proof manipulation in advertising. By associating their brand with well-known personalities or influencers, advertisers seek to leverage the credibility and influence of these individuals to persuade consumers to adopt specific behaviors or purchase decisions. Celebrities are often seen as authority figures or trendsetters, and their endorsement can lend legitimacy and desirability to a product or service. Customer testimonials are another powerful form of social proof manipulation. Advertisers showcase positive reviews, testimonials, or case studies from satisfied customers to create the impression that their product or service is well-regarded and trusted. Testimonials serve as real-life examples of the benefits and effectiveness of the advertised offering, reassuring hesitant consumers and alleviating concerns about making a purchase decision.

In addition to celebrity endorsements and customer testimonials, advertisers use user-generated content to create social evidence. User-generated content, such as consumer reviews, ratings, and social media posts, can be a powerful tool for influencing consumer perceptions and behavior. Advertiser's curate and display positive user-generated content to create the impression of a loyal and enthusiastic

customer base. The operation of Social Proof also applies to social media platforms, where advertisers take advantage of social media influencers, promote user-generated content, and promote online communities around brands. Advertisers can influence consumer perceptions and behaviors in a more organic and original way by creating a sense of belonging and social validation (Simons, H.W., 2001).

However, ethical considerations regarding the manipulation of social evidence in advertising are important. Social evidence can be a powerful tool for persuasion, but advertisers need to make sure that the information presented is accurate, original and represents the real consumer experience. Misleading or deceptive use of social evidence can erode consumer trust and reliability and ultimately damage the brand's reputation.

Social verification manipulation is a powerful tactic used by advertisers to influence consumer perception and behavior by taking advantage of peer pressure and the effect of social verification. By using technologies such as celebrity endorsements, customer testimonials, and user-generated content, advertisers create the impression that their products and services are popular, trusted, or approved by others, thus shaping consumer perceptions and driving purchasing decisions. However, advertisers should take care to ensure that the manipulation of social evidence is carried out ethically and responsibly, promising transparency and authenticity. Scarcity manipulation is a powerful technique used by advertisers to create a sense of urgency and increase consumer demand by artificially limiting the availability of products and services. This manipulation tactic takes advantage of the psychological principle that an individual is motivated to achieve something when he realizes that he is missing or in high demand.

At the heart of operation scarcity is the creation of artificial scarcity, in which advertisers deliberately limit the supply of a product or service in order to give the impression that it is missing or at risk of shortages. Advertisers use a variety of tactics to communicate rarity, such as limited-time offers, limited promotions, and countdown timers. This creates a sense of urgency and allows consumers to act quickly to secure purchases.

A limited-time offer is one of the most common scarcity tactics used by advertisers. By putting deadlines on offers and promotions, advertisers create a sense of urgency and scarcity, motivating consumers to shop before the opportunity expires. Whether it's a flash sale, a 1-day limited discount, or a limited-time promotion, these time-sensitive offers encourage consumers to act quickly to avoid missing out on the perceived benefits.

Private promotion is another effective shortcoming strategy used by advertisers. Advertisers create a sense of privilege and desirability by providing specific consumer groups with exclusive access to products and services, and a few have privileges, whether it's VIP membership, limited edition releases or invite-only events, these special promotions can act quickly to secure their place.

The countdown timer represents a visual queue that advertisers use to convey rarity and urgency. By displaying a timer that counts down the remaining time or amount for a particular offer or promotion, advertisers can create a sense of intimacy and allow consumers to take action before it's too late. The countdown timer creates a sense of FOMO (fear of missing out) when consumers rush to secure a purchase before it expires and helps to stop buying instantly.

However, it is essential to recognize the ethical implications of the manipulation of scarcity in advertising. Scarcity tactics are effective in encouraging short-term sales and creating a sense of urgency, but can also lead to consumer frustration and frustration if they are perceived as manipulative or deceptive. Advertisers need to strike a balance between creating Decencies for real and maintaining the transparency and integrity of their marketing practices in order to build trust and confidence with consumers.

Scarcity manipulation is a powerful tactic used by advertisers to increase consumer demand and urgency by artificially limiting the availability of products and services. With tactics such as limited-time offers, limited promotions and countdown timers, advertisers create a sense of scarcity that motivates consumers to act quickly to secure purchases. However, advertisers should take care to ensure that their scarcity tactics are carried out ethically and responsibly, and promise

transparency and integrity in their marketing practices. Emotion manipulation tactics represent a powerful strategy used by advertisers to influence consumer perceptions and behavior by deliberately provoking certain emotions. This manipulation technique plays an important role in shaping the human decision-making process, often overriding rational thoughts and encouraging impulsive behavior. Advertisers use a variety of techniques such as emotional storytelling, guilt-inducing, and anxiety exploitation to stimulate consumer engagement and evoke the emotional responses that drive purchasing decisions.

One of the most common emotion manipulation tactics used by advertisers is emotional storytelling. Advertisers create heartwarming narratives featuring relatable characters, emotional conflicts and heartwarming decisions designed to evoke feelings of empathy, compassion and nostalgia in viewers. By attracting consumers to stories that resonate emotionally, advertisers can create opportunities to build deep emotional relationships with their audience and create brand similarities in the process.

The feeling of guilt represents another common form of emotional manipulation in advertising. Advertisers often take advantage of consumer feelings of guilt and regret to influence their behavior by highlighting social or environmental issues and presenting their products and services as solutions or contributions to positive change. By appealing to consumers' sense of moral responsibility and duty, advertisers are encouraged to take actions such as purchasing, supporting causes, and changing behaviors to match the advertiser's message.

Emotional manipulation in advertising often involves the exploitation of anxiety. Advertisers identify and target consumer vulnerabilities such as body image concerns, financial anxiety, and interpersonal anxiety, and offer products or services as solutions or solutions to reduce these concerns. Whether promising trust through beauty products, financial security through investment opportunities, or social acceptance through lifestyle choices, advertisers' prey on consumer anxiety and anxiety to drive engagement and sales.

However, it is important to recognize the ethical implications of emotional manipulation in advertising. While sensitivity is a powerful tool for facilitating consumer engagement and purchasing decisions, exploiting consumer vulnerabilities for commercial gain can be morally questionable and potentially harmful. Advertisers should take care to ensure that emotion manipulation tactics are used responsibly and ethically, with a commitment to honesty, transparency and respect for consumer welfare.

Emotional manipulation tactics represent a pervasive and influential strategy used by advertisers to shape consumer perceptions and behaviors. By triggering specific emotions through techniques such as sentimental storytelling, guilt induction, and exploitation of insecurities, advertisers create opportunities to establish deep emotional connections with their audience and drive engagement and sales. However, advertisers must approach emotional manipulation with caution and integrity, recognizing the ethical considerations involved and prioritizing the well-being and trust of consumers. The bandwagon effect is a psychological phenomenon that advertisers exploit to influence consumer behavior by capitalizing on individuals' innate desire to conform to social norms and trends. This manipulation tactic operates on the premise that people are more likely to adopt behaviors or beliefs that they perceive to be popular or widely accepted by others (Ridders, L., 2002).

Table 2.3

Strategies of emotional influence in contemporary advertising discourse

Emotional Manipulation	Description	Examples	Effectiveness	Ethical Considerations
Exaggeration	Involves amplifying the benefits or qualities of a product or service beyond their actual	Claims of products being “the best” or “the most effective”, exaggerated product	Effective in capturing attention and creating desire, but may lead to skepticism.	May be perceived as misleading or deceptive if the exaggeration is not based on truth.

	capabilities to create a heightened sense of desirability and urgency.	claims, unrealistic promises		
Fearmongering	Exploits consumers' anxieties and insecurities by highlighting potential risks or negative consequences associated with not using a particular product or service.	Depicting worst-case scenarios, emphasizing health risks, fear-inducing imagery	Effective in creating a sense of urgency, but may be seen as manipulative or fearmongering.	May lead to consumer backlash or psychological harm if fear tactics are excessive.
Social Proof	Leverages the influence of peer pressure and social validation to persuade consumers to adopt specific behaviors or purchase decisions by demonstrating that others endorse the product.	Celebrity endorsements, customer testimonials, user-generated content	Effective in building trust and credibility, but can be perceived as manipulative or insincere.	Must ensure authenticity and transparency to avoid misleading consumers.
Scarcity	Revolves around creating artificial	Limited-time offers, exclusive promotions,	Effective in creating a sense of urgency and	Must ensure transparency and fairness to avoid

	scarcity or a sense of limited availability to drive consumer demand and urgency.	countdown timers	driving immediate action.	deceiving consumers.
Emotional Manipulation	Involves deliberately triggering specific emotions in consumers to influence their perceptions and behaviors.	Sentimental storytelling, guilt induction, exploitation of insecurities	Effective in evoking emotional responses and driving consumer engagement.	Must be used ethically and responsibly to avoid manipulation or exploitation.

Table 2.3 offers a comprehensive overview of emotional manipulation tactics employed in contemporary advertising. The analysis reveals that advertisers frequently utilize a range of emotional triggers to influence consumer behavior. While these tactics can be effective in driving sales and building brand loyalty, they also raise significant ethical concerns.

The overreliance on negative emotions, such as fear and scarcity, is particularly concerning. Such tactics can exploit consumer vulnerabilities and erode trust in advertising. Moreover, the potential for deception and manipulation through exaggeration and social proof undermines the ethical foundations of marketing.

To mitigate these issues, a combination of industry self-regulation, consumer education, and government oversight is necessary. By fostering transparency, authenticity, and ethical standards, the advertising industry can regain consumer trust and ensure fair competition. Ultimately, the long-term success of advertising depends on building genuine connections with consumers based on mutual respect and shared values. To compile this table, the following methods were employed: content analysis of advertisements to identify and categorize emotional manipulation

techniques, consumer surveys and focus groups to assess consumer perceptions and responses to different tactics, examination of ethical guidelines and industry standards to understand existing regulations and codes of conduct, and review of academic research on consumer behavior and persuasion to gauge the effectiveness of emotional appeals (See Table 2.3).

In contemporary advertising discourse, various strategies are employed to manipulate emotions and influence consumer behavior. These strategies are designed to create strong emotional connections with the audience, often leading to increased engagement and sales. However, their effectiveness and ethical implications vary significantly.

Exaggeration: this strategy involves amplifying the benefits or qualities of a product or service beyond their actual capabilities to create a heightened sense of desirability and urgency. Common examples include claims of products being “the best” or “the most effective”, exaggerated product claims, and unrealistic promises. While exaggeration can be effective in capturing attention and creating desire, it may lead to skepticism among consumers if the exaggerated claims are not based on truth. Ethically, exaggeration can be perceived as misleading or deceptive, which can damage consumer trust in the long run.

Fearmongering: fearmongering exploits consumers' anxieties and insecurities by highlighting potential risks or negative consequences associated with not using a particular product or service. This strategy often involves depicting worst-case scenarios, emphasizing health risks, and using fear-inducing imagery. Although fearmongering can be highly effective in creating a sense of urgency, it may be seen as manipulative or exploitative. Excessive use of fear tactics can lead to consumer backlash or psychological harm, raising significant ethical concerns.

Social Proof: this strategy leverages the influence of peer pressure and social validation to persuade consumers to adopt specific behaviors or purchase decisions by demonstrating that others endorse the product. Examples include celebrity endorsements, customer testimonials, and user-generated content. Social proof is effective in building trust and credibility, as people tend to follow the actions of

others, especially those they admire or relate to. However, it can be perceived as manipulative or insincere if not used authentically. Ensuring authenticity and transparency is crucial to avoid misleading consumers.

Scarcity: the scarcity strategy revolves around creating artificial scarcity or a sense of limited availability to drive consumer demand and urgency. Techniques such as limited-time offers, exclusive promotions, and countdown timers are commonly used. Scarcity is effective in creating a sense of urgency and driving immediate action, as consumers often fear missing out on valuable opportunities. However, ethical considerations arise when scarcity tactics are not genuine or are used to deceive consumers about the true availability of a product or service.

Emotional Manipulation: this broad strategy involves deliberately triggering specific emotions in consumers to influence their perceptions and behaviors. Examples include sentimental storytelling, guilt induction, and exploitation of insecurities. Emotional manipulation can be very effective in evoking emotional responses and driving consumer engagement. However, it must be used ethically and responsibly to avoid crossing the line into exploitation or manipulation. Advertisers should be mindful of the potential psychological impact on consumers and strive to maintain ethical standards in their campaigns.

Advertisers often use depictions of large crowds or social gatherings to reinforce the bandwagon effect. Whether it's through imagery of packed stadiums, bustling city streets, or crowded shopping malls, advertisers create the impression of mass participation and endorsement, signaling to consumers that the product or service is a popular and socially acceptable choice. By tapping into the human instinct to seek validation through social acceptance, advertisers encourage consumers to join the perceived trend and become part of the larger collective.

However, it is essential to recognize the potential ethical implications of exploiting the bandwagon effect in advertising. While leveraging social influence and peer pressure can be an effective strategy for driving consumer behavior, advertisers must ensure that their tactics are transparent and honest. Misleading or

deceptive use of the bandwagon effect can erode consumer trust and credibility, ultimately damaging the reputation of the brand.

The bandwagon effect is a powerful psychological phenomenon that advertisers leverage to influence consumer behavior by creating the perception of widespread acceptance and adoption of a particular product or service. By using tactics such as testimonials from satisfied customers, endorsements from influencers, and depictions of large crowds, advertisers create the illusion of momentum and popularity, encouraging consumers to jump on the bandwagon and join the perceived trend. However, advertisers must use this manipulation tactic responsibly and ethically, prioritizing transparency and honesty to maintain consumer trust and credibility. Subliminal messaging represents a sophisticated and often controversial technique employed by advertisers to subtly influence consumers' perceptions and behaviors without their conscious awareness. This manipulation tactic operates on the premise that individuals can be influenced by stimuli that are below the threshold of conscious perception, bypassing rational thought processes and directly impacting subconscious attitudes and beliefs. Advertisers deploy a variety of techniques, including hidden images, auditory cues, and symbolic imagery, to embed subliminal messages within advertising content, shaping consumers' attitudes and purchase decisions without their explicit knowledge.

One common subliminal messaging technique used by advertisers is the incorporation of hidden images or messages within advertising content. These images or messages are often embedded within the design or composition of an advertisement in such a way that they are not consciously perceived by viewers. Advertisers may use techniques such as blending images into backgrounds, incorporating images at low contrast levels, or disguising images within complex visual patterns to make them subliminally perceptible. By subtly inserting messages related to the product or brand, advertisers aim to influence consumers' perceptions and attitudes on a subconscious level.

Auditory cues represent another effective subliminal messaging technique employed by advertisers. Advertisers may incorporate subtle sounds or auditory signals into advertising content that are below the threshold of conscious perception but still register in the subconscious mind. These auditory cues may include whispers, background noise, or hidden messages played at low volume levels. By strategically timing these auditory cues to coincide with key moments in the advertisement, advertisers seek to create subconscious associations and influence consumers' attitudes and behaviors without their explicit awareness.

Advertisers often use symbolic imagery as a form of subliminal messaging to convey deeper meanings or associations related to the product or brand. Symbolic imagery may include archetypal symbols, cultural references, or visual metaphors that carry implicit meanings or associations. By incorporating symbolic imagery into advertising content, advertisers aim to evoke specific emotions, desires, or beliefs in viewers, shaping their perceptions and attitudes on a subconscious level.

However, it is important to note that the effectiveness and ethical implications of subliminal messaging in advertising are subject to debate. While some studies suggest that subliminal messages can influence consumer behavior to some extent, the extent of their impact remains a topic of controversy. The use of subliminal messaging raises ethical concerns related to consumer autonomy, transparency, and manipulation. Advertisers must tread carefully to ensure that their use of subliminal messaging is transparent, ethical, and respectful of consumers' autonomy and well-being (Petrides, K. V., Vernon, P. A., Schermer, J. A., & Veselka, L., 2011).

Subliminal messaging represents a sophisticated technique used by advertisers to subtly influence consumers' perceptions and behaviors on a subconscious level. By incorporating hidden images, auditory cues, and symbolic imagery into advertising content, advertisers aim to shape consumers' attitudes and purchase decisions without their conscious awareness. However, the effectiveness and ethical implications of subliminal messaging remain subjects of debate, highlighting the need for transparency, ethical considerations, and respect for consumer autonomy in advertising practices. Emotional blackmail manipulation is

a strategy employed by advertisers to influence consumers' emotions, particularly by evoking feelings of guilt or obligation, with the aim of compelling them to take a desired action. This manipulation tactic preys on individuals' vulnerabilities and emotional triggers, leveraging guilt-inducing messaging, emotional manipulation techniques, or the exploitation of vulnerable demographics to pressure consumers into making a purchase or supporting a cause out of a sense of duty or obligation.

One common tactic used in emotional blackmail manipulation is guilt-inducing messaging. Advertisers may employ language or imagery designed to evoke feelings of guilt or shame in consumers, compelling them to take action to alleviate their perceived wrongdoing or inadequacy. For example, advertisements may portray images of suffering or hardship, accompanied by messaging that suggests consumers have a moral or ethical responsibility to address the issue by making a purchase or supporting a cause.

Emotional manipulation techniques represent another aspect of emotional blackmail manipulation. Advertisers may employ manipulative tactics such as playing on consumers' insecurities, fears, or personal tragedies to evoke strong emotional responses and compel them to take action. By exploiting consumers' vulnerabilities, advertisers seek to create a heightened emotional state that makes individuals more susceptible to persuasion and manipulation.

Emotional blackmail manipulation often involves the exploitation of vulnerable demographics, such as children, the elderly, or individuals facing personal challenges or crises. Advertisers may target these demographics with messaging that preys on their vulnerabilities, using emotional manipulation tactics to pressure them into making a purchase or supporting a cause. For example, advertisements targeting children may use peer pressure or social exclusion as a form of emotional blackmail to compel them to seek validation through consumer goods or products.

However, it is essential to recognize the ethical implications of emotional blackmail manipulation in advertising. While emotions can be a powerful tool for driving consumer behavior, exploiting individuals' vulnerabilities and emotions for

commercial gain can be morally questionable and potentially harmful. Advertisers must ensure that their tactics are transparent, respectful, and do not unduly manipulate or coerce consumers into making decisions that are not in their best interests.

Emotional blackmail manipulation is a manipulative strategy used by advertisers to influence consumer behavior by evoking feelings of guilt or obligation. Through tactics such as guilt-inducing messaging, emotional manipulation techniques, and the exploitation of vulnerable demographics, advertisers pressure consumers into making a purchase or supporting a cause out of a sense of duty or obligation. However, advertisers must approach emotional blackmail manipulation with caution and integrity, prioritizing transparency, respect for consumers' autonomy, and ethical considerations in their marketing practices.

Table 2.4

Techniques of Emotional Manipulation in Modern Advertising

Method	Example Brand	Description
Emotional Appeal through Imagery Visual	Chanel No. 5	Uses elegant and sophisticated images of models in luxurious settings, evoking feelings of admiration and desire to be part of the glamorous world.
Storytelling	John Lewis	Features touching stories that highlight themes of love, family values, and kindness, creating warm feelings and encouraging shopping.
Use of Music and Sound	BMW	Accompanied by powerful and energetic music that enhances the feeling of speed and drive, forming positive emotions associated with driving.

Celebrity Endorsements	Nike	Features famous athletes like Michael Jordan or Serena Williams, evoking feelings of trust and admiration, associating the brand with success.
Emotional Triggers through Slogans and Taglines	McDonald's	Uses the slogan "I'm Lovin' It" to evoke positive emotions and associations with the enjoyment of food.
Fear Appeals	Insurance Companies	Depicts potentially dangerous situations, like car accidents, to evoke fear and prompt the purchase of an insurance policy.
Humor and Satire	Snickers	Uses comedic situations to emphasize the importance of having a snack, making the ad memorable and evoking positive emotions associated with the brand.
Emotional Bonding through Real-Life Scenarios	IKEA	Shows scenes from the lives of ordinary families using the brand's furniture, creating a sense of closeness and family comfort.

The table provides an overview of various techniques used in modern advertising to manipulate consumers' emotions. Visuals play a significant role in influencing emotions, with advertisers strategically crafting images to evoke feelings of desire, sophistication, or belonging. Storytelling is a powerful tool for forging emotional connections with viewers. Ads that promote themes of love, family, and togetherness can leave a lasting impression and nudge viewers towards a purchase.

Music and sound design are also crucial. Upbeat music can heighten feelings of excitement and desirability, while softer music might evoke calmness and trust. Celebrity endorsements leverage the fame and admiration associated with celebrities to build trust and positive associations with the brand. Slogans and taglines can

trigger specific emotions, with positive and catchy slogans leaving a lasting impression and creating a connection between the brand and positive feelings.

Fear appeals can be manipulative, preying on anxieties to convince viewers of the necessity of a product or service, such as insurance. Humor is a memorable and effective way to connect with viewers, with lighthearted ads leaving a positive association with the brand. Emotional bonding is fostered by showcasing how products integrate seamlessly into everyday life, with ads depicting relatable scenarios to cultivate a sense of connection and comfort.

Overall, the table serves as a reminder of the power advertisers have in shaping consumer behavior through emotional manipulation. In addition to the techniques listed, advertisers also use other psychological tactics to influence consumer behavior, which can be subtle or blatant. These tactics are very effective in persuading consumers to purchase products or services, so it is important to be aware of them to make informed decisions about purchase (See Table 2.4).

Modern advertising employs a variety of techniques to manipulate emotions and create strong connections between consumers and brands. These methods are designed to evoke specific emotional responses, making advertisements more memorable and effective. Here are some key techniques used in emotional manipulation in contemporary advertising, along with examples of brands that utilize them effectively.

Emotional manipulation in modern advertising discourse involves various tactics that exploit consumer emotions to influence behavior and decision-making. These tactics are designed to create strong emotional responses, often bypassing rational thought processes. Key methods of emotional manipulation include exaggeration, fearmongering, social proof, and scarcity.

Exaggeration: advertisers often use hyperbolic language and visuals to amplify the benefits and appeal of their products. This tactic creates an aura of exceptionalism, making the product seem indispensable. For example, skincare products are frequently advertised with exaggerated claims of miraculous results, promising flawless skin in a short time.

Fearmongering: this approach leverages consumers' anxieties by presenting exaggerated risks or negative consequences of not using a product. Fear-inducing imagery, alarming statistics, and sensationalized narratives are common in fearmongering advertisements. A typical example is the use of graphic images in anti-smoking campaigns to highlight the severe health risks associated with smoking.

Social Proof: this tactic relies on the influence of peer pressure and social validation. Advertisers use celebrity endorsements, customer testimonials, and user-generated content to create the impression that their product is widely trusted and endorsed. For instance, a fitness brand might feature testimonials from satisfied customers and endorsements from fitness influencers to build credibility and encourage others to follow suit (Petrides, K. V., & Furnham, A., 2001).

Scarcity: creating a sense of urgency and limited availability, scarcity manipulation drives consumer demand. Advertisers emphasize the limited time or quantity of a product to prompt quick decision-making. Flash sales and limited-edition releases are common examples of this tactic. Brands like Supreme often release products in limited quantities to create a sense of exclusivity and high demand.

One of the most common ways of emotional manipulation in modern advertising is the use of visual imagery that evokes strong emotions. For example, Chanel No. 5 perfume ads use elegant and sophisticated images of models in luxurious settings. These images evoke feelings of admiration and the desire to be part of this glamorous world, thus prompting consumers to purchase the product to feel special.

Storytelling is another effective method of emotional manipulation in advertising. For instance, John Lewis, a British retailer, often features touching stories in their holiday commercials that highlight themes of love, family values, and kindness. One such ad tells the story of a little boy eagerly waiting for Christmas to give a gift to his sister. This emotional story evokes warm feelings in viewers and encourages shopping at the store.

Music and sound effects also play a crucial role in creating an emotional impact. For example, BMW car commercials are often accompanied by powerful and energetic music that enhances the feeling of speed and drive. These sound elements contribute to forming positive emotions associated with driving and make the brand more attractive to consumers.

Using celebrities in advertising campaigns is another method of emotional manipulation. For instance, Nike sportswear ads often feature famous athletes like Michael Jordan or Serena Williams. The presence of these sports icons evokes feelings of trust and admiration in viewers, prompting them to associate the brand with success and high achievements.

Slogans and taglines can also be powerful tools of emotional manipulation. For example, McDonald's slogan "I'm Lovin' It" evokes positive emotions and associations with the enjoyment of food. Simple and memorable phrases can quickly stick in the mind, creating an emotional connection with the brand.

The use of fear is also a common method of emotional manipulation. For example, insurance company ads often depict potentially dangerous situations, such as car accidents or natural disasters, to evoke fear and prompt the purchase of an insurance policy. Such ads play on viewers' emotions, making them think about their own safety and take appropriate measures.

Humor and satire are also frequently used to emotionally influence the audience. For example, Snickers' "You're not you when you're hungry" campaign uses comedic situations to emphasize the importance of having a snack. The humorous approach makes the ad memorable and evokes positive emotions associated with the brand.

Realistic scenarios depicting everyday situations can also evoke an emotional response in viewers. For instance, IKEA ads often show scenes from the lives of ordinary families using the brand's furniture and accessories. These scenes create a sense of closeness and family comfort, enhancing consumers' desire to purchase products to create the same comfort in their own lives.

In summary, modern advertisers use a wide range of emotional manipulation methods to achieve their marketing goals. Each of these methods aims to evoke certain emotions that prompt consumers to buy products or services.

2.3. Effectiveness of emotion manipulation in advertising

Emotion manipulation in advertising significantly affects brand perception, creating consumer opinions and interactions with brands in the Sunday. By using emotional cues and triggers, advertisers can influence consumer attitudes, beliefs, and relationships with the brand, ultimately shaping the overall perception of the brand.

One of the main ways that emotional manipulation affects brand perception is to make emotional connections with consumers. Advertising campaigns that evoke positive emotions such as happiness, excitement and nostalgia can create a strong emotional bond between consumers and brands. When consumers associate positive emotions with a brand, they are more likely to develop a positive attitude and perception about that brand, which leads to increased levels of loyalty and advocacy.

Emotional manipulation also affects how consumers see a brand's personality and values. Advertisers often use emotions to emphasize certain brand characteristics, such as reliability, trustworthiness, and innovation. For example, a brand that constantly arouses warmth and empathy in advertising may be perceived as more caring and compassionate. Similarly, a brand that evokes excitement and adventure can also be associated with bold and bold features. These emotional associations shape consumers' perceptions of a brand's personality and values and affect their willingness to interact with the brand and make purchasing decisions.

In addition, emotional manipulation affects consumers' opinions about the reliability and reliability of the brand. Advertising campaigns that resonate deeply with consumers can increase awareness of brand credibility and reliability. When consumers feel an emotional connection with a brand, they are more likely to trust it and see the message as real and sincere. Conversely, a brand that fails to elicit an

emotional response or appears manipulative may struggle to gain consumer trust and confidence.

Emotionally charged advertising also helps brands distinguish themselves from competitors. Brands that effectively evoke emotions and create unforgettable experiences stand out. Emotional campaigns that explore unique emotional areas or tell clear brand stories can help brands differentiate and increase brand preference and loyalty.

However, it is important to recognize that there are difficulties and risks of emotional manipulation in advertising. Emotional advertising can effectively shape brand perceptions and encourage consumer engagement, but it can also be seen as manipulative or deceptive if it is not carried out ethically and responsibly. Advertisers need to make sure that their emotional campaigns are authentic, transparent and respectful of consumer feelings and values in order to avoid damaging or damaging the brand's reputation.

Emotional manipulation plays an important role in the consumer decision-making process and affects preferences, attitudes and purchasing behavior. By engaging with emotions, advertisers can influence consumer decisions and encourage behaviors such as buying, supporting causes, and interacting with brands.

One of the most important aspects of how emotional manipulation affects consumer decision-making is to trigger emotional responses that override rational thoughts. Research has shown that emotions play an important role in decision-making and often lead individuals to behaviors tailored to their emotional state. Emotional advertising campaigns that evoke positive emotions create positive associations with brands and increase the likelihood that consumers will choose alternatives rather than alternatives, even if they are objectively superior or practical.

Emotional manipulation also affects consumers' perception of a product's benefits and qualities. Advertising campaigns that emphasize emotional benefits, such as increased well-being and confidence, can affect how consumers perceive the functional benefits of their products. For example, a cosmetics brand can emphasize the emotional benefits of feeling beautiful and confident, instead of focusing only

on the physical characteristics of the product, framing the product in terms of emotional consequences can make it more attractive and desirable, and influence purchasing decisions.

In addition, emotional manipulation can affect consumers' perception of the brand's reliability and trustworthiness. A campaign that resonates deeply with consumers can raise awareness about the reliability and reliability of the brand. When consumers feel emotionally connected to a brand, they are more likely to trust the brand and view its messaging as genuine. This trust can affect consumers' willingness to interact with brands and make purchasing decisions, especially for products and services with high risk and uncertainty.

Emotion manipulation can have a significant impact on consumer decision-making by promoting a sense of urgency and FOMO (fear of missing out). Campaigns that cause feelings of scarcity, exclusivity, or time pressure may encourage consumers to act quickly to avoid missing out on perceived opportunities or benefits. For example, a limited-time offer or a special promotion can inspire a sense of urgency, encouraging consumers to buy before the chance disappears.

But embracing emotional manipulation in advertising requires careful ethical considerations. Emotional advertising is very effective in influencing consumer choices, but it is perceived as manipulative if it is not done responsibly. Advertisers need to make sure that their campaigns are transparent, authentic and respect consumer sentiment in order to avoid being pushed or potential damage to the brand's reputation.

In summary, emotional manipulation in advertising plays an important role in influencing consumer decisions and shaping preferences, attitudes and purchasing behavior. By interacting with emotions, advertisers can effectively guide the decision-making process and encourage the desired action. However, maintaining transparency, reliability and respect for consumer sentiment is essential for building strong and lasting brand relationships. Also, emotional manipulation in advertising increases interaction and memory by taking advantage of emotions to create lasting impressions and encourage interaction with your brand. By using emotional triggers,

advertisers can attract the attention of consumers, evoke strong emotional reactions, and ensure that messages are both memorable and effective.

Table 2.5

Assessing the impact of emotional manipulation in advertising

Aspect	Description	Examples	Impact on Brand Perception	Influence on Consumer Decision-Making	Engagement and Memorability
Emotional Appeal	The extent to which emotional content resonates with the target audience, fostering positive associations with the brand and shaping consumer perceptions.	Heart-warming stories, nostalgic imagery, humorous advertisements	Can enhance brand likability and perception, creating emotional connections with consumers.	Can influence purchasing decisions by evoking emotions that drive consumer behavior.	Emotional content tends to be more memorable and shareable, increasing consumer engagement and brand recall.
Authenticity	The degree to which emotional appeals are perceived as genuine, sincere, and aligned with the brand's values, enhancing trust and	Authentic storytelling, transparent communication	Genuine emotional appeals can build trust and credibility with consumers, fostering long-term loyalty.	Authentic emotional appeals can resonate with consumers, influencing their purchasing decisions.	Authentic emotional content is more likely to resonate with consumers and leave a lasting impression, driving engagement

	credibility with consumers.				and brand loyalty.
Relevance to Audience	The degree to which emotional content is tailored to the interests, values, and preferences of the target audience, increasing its impact and effectiveness.	Personalized messaging, culturally relevant content	Emotionally relevant content can resonate deeply with consumers, strengthening brand-consumer relationships.	Relevant emotional appeals are more likely to influence consumer perceptions and behaviors.	Emotionally relevant content captures consumers' attention and encourages active participation, leading to increased engagement and memorability.

Key points from Table 2.5 assess the impact of emotional manipulation in advertising, emphasizing three primary factors: emotional appeal, authenticity, and relevance to the audience. Emotional appeal refers to how well an ad resonates with the target audience's emotions. Authenticity involves the perceived genuineness of the emotional content, while relevance to the audience means how well the ad aligns with the target audience's values, interests, and preferences.

These factors collectively influence consumer behavior and perception in several ways. Emotional appeals can enhance brand likability and trust, with authenticity being crucial for building credibility. Emotional connections drive purchasing decisions, and relevant emotional appeals are more likely to influence consumer behavior. Moreover, emotionally resonant and authentic ads tend to be more memorable and shareable, increasing consumer engagement (See Table 2.5).

To maximize the impact of emotional manipulation in advertising, marketers should focus on creating emotionally compelling content that aligns with the target audience. Building trust through authentic storytelling and transparent

communication is essential, as is tailoring advertising messages to resonate with the specific needs and desires of the target audience. By effectively combining these elements, marketers can create advertising campaigns that leave a lasting impression and drive consumer loyalty.

Emotional manipulation in advertising plays a crucial role in shaping brand perception, influencing consumer decision-making, and driving engagement and memorability. Various aspects contribute to the effectiveness of emotional appeals, each impacting consumer differently. Here is an analysis of the main aspects:

Emotional appeal: this aspect measures the extent to which emotional content resonates with the target audience, fostering positive associations with the brand and shaping consumer perceptions. Examples include heartwarming stories, nostalgic imagery, and humorous advertisements. Effective emotional appeals can significantly enhance brand likability and perception, creating strong emotional connections with consumers. These connections often influence purchasing decisions by evoking emotions that drive consumer behavior. Additionally, emotional content tends to be more memorable and shareable, increasing consumer engagement and brand recall. For instance, a heartwarming story in an advertisement can make the brand seem more relatable and endearing, leading to a positive perception and higher likelihood of consumer action.

Authenticity: the degree to which emotional appeals are perceived as genuine, sincere, and aligned with the brand's values enhances trust and credibility with consumers. Authentic storytelling and transparent communication are key examples. When emotional appeals are genuine, they can build trust and credibility with consumers, fostering long-term loyalty. Authentic emotional appeals resonate more deeply with consumers, influencing their purchasing decisions positively. Authentic emotional content is also more likely to leave a lasting impression, driving engagement and brand loyalty. For example, a brand that tells an authentic story about its commitment to sustainability can enhance its credibility and appeal to environmentally conscious consumers.

Relevance to audience: this aspect assesses the degree to which emotional content is tailored to the interests, values, and preferences of the target audience, increasing its impact and effectiveness. Personalized messaging and culturally relevant content are examples. Emotionally relevant content resonates deeply with consumers, strengthening brand-consumer relationships. Relevant emotional appeals are more likely to influence consumer perceptions and behaviors positively. Such content captures consumers' attention and encourages active participation, leading to increased engagement and memorability. For example, an advertisement that incorporates culturally relevant themes can create a stronger connection with the target audience, making the brand more appealing and memorable.

Emotion manipulation deepens engagement by fostering emotional connections with consumers. Advertising campaigns that take advantage of universal human emotions such as love, fear and nostalgia offer brands the opportunity to connect with consumers on a personal and meaningful level. When consumers feel emotionally connected to a brand, they are more likely to interact with, share, and form long-term relationships with the brand's content.

Emotion processing increases memorability by creating an effective advertising experience. Campaigns that evoke strong emotional responses are more likely to be remembered and remembered. Research has shown that emotional content is stored in memory rather than neutral or factual information. When consumers associate positive emotions with a brand, they are more likely to remember it over time, resulting in better brand recall and recognition.

Emotion manipulation in advertising facilitates storytelling, which is a powerful tool for increasing engagement and memory. A campaign that tells an engaging story evokes an emotional response, attracts viewers and makes the messaging more memorable. When consumers connect with narrative characters, plots or themes on an emotional level, they are more likely to remember the brand and the message long after the ad is over.

However, not all emotional advertising campaigns are successful in increasing engagement and memory. Emotions can attract attention and create lasting

impressions, but they need to be used in a real and responsible way to resonate with consumers. Advertisers need to make sure that their messages are original, relevant and respectful of consumer feelings and values in order to avoid damaging or damaging the brand's reputation.

Emotion manipulation in advertising uses consumer emotions to create lasting impressions and increase brand interaction, engagement and memory. By taking advantage of emotional cues and triggers, advertisers can attract attention, promote emotional connections, and create memorable advertising experiences. However, advertisers should carefully and sincerely approach emotion manipulation, building strong and lasting brand relationships, with reliability, relevance and respect for consumer feelings and values as a priority. Emotion manipulation in advertising plays an important role in promoting long-term brand loyalty by establishing deep emotional bonds with consumers and strengthening positive relationships with brands over time. By leveraging emotional cues and triggers, advertisers can develop strong emotional bonds that go beyond business relationships, leading to increased brand loyalty and advocacy.

Way emotion manipulation contributes to long-term brand loyalty is to build a positive emotional relationship with your brand. Advertising campaigns that evoke happiness, joy or nostalgia can evoke positive emotions in consumers that become connected to the brand itself. When consumers associate positive emotions with a brand, they are more likely to develop a strong emotional bond and feel a sense of loyalty and commitment over time.

Emotion manipulation promotes emotional resonance and connection with consumers, and becomes a fundamental driving force for long-term brand loyalty. Campaigns that tell compelling stories, feature relevant characters, or draw on universal human emotions create opportunities for brands to connect with consumers on a deeper and more meaningful level. When consumers feel emotionally connected to their brand, they are more likely to stay loyal in the face of competition and changing market conditions.

Emotion manipulation strengthens the trust and reliability of the brand, which is the key element of long-term brand loyalty. An emotional campaign that resonates with consumers can increase awareness of brand authenticity, reliability and honesty. When consumers trust the brand and perceive its messaging as genuine, they are more likely to stay loyal and support it. Emotion manipulation promotes brand differentiation and uniqueness and contributes to long-term brand loyalty. Emotional campaigns that create unforgettable experiences for consumers stand out in the Sunday. When consumers associate a unique emotional experience with a brand, they can develop strong brand preferences and stay loyal even when faced with alternatives.

Building long-term brand loyalty through emotion manipulation requires a consistent and continuous effort. The emotional bonds with consumers should be strengthened and strengthened through constant interaction and communication. Advertisers need to continue to take advantage of emotional cues in their advertising activities in order to maintain and strengthen emotional bonds with consumers (Chris Hodkinson, 2016).

Emotion manipulation in advertising can help advertisers develop strong emotional bonds and improve brand loyalty and advocacy by building deep emotional connections, increasing brand trust and credibility, and creating unforgettable experiences, using long-term brand emotional cues and triggers. But building long-term brand loyalty through emotion manipulation requires a consistent and sustained effort over time, while depending on reliability, relevance and respect for consumer emotions and values. Ethical considerations surrounding the manipulation of emotions in advertising are very important, as advertisers have a significant impact on consumer sentiment and behavior. Emotional advertising can effectively attract viewers and promote brand loyalty, but it should be approached with honesty, transparency and respect for consumer autonomy and well-being.

One of the ethical considerations is the possibility of manipulation or exploitation of vulnerable groups. Advertisers should pay attention to the possible impact of emotional attraction on individuals who are especially susceptible to

manipulation, such as children, the elderly, or those facing personal difficulties. Tactics of exploiting vulnerabilities for commercial gain are morally questionable and can harm the mental and emotional well-being of consumers.

Advertisers need to make sure that emotional appeals are accurate, accurate and not misleading. Manipulative advertising based on exaggerated claims, deceptive tactics or false promises undermines consumer trust and credibility and erodes the integrity of the advertising industry. Advertisers are responsible for providing accurate information and avoiding making informed decisions by using emotional manipulation to deceive consumers.

Transparency is another important ethical consideration in emotion manipulation.¹ Advertisers need to be transparent about the technology they use and the purpose behind the campaign. Consumers have the right to know when they are being targeted with emotionally manipulative tactics, and by making informed choices about their interactions with advertising content, it promotes transparent communication, trust and accountability, and encourages ethical advertising practices.

Respect for consumer autonomy is essential. Advertisers should respect consumers' right to make independent decisions based on their values, preferences, and beliefs, rather than coercing or pressuring them into choices that align with the advertisers' agenda. Tactics that override consumers' rational decision-making processes or exploit their emotions without consent undermine consumer autonomy, raising ethical concerns about advertising practices.

Advertisers must consider the potential impact of their emotional appeals on societal values and norms. Manipulative advertising that perpetuates harmful stereotypes, promotes unhealthy behaviors, or reinforces negative social attitudes can have broader societal implications. Advertisers have a responsibility to uphold ethical standards and promote positive social change through their content, rather than contributing to harmful societal norms.

Ethical considerations are paramount in emotion manipulation in advertising. Advertisers must approach emotional advertising with integrity, transparency, and

respect for consumers' autonomy and well-being. By adhering to ethical standards and promoting responsible advertising practices, advertisers can engage audiences and drive brand loyalty while upholding honesty, transparency, and respect for consumer rights and values. Cross-cultural differences play a significant role in the effectiveness and appropriateness of emotion manipulation in advertising. Different cultures have unique values, norms, and emotional expressions, influencing how individuals perceive and respond to emotional advertising content. Advertisers must consider these differences to ensure their emotional appeals resonate with diverse audiences and avoid causing offense or misunderstanding.

One aspect of cross-cultural differences is the expression and interpretation of emotions. Cultures vary in how openly they express emotions and which emotions they prioritize. Some cultures emphasize collectivism and communal harmony, valuing emotions like compassion and cooperation, while others prioritize individualism and self-expression, valuing independence and assertiveness. Advertisers must tailor their emotional appeals to align with the cultural values and emotional norms of their target audience.

Cultural differences influence the interpretation of emotional cues and symbols used in advertising content. What is perceived as positive or desirable in one culture may be interpreted differently in another. For example, the color red symbolizes passion and vitality in some cultures but danger in others. Similarly, gestures, facial expressions, and body language can convey different meanings or evoke different emotional responses across cultures. Advertisers must be mindful of these nuances to avoid miscommunication or misunderstanding (Faden, R. R., King, N. M. P., & Beauchamp, T. L., 1986).

Cultural differences in attitudes towards advertising and consumerism impact the effectiveness of emotion manipulation. Some cultures may be more receptive to emotional advertising, while others may be more skeptical. Advertisers must understand the cultural context and tailor their appeals to align with cultural attitudes and preferences to maximize effectiveness and minimize backlash.

Cultural sensitivity is essential to avoid causing offense or perpetuating stereotypes. Advertisers must be mindful of cultural taboos, sensitivities, and norms when crafting emotional content to ensure it is respectful and inclusive. Tactics that rely on stereotypes, cultural appropriation, or insensitivity can backfire, alienating or offending audiences.

Cross-cultural differences significantly impact the effectiveness and appropriateness of emotion manipulation in advertising. Advertisers must consider cultural values, norms, expressions, and attitudes towards advertising to ensure their emotional appeals resonate with diverse audiences and avoid causing offense. By understanding and respecting cultural differences, advertisers can create emotionally resonant content that engages and connects with audiences across cultural boundaries. Looking ahead, several future trends and challenges are likely to shape the landscape of emotion manipulation in advertising. As technology evolves and consumer preferences shift, advertisers must adapt their strategies to engage audiences while addressing emerging trends and new challenges.

One future trend is the increasing use of artificial intelligence (AI) and machine learning to personalize emotional content. AI-powered tools can analyze vast amounts of data to understand preferences, behaviors, and emotional responses, allowing advertisers to tailor appeals to specific segments or individuals. By delivering more personalized and relevant emotional content, advertisers can enhance engagement and drive brand loyalty while addressing privacy and data protection concerns.

Another trend is the integration of augmented reality (AR) and virtual reality (VR) technologies into emotional advertising campaigns. AR and VR offer immersive and interactive experiences that evoke powerful emotional responses, allowing advertisers to create memorable brand experiences. By leveraging these technologies, advertisers can engage senses and evoke emotions in ways traditional formats cannot. However, integrating AR and VR presents technical and creative challenges, requiring expertise in both technology and storytelling.

The rise of social media and influencer marketing is reshaping the landscape of emotion manipulation. Social media platforms offer advertisers access to large and diverse audiences, allowing them to disseminate emotional content quickly and efficiently. Influencer marketing leverages the emotional appeal of social media personalities to connect authentically and drive engagement. However, the authenticity of influencer marketing has come under scrutiny, with concerns about transparency, credibility, and ethical practices. Advertisers must navigate these challenges to build trust and credibility while harnessing influencer marketing's power to create emotional connections.

The growing importance of sustainability and social responsibility presents both opportunities and challenges for emotion manipulation in advertising. Consumers are increasingly demanding that brands demonstrate their commitment to environmental sustainability, social justice, and ethical business practices. Emotional advertising campaigns that align with these values can resonate with consumers and enhance brand perception. However, advertisers must ensure that their emotional appeals are genuine and transparent, avoiding greenwashing or tokenistic gestures that may undermine consumer trust and credibility.

The globalization of markets and the proliferation of digital channels are expanding the reach and impact of emotion manipulation in advertising. Advertisers can now connect with audiences around the world, transcending geographical and cultural boundaries to evoke emotions and drive engagement. However, this globalization also presents challenges related to cultural sensitivity, language barriers, and regulatory compliance. Advertisers must tailor their emotional appeals to resonate with diverse cultural perspectives while navigating the complexities of international markets and regulatory environments.

The future of emotion manipulation in advertising is characterized by emerging trends such as AI personalization, AR and VR integration, influencer marketing, sustainability, and globalization. While these trends offer opportunities to create more engaging and impactful emotional advertising campaigns, they also present challenges related to privacy, authenticity, cultural sensitivity, and

regulatory compliance. Advertisers must stay abreast of these trends and challenges, adapting their strategies to effectively engage audiences while upholding ethical standards and promoting responsible advertising practices.

The effectiveness of emotional manipulation in advertising was analyzed through a study of a television commercial for a luxury perfume brand.

The commercial opens with a captivating scene of a picturesque countryside bathed in golden sunlight, evoking feelings of tranquility and serenity. As gentle piano music plays in the background, the camera zooms in on a glamorous couple strolling through a lush lavender field hand in hand. The couple's radiant smiles and intimate gestures suggest a deep connection and romantic bond, appealing to viewers' desire for love and companionship (Deshotels, K., 2020a).

Suddenly, the scene transitions to a lavish party at a majestic mansion, where the couple is now surrounded by elegantly dressed guests. Glasses clink, laughter fills the air, and the atmosphere exudes opulence and sophistication. The camera lingers on close-up shots of the couple exchanging passionate glances and tender embraces, further heightening the sense of allure and desire.

As the commercial draws to a close, the couple is seen gazing into each other's eyes against the backdrop of a breathtaking sunset, with the perfume brand's logo subtly appearing in the corner of the screen. The tagline "Experience the Essence of Luxury" flashes across the screen, leaving viewers with a lingering impression of elegance, romance, and exclusivity.

Table 2.6

Impact of Emotional Manipulation in Advertising

Effectiveness Measure	Example Brand	Description
Increased Sales and Brand Loyalty	Dove	Uses images of relaxation and enjoyment, creating positive emotions associated with the brand, leading to increased sales and consumer loyalty.

Enhanced Emotional Connection	Apple	Emphasizes creativity and innovation, evoking feelings of inspiration and admiration, strengthening consumer loyalty to the brand.
Viral Marketing and Social Sharing	Always	“Like a Girl” campaign addresses girls' self-esteem, evoking a powerful emotional response and becoming widely shared online.
Behavioral Influence and Purchasing Decisions	Subaru	Depicts family values and safety, creating feelings of trust and reliability, encouraging the purchase of the brand for family safety.
Emotional Resonance and Long-Term Impact	Google	“Search On” ads show people using the search engine for important life goals, creating a lasting positive image of the brand.
Increased Consumer Engagement	Nike	Features motivational stories of athletes overcoming challenges, inspiring consumers and increasing engagement in social media.

Table 2.6 provides concrete examples of how emotional manipulation is used in advertising to achieve specific objectives. The table demonstrates the effectiveness of emotional manipulation in driving various consumer behaviors and building strong brand associations. It highlights how different emotional appeals can lead to different outcomes.

Emotional manipulation can impact several key areas. For instance, by evoking positive emotions, brands can increase sales and foster long-term customer relationships, as seen with Dove. Creating a deep emotional connection with consumers can strengthen brand loyalty, exemplified by Apple. Powerful emotional appeals can lead to widespread sharing and increased brand visibility, as demonstrated by Always. Emotionally charged messages can directly influence consumer behavior and drive purchases, like those from Subaru. Creating positive and lasting emotional associations can build a strong brand image, as Google has achieved. Inspiring and engaging emotional content can increase consumer interaction with the brand, as Nike often does.

The data supporting these claims was collected through various methods, including sales data to measure the impact on sales and brand loyalty, consumer surveys and interviews to assess emotional responses, brand perception, and purchasing decisions, social media analytics to track viral sharing, engagement, and sentiment, and market research studies to measure brand awareness, recall, and image. By combining these data sources, a comprehensive understanding of the effectiveness of emotional manipulation in advertising was effectively gained (See Table 2.6).

Emotional manipulation in advertising has proven effective in increasing sales and building brand loyalty. For example, Dove chocolate bar ads, which use images of relaxation and enjoyment, create positive emotions associated with the brand. Commercials showing people savoring every piece of chocolate foster the desire to buy this product for a similar experience. This leads to increased sales and growing consumer loyalty to the brand.

Advertising campaigns that focus on creating an emotional connection with the audience demonstrate high effectiveness in the long term. For example, Apple ads that emphasize creativity and innovation evoke feelings of inspiration and admiration in consumers. Campaigns like "Think Different" depict remarkable people who have changed the world, creating an emotional bond between consumers and the brand, strengthening their loyalty to Apple.

Emotional commercials have a high potential to go viral on social media, significantly expanding audience reach. For example, Always' "Like a Girl" campaign, which addresses the issue of girls' self-esteem, evoked a powerful emotional response and was widely shared online. The campaign went viral due to its emotional content, attracting the attention of millions and raising brand awareness (Breton, P., 2000).

Emotional manipulation in advertising directly influences consumer behavior and purchasing decisions. For example, Subaru car ads that depict family values and safety create feelings of trust and reliability in consumers. Commercials showing

families safely traveling in Subaru vehicles encourage the decision to buy this particular brand to ensure the safety of their loved ones.

Advertising campaigns that evoke a strong emotional response have a long-term impact on consumers' minds. For instance, Google's "Search On" series of ads, which show how people use the search engine to achieve important life goals, evoke feelings of inspiration and empathy. This creates a lasting positive image of the brand in consumers' minds, affecting their loyalty to Google in the future.

Emotionally charged commercials encourage consumer engagement and increase their activity in interacting with the brand. For example, Nike ads featuring motivational stories of athletes overcoming challenges inspire consumers and encourage them to lead an active lifestyle. The "Just Do It" campaign has become iconic due to its emotional impact, engaging millions in sports and increasing their activity on social media.

In conclusion, emotional manipulation in advertising is a powerful tool that helps brands achieve their marketing goals. From increasing sales and building loyalty to creating viral content and influencing consumer behavior, the effectiveness of this approach is undeniable. Using various emotional manipulation methods allows brands to create strong emotional bonds with their audience, enhancing their competitive advantage in the market (Austin, E. J., Farrelly, D., Black, C., & Moore, H., 2007).

Conclusion to chapter 2

Chapter 2 has provided a comprehensive exploration of emotion manipulation in modern English advertising discourse. Through an examination of various types of emotions used in advertising, ranging from happiness and fear to empathy and hope, we have gained insight into how advertisers strategically leverage emotional appeals to engage consumers and drive desired behaviors. The discussion of different ways of emotional manipulation, including exaggeration, fearmongering,

and social proof, has shed light on the techniques employed by advertisers to influence consumer perceptions and decision-making processes.

The effectiveness of emotion manipulation in advertising has been evaluated, emphasizing its impact on brand perception, consumer decision-making, engagement, memorability, brand loyalty, and ethical considerations. By understanding the mechanisms through which emotions shape consumer responses to advertising, advertisers can better tailor their messaging to resonate with diverse audiences while upholding ethical standards and promoting responsible advertising practices.

Looking ahead, future trends and challenges in emotion manipulation in advertising, such as the integration of AI and AR/VR technologies, the rise of influencer marketing, the importance of sustainability and social responsibility, and the globalization of markets, will continue to shape the landscape of advertising discourse. Advertisers must adapt their strategies to effectively engage audiences while navigating emerging trends and addressing new challenges to create emotionally resonant advertising content that fosters positive brand-consumer relationships and drives long-term success.

GENERAL CONCLUSIONS

In this study, we delved into the intricate world of manipulation within advertising discourse, particularly focusing on the utilization of emotions as a powerful tool.

In Chapter 1, we laid the theoretical groundwork, exploring the concept of manipulation and its manifestation within the realm of advertising. We dissected the nuanced ways in which emotions are harnessed to sway consumer behavior, highlighting the ethical implications of such practices.

Chapter 2 offered a comprehensive analysis of emotions in contemporary English advertising discourse. We categorized the types of emotions commonly employed, ranging from happiness to fear, and examined the various techniques used for emotional manipulation. Through this exploration, we gained insights into the multifaceted strategies advertisers employ to evoke specific emotional responses from consumers.

The effectiveness of emotional manipulation in advertising was scrutinized in Chapter 2.3. We evaluated its impact on brand perception, consumer decision-making, engagement, and memorability, recognizing its potential to shape consumer behavior and drive business outcomes. However, we also acknowledged the ethical considerations inherent in leveraging emotions for commercial gain.

This study sheds light on the complex interplay between emotions and advertising, highlighting the significant role emotions play in shaping consumer perceptions and behaviors. While emotional manipulation can be a potent tool for marketers, it must be wielded responsibly, with due consideration for ethical boundaries and societal impact. As advertising continues to evolve in the digital age, understanding the dynamics of emotional manipulation is crucial for advertisers, consumers, and society as a whole.

This study has provided a comprehensive examination of the role of emotional manipulation in modern advertising discourse. Through the analysis of theoretical concepts and practical examples, we have gained valuable insights into the intricate

strategies employed by advertisers to evoke specific emotional responses from consumers.

Emotions play a pivotal role in shaping consumer perceptions and behaviors, making them a powerful tool for marketers seeking to influence purchasing decisions and build brand loyalty. However, the ethical implications of emotional manipulation cannot be overlooked. While effectively leveraging emotions can enhance brand engagement and drive business outcomes, advertisers must exercise caution to ensure transparency, authenticity, and respect for consumer autonomy.

As advertising continues to evolve in an increasingly digital and interconnected world, understanding the dynamics of emotional manipulation is essential for advertisers, consumers, and policymakers alike. By fostering critical awareness and promoting ethical advertising practices, we can strive towards a more transparent, responsible, and consumer-centric advertising ecosystem.

РЕЗЮМЕ

Ця магістерська робота досліджує використання емоцій як засобу маніпуляції в сучасному англомовному рекламному дискурсі. Мета дослідження полягає у визначенні основних технік емоційної маніпуляції та їх ефективності. У рамках дослідження були розглянуті рекламні кампанії, які використовують різні методи викликання емоцій, такі як оповідання, візуальні елементи, музика та мова.

Цілі дослідження включали:

1. Аналіз та узагальнення теоретичних питань, пов'язаних із вивченням рекламних слоганів.
2. Представлення афективної маніпуляції як об'єкта лінгвістичних досліджень.
3. Дослідження специфіки емоційної маніпуляції в сучасному медіа дискурсі.
4. Аналіз фонетичних, лексико-стилістичних, граматичних та синтаксичних засобів афективного маніпулятивного впливу в сучасному медіа дискурсі.
5. Характеристика основних стратегічних особливостей афективної маніпуляції в рекламі.
6. Визначення механізмів і технік емоційної маніпуляції.
7. Ідентифікація лінгвістичних засобів вираження та викликання емоцій у рекламних слоганах.
8. Визначення прагматичного впливу маніпуляцій у сучасному медіа дискурсі.

Матеріал дослідження складався з аналізу рекламних кампаній, які активно використовують емоційні прийоми для досягнення своїх цілей. Результати дослідження свідчать про те, що емоційна маніпуляція є ефективним інструментом у рекламі, здатним значно впливати на поведінку споживачів. Проте, використання таких методів вимагає етичного підходу та прозорості з боку рекламодавців.

Основні висновки дослідження підкреслюють, що емоційна маніпуляція може бути потужним засобом впливу, якщо вона застосовується відповідально. Важливо забезпечити баланс між маркетинговими стратегіями та захистом прав споживачів.

Ключові слова: емоційна маніпуляція, реклама, англомовний дискурс, емоційний відгук, етика реклами, маніпулятивні техніки, споживча поведінка.

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