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INTRODUCTION

In the contemporary world, advertising serves as a powerful tool not only for commercial purposes but also for social and political communication. In today's media-driven world, advocacy advertising has become a powerful tool for influencing public opinion and encouraging social and political engagement. This form of advertising is often employed for the purpose of swaying public opinion to support a particular cause or message. Advocacy advertising addresses a number of economic, social, environmental, or political issues via social and political advertising that often rely heavily on both rhetorical and multimodal strategies to convey their messages, using persuasive language, emotional appeals, and visual storytelling to reach diverse target audiences (Investopedia, 2023).

The relevance of this research lies in its potential to deepen our understanding of how contemporary anglophone social and political advertising influences public opinion and drives social change. In an era marked by rapid technological advancements and the proliferation of digital media, the ways in which advertisements are crafted and consumed have undergone significant transformations. By examining the rhetorical and multimodal strategies employed in these advertisements, this study sheds light on the evolving techniques used to engage and persuade diverse audiences. Moreover, understanding these strategies is crucial for effectively addressing pressing social and political issues, enhancing civic participation, and fostering a more informed and active citizenry. As societies grapple with complex challenges such as misinformation, political polarization, and social inequalities, insights gained from this research can inform more effective communication practices and contribute to the development of more impactful social and political campaigns.

The object of this research is contemporary anglophone advocacy advertising, while the **subject** of the study is confined to rhetorical and multimodal specificity of

social and political advertising as elements of present-day advocacy advertising aimed to promote ideas, raise awareness, and influence public opinion on a number of issues.

The aim of this research is to explore and elucidate the rhetorical and multimodal specificity of present-day anglophone advocacy advertising. This involves identifying and analyzing the rhetorical strategies and multimodal techniques employed in social and political advertisements, understanding their effectiveness in engaging and persuading audiences, and assessing their role in shaping public opinion and driving social change.

To achieve the goal of the study, the following **tasks were set**:

- to scrutinise the notion of advocacy advertising with special emphasis on social and political advertising as means of shaping public perceptions and motivating civic and political participation;
- to define the concept of rhetoric and its role in advertising discourse, establishing a theoretical framework for understanding rhetorical strategies in social and political advertising;
- to examine multimodality as an approach to analyzing advertising texts, identifying key components and methods for evaluating multimodal elements;
- to explore the specificity of social and political advertising in the anglophone space, focusing on unique characteristics and contextual factors that influence these advertisements;
- to analyze the rhetorical and multimodal features of contemporary anglophone political advertising, understanding the methods used to shape public opinion and drive political engagement;
- to conduct a multimodal analysis of selected examples of anglophone political advertising, examining the interplay of various semiotic resources in conveying political messages. тут якийсь дисбаланс виходить

The following **research methods** were used to solve the tasks and achieve the research goal:

1. Rhetorical analysis involves examining the use of language, style, and persuasive techniques within advertisements. By analyzing rhetorical strategies such as ethos, pathos, and logos, the research identifies how these elements are employed to influence and engage audiences.

2. Multimodal discourse analysis (MDA) is used to explore the integration of various semiotic modes, including text, image, sound, and gesture, in advertising. This method helps in understanding how these different modes interact to create meaning and convey messages effectively.

3. Content analysis involves systematically coding and categorizing the content of advertisements to identify patterns, themes, and frequencies of rhetorical and multimodal elements. It provides a statistical overview of the prevalence and distribution of these elements across different advertisements.

4. Comparative analysis is used to compare the rhetorical and multimodal strategies in social and political advertisements. By identifying similarities and differences, the research highlights the distinct approaches and challenges in addressing social versus political issues.

5. Visual and semiotic analysis focuses on the analysis of visual elements and symbols used in advertisements. It examines how visual rhetoric and semiotics contribute to the overall persuasive power of advertisements.

The scientific novelty of this research lies in its comprehensive examination of the intricate interplay between rhetorical and multimodal elements in contemporary anglophone advocacy advertising, a subject that has not been extensively explored in existing literature. While previous studies have often focused on either rhetorical or multimodal aspects in isolation, this research uniquely integrates both perspectives to provide a holistic analysis of advertising strategies. Additionally, the study delves into

the specific context of anglophone advertising, considering cultural and societal influences that shape communication practices in social and political domains. By employing innovative methodologies such as Multimodal Discourse Analysis (MDA) and comparative analysis of social and political advertisements, this research uncovers new insights into the effectiveness of multimodal and rhetorical techniques in engaging and persuading audiences. This research not only broadens the theoretical framework for understanding multimodal rhetoric in advertising, but also offers practical implications for designing more impactful social and political campaigns.

The theoretical value of the paper lies in introducing the theoretical basis for further research in the field of advocacy advertising, particularly regarding its rhetorical and multimodal features. Through understanding of how the use of verbal language, picture and sound blends together to inform and change the public opinions, this research establishes the importance of cultural, historical and social factors when it comes to evaluating the effectiveness of advertising. Moreover, it relates to an ethical point of view towards such activities as bait-emotional appeals and the consequent manipulation of their audience. Such groundwork prepares the ground for qualitative and quantitative studies that can look at case studies, ascertain the success of advocacy campaigns, or compute the reach and implication of new media technologies into the ways people in the society engage with the rhetorical or modal invitations to be engaged.

The practical significance of this research lies in its potential to inform and enhance the design and execution of social and political advertising campaigns. By providing detailed understanding of the effective rhetorical and multimodal strategies used in contemporary Anglophone advertisements, this study offers valuable insights for advertisers, campaign designers, and communication professionals. These insights can help in crafting more persuasive and engaging messages that resonate with target audiences, thereby improving the impact and efficacy of advertising efforts aimed at

promoting social change and political engagement. Additionally, the findings can be utilized in educational settings to train future professionals in the fields of communication, media studies, and advertising.

The research paper is arranged as follows:

Introduction clarifies the choice of the topic of the study, states the object and the subjects matter of the research, aims and tasks.

The first chapter clarifies the theoretical foundations of advocacy advertising, exploring its evolution in the context of globalization and advancements in technology.

The second chapter deals with rhetorical and multimodal features of modern advocacy advertising

General Conclusions summarize the research findings, present theoretically valuable insights, and outline key directions for further exploration of the topic under study.

CHAPTER ONE
THEORETICAL FOUNDATIONS OF THE STUDY OF RHETORIC
AND MULTIMODALITY OF ADVOCACY ADVERTISING

Advertising is in the process of evolving in connection with globalization and technologies that are shaping new modes of communication. Among the most significant tendencies of recent years, one can note the growing popularity of the so-called advocacy advertising, which not only introduces new products and services to public awareness and has the aim of persuading people to use certain services and goods, but is also intended to draw the public attention to vital social and political questions. Pleasure since advocacy advertising aims at informing the public of social issues, encouraging the public to take action, and initiating collective action, advocacy adopts several techniques to persuade the masses. Thus, it is becoming an essential means in the combat against social evils and the diffusion of civil society projects.

Technological change and social media usage in particular has also presented new opportunities for advocacy campaigns that can covered with different modes of communication. In today's world in which information is constantly announced, it is necessary to learn more about how advertising affects people and can lie down a connection between people's consciousness and their actions. Since advocacy advertising appeals to the emotions, logic and trust-sophisticated persuasion techniques it manages to elicit such deep-seated feelings among the targeted audiences.

Therefore, an investigation of advocacy advertising and the type of that effect in society becomes the important task for researchers and practitioners. This paper examines more persuasive advocacy advertisements, social and political advertisement campaigns, as well as multimodal approaches that allow creating more effective advertising campaigns that can attract attention, evoke emotions and encourage action.

1.1. The notion of advocacy advertising and its specifics

In advocacy advertising, much more importance is given to supporting a certain position or a message with respect to social issues, political questions, or corporate concerns than to the sale of a certain product or a service. The main objective of advocacy advertising is to address the sociopolitical and community agendas, and bring necessary changes to the society through generating awareness and treatment of issues pertaining to individuals and communities and their environment.

Advocacy advertising has been on the rise in recent years. Some trace the origins of advocacy advertising back to the oil crises of the 1970s when people were encouraged to use public transport instead of their private cars due to the lack of fuel. However, according to Roland Marchand, advocacy advertising appeared in the early 20th century. At present, this type of advertising is still gaining popularity and is very widespread in most countries (Marchand, 1987).

Advocacy advertising refers to advertising campaigns aimed at promoting a particular cause, idea, or viewpoint, rather than commercial products or services. It is the art of persuading and motivating people to support a particular issue, idea or a political candidate (Prabhu, 2023).

The rhetorical specificity of present-day advocacy advertising manifests itself in the careful selection and use of language, imagery, and arguments tailored to resonate with specific target audiences. In this regard pathos as a persuasive appeal to emotions, particularly in eliciting feelings of empathy, sympathy, joy, sadness, fear, or excitement in the audience (Aristotle, 2010) seems to be the most efficient and commonly used. This is often true, for instance, of environmental campaigns which use different images of natural disasters to cause a sense of anxiety.

1.1.1. Distinctive features of Anglophone political advertising. Political advertising is a strategic tool used by political parties, candidates, and interest groups to influence voter perceptions and behaviors. It encompasses a wide range of activities, including campaign ads, political endorsements, and issue advocacy. The primary objective of political advertising is to garner support for a candidate, policy, or political cause during election campaigns and beyond.

Political advertising employs various techniques, including emotional appeals, fear tactics, and rational arguments, to persuade voters. According to the Oxford Handbook of Political Communication, political ads often aim to shape public opinion by highlighting the strengths of a candidate or the weaknesses of an opponent (Ochoa, X., & Worsley, M., 2016). Negative advertising, which criticizes an opponent rather than promoting the advertiser, is a common tactic in political campaigns. Despite its controversial nature, negative advertising is prevalent because it can be effective in swaying undecided voters.

One primary goal of political advertising is to increase voter awareness and knowledge about candidates and their platforms. This is achieved through both issue-based and image-based advertising. Issue-based advertising provides detailed information about a candidate's or party's stance on key political and policy issues, legislative priorities, and other matters of public interest. This type of advertising aims to inform voters about where candidates stand on critical issues, helping them make informed decisions at the polls (V. Raynauld, D. Renault, 2020).

Political advertising also plays a significant role in agenda-setting. By repeatedly exposing voters to specific messages, political advertisements can shape the public discourse and make certain issues more salient. This process, known as agenda-setting, involves directing voter attention to particular topics and framing these topics in ways that benefit the advertiser's campaign. For example, a candidate might use advertising

to emphasize their strengths or their opponent's weaknesses, thereby influencing voter perceptions and priorities (Ochoa, X., & Worsley, M., 2016) .

In addition to agenda-setting, political advertising functions to define and redefine candidate images. By carefully crafting messages and selecting media placements, campaigns can control how candidates are perceived by the public. This includes emphasizing positive attributes and accomplishments while downplaying or ignoring less favorable aspects. Such control over message content and placement allows campaigns to strategically shape the narrative around a candidate, enhancing their public image and increasing their appeal to voters (Hoeken, H., Enscht, R., & Mulken, M., 2006).

The strategic use of targeting is another critical function of political advertising. By leveraging data and market research, political advertisers can identify and cluster voters with shared preferences and interests. This allows for the creation of tailored messages that resonate with specific segments of the electorate, increasing the efficiency and impact of advertising efforts. Targeted advertising helps campaigns reach undecided voters and those who are more likely to be persuaded by specific types of appeals, ultimately maximizing the return on advertising investments.

Moreover, political advertising aims to alter voter attitudes and behaviors. Advertisements can generate, modify, or reinforce political attitudes, trigger emotional responses, and shape cognitive processes related to voting decisions. This involves not only promoting positive messages about a candidate but also using negative advertising to criticize opponents. Negative ads, despite their controversial nature, are a common tactic because they can be effective in swaying voter opinions and diminishing support for competitors.

The use of digital media and social media platforms has further expanded the reach and impact of political advertising. These platforms offer powerful tools for micro-targeting, enabling campaigns to deliver personalized messages to specific voter

segments based on detailed demographic and behavioral data. Social media also allows for direct interaction with voters, creating opportunities for engagement and real-time feedback. This enhances the ability of campaigns to mobilize supporters, increase voter turnout, and foster a sense of community among voters.

1.1.2. Key aspects of social advertising. Social advertising is designed to promote positive social change and address issues such as health, safety, and environmental protection. It seeks to raise awareness, educate, and motivate individuals to adopt healthier or more socially responsible behaviors. According to the International Encyclopedia of the Social & Behavioral Sciences, social marketing involves designing and implementing programs that influence the acceptability of social ideas and behaviors through product planning, pricing, communication, and distribution strategies (Britannica money, 2021).

One of the fundamental goals of social advertising is to raise awareness about important social issues. By highlighting problems like smoking, drug abuse, or environmental degradation, social advertisements aim to inform the public and increase knowledge about these issues. For instance, anti-smoking campaigns often use graphic images and powerful messages to educate people about the dangers of tobacco use, thereby increasing public awareness and encouraging smokers to quit (Ochoa, X., & Worsley, M.,2016).

Another crucial function of social advertising is to influence public attitudes. Through persuasive messaging, social ads aim to shape how people think and feel about particular issues. This is often achieved by appealing to emotions, values, and social norms. For example, campaigns promoting gender equality might use narratives that challenge traditional gender roles and highlight the benefits of equality for everyone. By shifting public attitudes, these advertisements help create a more supportive environment for positive social change (Oxford Academic, 2019).

Motivating behavior change is perhaps the most direct goal of social advertising. These campaigns seek to encourage individuals to adopt healthier or more socially responsible behaviors. Public health campaigns, for instance, not only inform people about health risks but also provide practical advice on how to mitigate those risks. The effectiveness of such campaigns can be enhanced by incorporating calls to action, such as urging people to get vaccinated, recycle more, or practice safe driving. The ultimate aim is to transform awareness and attitudes into tangible actions that improve individual and community well-being (Oxford Academic, 2019).

The functions of social advertising extend beyond individual behavior change to encompass broader societal impacts. By addressing systemic issues and advocating for policy changes, social advertisements can contribute to long-term social progress. Campaigns that focus on environmental sustainability, for instance, often promote both individual actions, like reducing plastic use, and collective actions, such as supporting legislation for environmental protection. These efforts help to create a culture of sustainability and drive policy changes that have a lasting impact on society (Publizistik, 2014).

Furthermore, social advertising serves an educational function by disseminating important information in an accessible and engaging manner. This educational aspect is critical in areas where there is a lack of knowledge or widespread misinformation. For example, during public health crises like the COVID-19 pandemic, social advertising played a vital role in educating the public about safety measures, vaccination, and the importance of social distancing. By providing clear and accurate information, these campaigns help people make informed decisions that protect their health and the health of others.

One of the primary goals of social advertising is to benefit society as a whole rather than individual consumers. This type of advertising often focuses on public health campaigns, such as anti-smoking ads or initiatives to promote vaccination. For

example, campaigns aimed at reducing tobacco use have utilized graphic images and emotional appeals to highlight the health risks associated with smoking. These advertisements are typically funded by government agencies, non-profit organizations, or public health institutions.

1.1.3. Core factors in shaping advocacy advertising campaigns Cultural, historical, and social factors play pivotal roles in shaping advertising campaigns. These elements influence consumer perceptions, behaviors, and ultimately, the effectiveness of marketing strategies.

Cultural factors are fundamental in advertising as they encompass shared values, beliefs, customs, and behaviors that dictate consumer preferences. Cultural dimensions such as individualism versus collectivism significantly impact how advertisements are perceived and received. For instance, in individualistic cultures like the United States, advertisements often emphasize personal benefits and individual achievements. In contrast, in collectivist cultures such as Japan, advertisements are more likely to focus on family and community benefits, highlighting harmony and group well-being (Smart Insights, 2019).

One of the most influential cultural dimensions is individualism versus collectivism. In individualistic cultures, such as the United States, advertisements tend to emphasize personal benefits, individual achievements, and self-reliance. This cultural trait encourages marketers to create campaigns that highlight how a product or service can enhance personal success, freedom, and self-expression. For example, an advertisement for a car in the United States might focus on the individual's freedom to travel and explore new places, showcasing the car as a means to achieve personal goals and aspirations.

In contrast, collectivist cultures, such as Japan, value family, community, and social harmony. Advertisements in these cultures often focus on group benefits and collective well-being. Marketers in collectivist societies create campaigns that emphasize how products or services can strengthen family bonds, enhance community relationships, and contribute to societal harmony. For instance, an advertisement for the same car in Japan might focus on its safety features and how it provides security and comfort for the entire family, highlighting the car's role in fostering family unity and well-being.

Another significant cultural factor is power distance, which refers to the extent to which less powerful members of society accept and expect that power is distributed unequally. In high power distance cultures, such as China and India, advertisements often depict hierarchical relationships and emphasize respect for authority and tradition. These advertisements may feature endorsements by influential figures or depict scenarios where products are used to show deference and respect. Conversely, in low power distance cultures, such as the Netherlands and Denmark, advertisements are more likely to portray egalitarian relationships and emphasize collaboration and equality. These campaigns often highlight how products can democratize access to certain benefits and empower individuals to challenge traditional power structures.

Uncertainty avoidance is another cultural dimension that significantly influences advertising. This dimension reflects the degree to which members of a culture feel uncomfortable with ambiguity and uncertainty. In high uncertainty avoidance cultures, such as Germany and Japan, advertisements often focus on reliability, safety, and detailed information about products. Marketers emphasize the product's proven track record, quality assurances, and extensive warranties to alleviate consumer anxieties and build trust. In contrast, low uncertainty avoidance cultures, such as Singapore and Sweden, are more open to innovation and risk-taking. Advertisements in these cultures

may highlight novelty, creativity, and cutting-edge technology, appealing to consumers' willingness to embrace new experiences and products.

Additionally, long-term versus short-term orientation influences how advertising messages are crafted. Long-term oriented cultures, such as China and South Korea, value perseverance, thrift, and future-oriented thinking. Advertisements in these cultures often emphasize the long-term benefits of products, such as durability, investment value, and sustainability. Marketers create campaigns that appeal to consumers' desire for long-term stability and growth. In contrast, short-term oriented cultures, such as the United States and Canada, focus on immediate gratification and present benefits. Advertisements in these cultures highlight instant rewards, convenience, and short-term pleasures, catering to consumers' desire for quick and tangible results.

Understanding these cultural dimensions allows marketers to tailor their advertising strategies to resonate with the target audience's values and beliefs. For instance, Nike's global marketing strategy incorporates cultural insights to connect with consumers in different regions. In the United States, Nike's advertisements often emphasize individual athletic achievements and personal empowerment, aligning with the culture's individualistic values. In contrast, Nike's campaigns in China highlight teamwork, collective success, and the pursuit of excellence within a group, reflecting the collectivist orientation of Chinese culture.

Historical factors also shape advertising campaigns. Historical events and experiences, such as colonization, wars, and political changes, leave lasting imprints on societies that influence their collective memory and identity. For example, the long history of Soviet occupation has led to a negative perception of the Russian language in Eastern European countries, affecting the acceptability of products with Russian labeling. Understanding these historical contexts helps marketers avoid potential

pitfalls and align their messages with the historical sensitivities of their target audiences (Lumen learning, 2011).

One prominent historical factor is the legacy of colonization. Former colonies often retain complex relationships with their colonizers, which can influence consumer attitudes towards products from those countries. For instance, in many African and Asian countries, the colonial past has fostered a sense of nationalism and a preference for local products over those from former colonial powers. Advertisements that emphasize local heritage, pride, and self-reliance can resonate more strongly with consumers in these regions. For example, the resurgence of traditional African prints and fabrics in fashion advertising is a testament to the reclaiming of cultural identity post-colonization.

Wars and conflicts also significantly shape advertising strategies. The collective memory of war can influence consumer behavior and preferences. In countries that have experienced recent conflicts, there may be a heightened sensitivity to themes of peace, stability, and resilience. Advertisements in these regions often focus on themes of rebuilding, community support, and national pride. For instance, in post-war Vietnam, advertisements that highlight local resilience, economic progress, and national unity tend to be well-received. Brands that align themselves with these themes can foster a strong connection with the audience.

Political changes and transitions, such as the fall of communism in Eastern Europe, also have profound impacts on advertising. The shift from state-controlled economies to market economies brought about significant changes in consumer behavior and preferences. In many Eastern European countries, the end of Soviet influence led to a surge in demand for Western products and brands. However, this transition also brought about a nostalgic yearning for certain aspects of the past. Marketers in these regions must balance the promotion of modern, Western lifestyles with sensitivity to local nostalgia and historical experiences. For example, in Poland

and the Czech Republic, advertisements that incorporate elements of traditional culture alongside modern conveniences can appeal to a wide audience.

Economic developments and historical economic conditions also shape advertising strategies. In regions that have experienced rapid economic growth, such as China and India, there is often a strong aspirational drive among consumers. Advertisements in these countries frequently emphasize themes of success, progress, and upward mobility. However, these messages must be crafted with an understanding of the historical economic challenges faced by these societies. For instance, advertisements that highlight educational achievements and professional success resonate well in China, where education has historically been a valued path to economic improvement.

Social factors, including social norms, class structures, and demographic changes, also significantly influence advertising strategies. Social norms dictate what is considered acceptable or taboo within a society. For instance, in Middle Eastern countries, where Islamic laws are strictly observed, advertisements must adhere to cultural norms regarding modesty, such as avoiding images of women with uncovered arms or legs. Additionally, changing demographics, such as increasing urbanization and rising educational levels, create new consumer segments with distinct preferences and behaviors that marketers must address (Smart Insights, 2019).

Social norms are a fundamental aspect of any society, guiding behavior and expectations. In advertising, understanding and aligning with these norms is crucial for success. For instance, in Middle Eastern countries where Islamic laws are strictly observed, advertisements must adhere to cultural norms regarding modesty. This means avoiding images of women with uncovered arms or legs and ensuring that all content aligns with Islamic values. Failing to respect these norms can lead to public backlash and a negative brand image.

Class structures also play a significant role in shaping advertising strategies. Different social classes have distinct preferences, behaviors, and purchasing power. Advertisers must tailor their messages to appeal to specific socioeconomic groups. For instance, luxury brands often target higher-income consumers by emphasizing exclusivity, quality, and status. These advertisements might feature high-end lifestyles, celebrity endorsements, and sophisticated aesthetics to resonate with affluent audiences. Conversely, brands targeting lower-income consumers might focus on affordability, practicality, and value for money, highlighting how their products can meet essential needs without breaking the bank.

Demographic changes, such as increasing urbanization and rising educational levels, create new consumer segments with distinct preferences and behaviors. Urbanization often leads to more diverse and cosmopolitan consumer bases, requiring advertisers to develop more inclusive and diverse campaigns. In rapidly urbanizing regions, advertisements might emphasize modernity, convenience, and connectivity to appeal to urban dwellers who value these attributes. Additionally, as educational levels rise, consumers become more informed and discerning. Advertisers must respond by providing more detailed and transparent information about their products, highlighting attributes such as sustainability, ethical sourcing, and health benefits.

Social factors also encompass generational shifts and evolving consumer attitudes. For instance, the millennial generation is known for valuing authenticity, social responsibility, and digital engagement. Brands targeting millennials often emphasize their ethical practices, social initiatives, and active presence on social media platforms. Campaigns that involve user-generated content, influencer partnerships, and interactive digital experiences tend to resonate well with this demographic. Similarly, Generation Z, which follows millennials, has a strong preference for visual content and instant gratification, leading advertisers to focus on platforms like Instagram, TikTok, and Snapchat, where short, engaging videos are the norm.

Furthermore, social factors include changing family structures and roles. In many societies, traditional family dynamics are evolving, with more diverse family compositions and gender roles emerging. Advertisers must reflect these changes in their campaigns to stay relevant and inclusive. For instance, portraying same-sex couples, single-parent families, and gender-neutral roles in advertisements can help brands connect with a broader audience and demonstrate their commitment to diversity and inclusion. This approach not only enhances brand image but also fosters a deeper emotional connection with consumers who see their realities represented in advertising.

Moreover, the role of values in society cannot be overstated. Values are deeply embedded in the societal fabric and influence consumer perceptions and purchasing behavior. For example, societies that value long-term orientation, such as China, prefer products that promise durability and reliability. In contrast, societies with a high indulgence score, like the United States, tend to favor advertisements that appeal to immediate gratification and personal enjoyment (Smart Insights, 2019).

The interplay of these cultural, historical, and social factors is evident in global advertising strategies. Brands must adapt their messaging to resonate with local values and norms while maintaining a cohesive global identity. For instance, Lidl's advertising strategy in the UK focused on challenging perceptions of product quality, a significant departure from their price-centric advertisements in Germany. This localization strategy proved successful in changing consumer attitudes and increasing market share in the UK (Smart Insights, 2019).

Furthermore, the importance of language in advertising cannot be ignored. Language not only conveys the message but also carries cultural nuances that can affect its interpretation. Marketers must choose their words carefully to ensure that their message is not lost or misunderstood in translation. For example, a straightforward translation of an advertisement may not suffice if cultural nuances are not considered, leading to ineffective communication (LaPlante, 2005).

In conclusion, successful advertising campaigns require a deep understanding of the cultural, historical, and social contexts of the target audience. Marketers must navigate these complex factors to create messages that resonate with consumers and drive desired behaviors. By incorporating cultural insights, acknowledging historical contexts, and aligning with social norms, brands can craft effective advertising strategies that transcend borders and connect with diverse audiences globally.

1.2. Rhetoric of advocacy advertising

Rhetoric, often described as the art of persuasion, has been a foundational element of effective communication since its conceptualisation by ancient Greek philosophers such as Aristotle. Still being defined as the ability to discover the available means of persuasion in any given situation, rhetoric remains integral to various forms of discourse, including advertising. In advertising, rhetoric involves the strategic use of language and symbols to influence the attitudes, beliefs, and behaviours of target audiences.

The essence of rhetoric lies in its three primary modes of persuasion: ethos, logos, and pathos. Ethos appeals to the credibility and character of the speaker or brand, establishing trust and authority. Logos appeals to logic and reason, using facts, data, and rational arguments to convince the audience. Pathos appeals to emotions to elicit feelings that will lead to a desired response. Aristotle's conceptual framework for these rhetorical appeals continues to be relevant, particularly in the context of advertising where the objective is often to persuade potential consumers to take action, whether it is purchasing a product, supporting a cause, or adopting a particular viewpoint (LaBracio, 2017).

In the context of advertising, rhetoric goes beyond mere words; it encompasses a multimodal approach where visual and auditory elements are orchestrated to enhance

the persuasive message. Modern advertisements leverage images, music, and even interactive media to create a compelling narrative that resonates with the audience on multiple sensory levels. This multimodal discourse integrates various semiotic resources, making the message more impactful and memorable. For instance, an advertisement for a new car might combine the logical appeal of safety features (logos) with the emotional appeal of freedom and adventure (pathos), all while establishing the brand's reliability (ethos) through endorsements or a reputable spokesperson.

The role of rhetoric in advertising is particularly significant in shaping public opinion and driving social change. Social and political advertisements often utilize rhetorical strategies to address complex issues such as public health, environmental sustainability, and social justice. By crafting messages that appeal to the audience's values and emotions, these advertisements aim to mobilize individuals towards collective action. For example, a public health campaign might use emotional storytelling to highlight the personal impact of a disease, thereby encouraging preventive measures or support for research initiatives (Sloane & Perelman, 1999).

Advertising discourse also reflects the dynamic interplay between the communicator and the audience. Effective rhetoric in advertising requires a deep understanding of the target audience's beliefs, values, and preferences. This audience-centred approach ensures that the message is not only heard but also resonates on a personal level. Modern advertising campaigns often employ sophisticated audience analysis techniques to tailor their messages, making use of data analytics and behavioural insights to craft persuasive communications that are both relevant and engaging (Nordquist, 2008).

The scientific study of rhetoric and its application in advertising provides valuable insights into how persuasive communication can be designed and optimized. By examining successful advertising campaigns, researchers can identify the rhetorical techniques that contribute to their effectiveness. This knowledge can then inform the

creation of new campaigns, ensuring that they are both persuasive and ethical. In an age where consumers are increasingly sceptical of advertising messages, the ability to communicate authentically and persuasively is more crucial than ever.

Key rhetorical strategies and techniques used in advertising include ethos, logos, and pathos, which together form the backbone of persuasive communication.

1. Ethos refers to the credibility and character of the speaker or brand. It is crucial in establishing trust and authority. In advertising, ethos is often built through endorsements by credible figures or celebrities, which helps to lend authenticity to the message. For example, the classic *'Be Like Mike'* Gatorade campaign featuring Michael Jordan (Big Wayne, 2021) leveraged his ethos to associate the brand with excellence and athleticism. This strategy relies on the audience's perception of the spokesperson's integrity and expertise, making the message more believable and persuasive (Rhetorical appeals — the art of persuasion explained).

The effectiveness of ethos consists of three primary components: the character, intention, and expertise of the communicator. The character of the speaker or brand plays a crucial role, as it encompasses perceived integrity, virtue, and goodwill. For instance, when a brand consistently demonstrates honesty and ethical behaviour, it enhances its character in the eyes of the audience. This perception of moral integrity can significantly influence the audience's willingness to accept and trust the brand's message.

Intention refers to the perceived motivation behind the communication. If the audience believes that the speaker or brand has their best interests at heart, they are more likely to be persuaded. In advertising, this means that the brand should clearly communicate its commitment to the well-being of its customers. For example, a company that emphasizes its dedication to sustainability and ethical practices demonstrates good intentions, which can resonate positively with environmentally conscious consumers.

Expertise is another critical element of ethos. It involves the communicator's knowledge and competence in the relevant field. Brands often establish expertise by showcasing their experience, qualifications, or through endorsements by experts and celebrities. An effective demonstration of expertise can be seen in the use of well-known figures who are authorities in their fields to endorse products. For instance, a sports drink endorsed by a renowned athlete can lend credibility to the product, as the athlete's expertise in sports suggests that the drink is beneficial for athletic performance (Brodowicz, 2024).

2. Logos appeals to logic and reason, using facts, data, and rational arguments to convince the audience. This method is prevalent in advertisements that highlight the practical benefits of a product through statistics, performance metrics, and demonstrable utility. For instance, advertisements for tech products like the iPhone приклад? often emphasize technological specifications and innovative features to appeal to the consumer's sense of logic. By presenting clear and factual information, logos-based arguments aim to persuade by demonstrating the product's superiority in a rational and objective manner (Bogna, 2023).

The use of logos in advertising often involves highlighting the practical benefits and technical specifications of a product. For instance, technology advertisements frequently employ logos by detailing the advanced features, performance metrics, and innovative aspects of their products. An example is Apple's advertising campaigns for the iPhone 16, which prominently feature the latest technological advancements, such as improved camera quality, processing speed, and unique functionalities (Apple, 2024). By presenting these facts in a structured and compelling manner, the advertisements appeal to the consumer's rationality, making a logical case for why the iPhone is a superior choice (Bogna, 2023).

Logos is also prevalent in advertisements for consumer goods, where logical appeals might include comparisons with competing products, highlighting superior

quality, better pricing, or additional features. For example, a car advertisement might focus on fuel efficiency, safety ratings, and technological enhancements to convince potential buyers of its practical advantages over other vehicles. This type of appeal uses factual evidence to substantiate claims, aiming to persuade through logical deduction rather than emotional influence.

In the pharmaceutical industry, logos plays a crucial role in advertising by emphasizing clinical trials, research findings, and statistical success rates. For instance, advertisements for medications often include data on their effectiveness, detailed information about clinical studies, and endorsements from medical professionals. This logical presentation of evidence is designed to reassure consumers about the safety and efficacy of the product, thereby building trust through scientific validation (Rhetorical appeals — the art of persuasion explained).

Logos can also be seen in public service announcements (PSAs) and social campaigns. These advertisements often use statistics and factual information to raise awareness about critical issues. For instance, a PSA example? on smoking cessation might provide data on the health risks associated with smoking, the benefits of quitting, and the success rates of various cessation programs. By presenting this information logically and clearly, the advertisement aims to persuade individuals to take action based on rational considerations of health and well-being.

Logos-based arguments are particularly effective because they appeal to the audience's intellect and reason. They reduce the influence of subjective bias by focusing on verifiable facts and logical deductions. However, advertisers need to ensure the accuracy and reliability of the information they present, as misleading or false claims can damage credibility and lead to consumer distrust.

3. Pathos appeals to the emotions of the audience, aiming to elicit feelings that will lead to a desired response. This technique is particularly powerful in creating an emotional connection between the audience and the brand. Advertisements using

pathos often employ vivid imagery, emotional storytelling, and evocative language to stir feelings such as happiness, fear, or nostalgia. A notable example is the *'Thank You, Mom'* campaign by P&G (P&G, 2010), which used emotional narratives to celebrate the role of mothers, thereby fostering a deep emotional bond with viewers (Ashraf, 2022).

Pathos is powerful because emotions can drive decision-making processes, often more effectively than logical reasoning. Advertisers use various techniques to invoke emotions, including storytelling, vivid imagery, evocative music, and relatable scenarios. For instance, a commercial featuring a touching story about a family's love and togetherness during the holidays can evoke feelings of warmth and nostalgia, encouraging viewers to associate those positive emotions with the advertised product.

Pathos is also used effectively in public health campaigns. For example, anti-smoking advertisements often depict the devastating effects of smoking on individuals and their families. By showing real-life consequences, such as illness and loss, these ads evoke fear and concern, motivating viewers to quit smoking or avoid starting. This emotional approach can be more impactful than simply presenting statistical data about the dangers of smoking (LaBracio, 2017).

In addition to these primary rhetorical strategies, modern advertising often employs a multimodal approach, integrating visual, auditory, and textual elements to enhance the persuasive impact. Visual rhetoric, for example, uses images and symbols to create meaning and appeal to the viewer's visual senses. The combination of visual and verbal modes in advertisements creates a richer, more engaging experience for the audience, making the message more memorable.

Advertising also leverages additional persuasive techniques such as reciprocity, social proof, and scarcity. Reciprocity involves offering something of value to the audience, creating a sense of obligation to reciprocate. Social proof uses the behaviour and opinions of others to influence individual decisions, often seen in testimonials and

user reviews. Scarcity creates a sense of urgency by suggesting that a product is in limited supply, encouraging consumers to act quickly (Bogna, 2023).

Understanding these rhetorical strategies and techniques is essential for creating effective advertising campaigns that resonate with audiences and drive desired actions. By mastering the art of persuasion, advertisers can craft messages that not only capture attention but also foster trust, evoke emotions, and appeal to logic, ultimately influencing consumer behavior in meaningful ways.

1.3. Multimodal communication in advertising

Multimodality is a theoretical approach that emphasizes the use of multiple modes of communication within a single text or discourse. This concept recognizes that communication is not limited to verbal language alone but includes various semiotic resources such as images, sounds, gestures, and spatial arrangements. Multimodality is particularly relevant in today's digital age, where texts often integrate multiple forms of media to create richer, more engaging, and more effective communication.

Multimodality has its roots in the work of scholars like M.A.K. Halliday, who developed systemic functional linguistics and was further advanced by researchers like Gunther Kress and Theo van Leeuwen. These scholars expanded the scope of discourse analysis to include visual and other non-verbal modes of communication, providing a comprehensive framework for understanding how different modes work together to create meaning (Sabine Tan, Kay O'Halloran, and Peter Wignell, 2020).

1. Verbal elements refer to the use of language in its spoken or written form. In multimodal texts, verbal elements are often complemented by other modes to enhance the overall message. Verbal communication involves not just the words used, but also how they are structured and presented. This includes the choice of vocabulary, sentence structure, and rhetorical strategies that help convey the intended meaning.

Verbal elements are crucial in providing context and clarity, guiding the audience through the content. They can introduce and explain visual and auditory elements, ensuring that the audience understands the intended message. For instance, in advertisements, the verbal component often includes slogans, taglines, and descriptive text that highlight the benefits of a product or service. For example, let's look at an advert for the fitness app “*Noom*” (Noom, 2024), which is actively promoted on social media. In its advert, Noom focuses on its approach to health and weight management through personalised meal plans and community support. The video shows people tracking their eating habits and achieving their goals, highlighting the app's ease of use. A call to action invites viewers to download the app and start their journey to better health. These elements work in conjunction with images and sounds to create a persuasive and cohesive message (Sabine Tan, Kay O'Halloran and Peter Wignell, 2020).

2. Visual elements encompass all the visual components of a multimodal text, such as images, colors, layouts, and typography. Visual elements play a significant role in capturing attention and conveying complex information quickly and effectively. They can evoke emotions, create associations, and enhance the aesthetic appeal of the text.

Images and graphics are powerful tools for storytelling and persuasion. They can illustrate concepts that are difficult to describe with words alone, making the message more accessible and engaging. For example, in educational materials, diagrams and infographics can simplify complex data, helping learners to better understand and retain information. The choice of colors can also influence the audience's perception and emotional response. For instance, warm colors like red and yellow can evoke excitement and urgency, while cool colors like blue and green can create a sense of calm and trust (Kessler, 2022).

3. Auditory elements include all sound-related components, such as spoken language, music, sound effects, and ambient noise. These elements add an additional layer of meaning and can significantly enhance the impact of the message. In multimedia texts like videos and presentations, auditory elements work alongside visual and verbal elements to create a more immersive and engaging experience.

Spoken language in auditory form can convey tone, emotion, and emphasis that might not be as apparent in written text. The use of music can set the mood, evoke emotions, and create a memorable experience. For example, a soundtrack in a movie can enhance the emotional impact of a scene, making it more compelling for the audience. Sound effects can also add realism and depth to visual content, making it more engaging and believable (Kessler, 2022).

In advertising, auditory elements are often used to create a sense of urgency or excitement. Jingles, catchy phrases, and memorable tunes can make an advertisement more memorable and effective. The combination of sound and visuals can reinforce the brand message and create a stronger emotional connection with the audience.

It is important to note that multimodal analysis is an advanced research methodology that examines the interaction of different semiotic resources within a communicative context. This approach is critical in understanding how meaning is constructed and conveyed through multiple modes, including linguistic, visual, auditory, and spatial elements. Below is a detailed exploration of the principles and application of multimodal analysis, illustrating its significance in contemporary research.

Multimodal analysis, as a research method, delves into the intricate interplay of various semiotic resources used in communication. This approach is grounded in the recognition that human interaction and meaning-making extend far beyond spoken and written language to include visual, auditory, gestural, and spatial modes. By studying

how these different modes interact, multimodal analysis offers profound insights into the complexities of communication across diverse contexts.

Halliday's systemic functional linguistics (SFL) posits that language simultaneously realizes three metafunctions: ideational (representing experiences), interpersonal (mediating social relationships), and textual (organizing discourse). These functions are not confined to language alone but extend to other semiotic modes, enabling a comprehensive analysis of how meaning is constructed through various resources (Gebhard, Accurso, 2020).

Multimodal analysis draws upon these principles to explore how different semiotic resources, such as images, gestures, and spatial arrangements, collaborate to create meaning. For instance, in educational settings, multimodal analysis has been utilized to examine how teachers and students use speech, gestures, and visual aids to facilitate learning. This approach not only highlights the multifaceted nature of classroom interactions but also underscores the importance of embodied communication in educational practices (Lim, 2018).

The application of multimodal analysis in educational contexts reveals how students' engagement with scientific concepts is mediated through a combination of linguistic and non-linguistic resources. Research has shown that students often rely on visual representations, gestures, and spatial arrangements to grasp complex scientific ideas. This multimodal engagement is crucial for fostering a deeper understanding of scientific principles, especially for students learning in multilingual environments. By foregrounding the diverse semiotic resources students bring to the classroom, multimodal analysis provides a more inclusive framework for understanding and supporting student learning (Bezemer & Kress, 2008).

Beyond education, multimodal analysis is also pivotal in fields such as healthcare communication, business negotiations, and social interactions. In healthcare settings, for example, the interaction between doctors and patients often involves a rich tapestry

of verbal explanations, body language, and visual aids. Multimodal analysis helps uncover how these resources work together to enhance patient understanding and satisfaction, ultimately improving healthcare outcomes (Jewitt, 2016, p. 44).

Similarly, in business meetings, participants use a variety of modes, including speech, gestures, and spatial positioning, to influence discussions and decision-making processes. By analyzing these multimodal interactions, researchers can gain insights into the dynamics of power and influence within organizational settings, thereby contributing to more effective communication strategies (Norris, 2004, p. 14).

One significant branch of multimodal analysis is Multimodal Critical Discourse Analysis (MCDA), developed by scholars like David Machin and Andrea Mayr. MCDA integrates the principles of critical discourse analysis with multimodal analysis to examine how power, ideology, and social inequalities are expressed and reinforced through various modes of communication. This framework is particularly useful in analyzing media and political communication, where visual and textual elements often work together to shape public perception and reinforce societal norms (Han, 2015, p. 416).

In summary, multimodal analysis offers a robust methodological framework for understanding the rich, complex interplay of different semiotic resources in communication. By integrating insights from social semiotics, systemic functional linguistics, and critical discourse analysis, this approach provides valuable tools for exploring how meaning is constructed across various contexts, from education and healthcare to media and everyday social interactions.

The multimodal approach to advertising provides a comprehensive framework for analyzing how various semiotic resources such as text, images, sound, and gestures interact to create compelling and effective advertisements. This approach has several key advantages that make it particularly suited for studying and improving advertising strategies.

1. Enhanced meaning-making through integration of multiple modes - one of the primary advantages of the multimodal approach is its ability to integrate various semiotic modes to create richer and more nuanced meanings. Advertisements often rely on a combination of visual elements, textual messages, auditory cues, and even spatial arrangements to convey their messages. By analyzing these elements together, researchers can uncover how they complement and reinforce each other to enhance the overall impact of the advertisement. For instance, the use of both visual and textual metaphors can create a more powerful and memorable message than using either mode alone (Pérez Sobrino, 2017, p. 181). This integrated analysis allows for a deeper understanding of how different modes work together to influence consumer perception and behavior.

In multimodal advertising, the combination of various modes can significantly enhance the meaning-making process by leveraging the strengths of each mode. Visual elements, such as colors, images, and layout, can quickly capture attention and convey complex ideas through symbolism and aesthetics. Textual elements provide detailed information and context that can clarify and elaborate on the visual cues. Auditory elements, including sound effects and music, can evoke emotions and set the tone, further reinforcing the message. Spatial arrangements, such as the placement of text and images, guide the viewer's eye and create a logical flow, making the advertisement more coherent and engaging (Santafé Aso, 2023, p. 2).

The interplay between these modes can create synergies that amplify the overall message. For example, an advertisement for a luxury car might use sleek, high-quality images of the vehicle to convey elegance and sophistication, accompanied by a textual slogan that emphasizes its performance and innovation. The addition of a carefully chosen background music track can evoke a sense of excitement and anticipation, making the advertisement more emotionally impactful. This multimodal approach not

only provides a richer sensory experience but also ensures that the message is communicated more effectively and memorably (Tran, 2017, p. 10).

Moreover, the multimodal approach enables advertisers to appeal to different sensory modalities and cognitive processes, thereby reaching a broader audience. Some individuals may be more visually oriented, while others may respond better to auditory or textual information. By combining multiple modes, advertisements can cater to diverse preferences and learning styles, increasing the likelihood of resonating with a wider range of consumers. This inclusivity is particularly important in today's globalized and multicultural markets, where audiences may have different cultural backgrounds and interpretive frameworks.

2. Increased engagement and emotional connection - the multimodal approach also highlights how combining different modes can increase audience engagement and create stronger emotional connections. Visual elements such as colors, images, and layout can evoke emotions and set the tone for the advertisement, while sound and music can enhance the emotional appeal and reinforce the message. For example, an advertisement that uses vibrant colors and upbeat music can create a sense of excitement and positivity, making the product more appealing to consumers (Jewitt, 2016, p. 79). By analyzing how these modes interact, advertisers can design campaigns that are more engaging and emotionally resonant, leading to higher levels of consumer engagement and brand loyalty.

Visual elements, such as images, colors, and design, play a crucial role in attracting attention and evoking emotions. For instance, colors can evoke specific emotions—red can create a sense of urgency or excitement, while blue can evoke calmness and trust. Images and videos can tell stories and create a narrative that resonates with viewers on a personal level, making the advertisement more memorable and engaging.

Auditory elements, such as music and sound effects, further enhance the emotional appeal of advertisements. Music, in particular, has a profound ability to evoke emotions and set the tone for the advertisement. A well-chosen soundtrack can amplify the mood conveyed by the visuals and text, creating a cohesive and emotionally engaging experience. For example, an advertisement for a luxury product might use a classical music piece to evoke feelings of elegance and sophistication, while an advertisement for a sports product might use upbeat, energetic music to create excitement and motivation.

Textual elements provide the necessary context and information to support the visual and auditory components. Well-crafted slogans and copy can reinforce the emotional appeal created by the other modes and provide clarity to the message being conveyed. Text can also add layers of meaning and invite the audience to reflect on the message, deepening their emotional connection to the advertisement. The combination of these modes creates a synergistic effect, where the whole is greater than the sum of its parts, leading to a more compelling and emotionally engaging advertisement.

The multimodal approach also allows for the creation of narratives that are rich in emotional content. By weaving together different modes, advertisers can craft stories that resonate with audiences on a deeper level. These stories can evoke empathy, nostalgia, excitement, or other emotions that create a strong connection between the viewer and the brand. For instance, an advertisement that tells a heartwarming story of a family using a product can evoke feelings of warmth and trust, making the audience more likely to form a positive association with the brand.

Moreover, the use of multimodal elements can cater to different preferences and cognitive styles, ensuring that the advertisement appeals to a broader audience. Some individuals may be more visually oriented, while others may respond better to auditory or textual information. By combining multiple modes, advertisers can create a more inclusive and engaging experience that resonates with a diverse audience. This

inclusivity is particularly important in today's global market, where cultural differences can influence how advertisements are perceived.

3. Greater flexibility and adaptability — another significant advantage of the multimodal approach is its flexibility and adaptability across different cultural and linguistic contexts. As global communication and advertising become increasingly important, the ability to adapt advertisements to different cultural norms and languages is crucial. The multimodal approach allows advertisers to tailor their messages by emphasizing different modes depending on the cultural context. For example, in some cultures, visual elements might be more persuasive, while in others, textual or auditory elements might be more effective (Santafé Aso, 2023, p. 1). This adaptability helps ensure that advertisements are relevant and effective in diverse markets, enhancing their global reach and impact.

Multimodal advertising leverages various semiotic resources such as images, text, sound, and spatial arrangements, allowing for the creation of messages that can be easily adapted to different cultural contexts. For instance, an advertisement that relies heavily on visual elements can be more universally understood, as images often transcend language barriers. This visual emphasis can be particularly effective in cultures where visual literacy is high, and visual symbols are a significant part of communication.

Conversely, in cultures where textual or verbal communication is more prominent, advertisers can adjust their approach by incorporating more detailed text or dialogue. This adaptability ensures that the core message of the advertisement remains consistent while being presented in a way that resonates with local audiences. For example, in some cultures, humor and emotional storytelling in advertisements are highly effective, while in others, straightforward and informative content might be more appreciated.

The ability to adapt advertisements to different cultural contexts is further enhanced by the multimodal approach's focus on the interplay between different semiotic modes. By understanding how visual, auditory, and textual elements interact, advertisers can create campaigns that are not only culturally sensitive but also more engaging and persuasive. This is particularly important in global advertising campaigns, where a one-size-fits-all approach is rarely effective. Instead, a nuanced understanding of cultural differences and preferences allows for more targeted and impactful advertising.

For instance, an advertisement for a global brand can maintain its visual identity while adapting its textual content and auditory elements to suit different markets. This ensures brand consistency while also making the advertisement more relevant and appealing to local audiences. By incorporating cultural insights into the design and execution of advertisements, the multimodal approach helps brands connect more effectively with consumers worldwide (Lemke, 2005, p. 49).

4. Improved analytical precision and insights — by examining how different semiotic resources interact and contribute to the overall message, researchers can identify which elements are most effective in capturing attention, conveying the message, and influencing consumer behavior. This detailed analysis can reveal specific strengths and weaknesses in an advertisement, allowing advertisers to refine their strategies and improve their campaigns (Han, 2015, p. 164). For instance, understanding how visual metaphors and textual slogans work together can help advertisers craft more cohesive and persuasive messages.

The integration of multiple modes also allows for the identification of subtle nuances and complexities in advertisements. For instance, the use of specific color schemes can evoke particular emotions or cultural connotations that enhance the textual message. Similarly, background music or sound effects can set the tone and context, reinforcing the intended message and making the advertisement more memorable. By

analyzing these elements together, researchers can gain insights into the synergistic effects of multimodal combinations, leading to more effective advertising strategies (Ochoa & Worsley, 2016, p. 216).

Furthermore, the multimodal approach facilitates the use of advanced analytical tools and technologies, such as machine learning and artificial intelligence, to process and analyze large datasets. These technologies can detect patterns and trends in how different modes are used in successful advertisements, providing valuable insights for optimizing future campaigns. For example, machine learning algorithms can analyze viewer engagement and response to different multimodal elements, helping advertisers to fine-tune their strategies for maximum impact.

The ability to conduct detailed microanalyses of multimodal interactions also enhances the precision of insights gained from advertising research. By breaking down advertisements into their constituent elements and examining the interactions between them, researchers can identify which specific combinations of modes are most effective in capturing attention and conveying messages. This detailed analysis can reveal strengths and weaknesses in current advertising practices, allowing for targeted improvements and more efficient use of resources.

Moreover, the multimodal approach supports the development of more personalized and targeted advertising strategies. By understanding how different audiences respond to various multimodal elements, advertisers can tailor their messages to specific demographic groups or cultural contexts. This level of customization increases the relevance and resonance of advertisements, improving their overall effectiveness and return on investment (Lee-Cultura, 2022).

In conclusion, the multimodal approach to advertising provides a robust framework for analyzing and enhancing the effectiveness of advertisements. By integrating multiple modes of communication, this approach allows for richer meaning-making, increased engagement, greater flexibility, and improved analytical precision.

These advantages make the multimodal approach an invaluable tool for researchers and advertisers seeking to create impactful and culturally relevant advertising campaigns.

Conclusions to Chapter One

1. Advocacy advertising has assumed the role of being a chief strategic intervention for creating change and altering perceptions. Rather than the promotion of products and business alone, it stands with a mission to resolve social, political and environmental crises in the world. Based on the creation of informative and evocative messages about the subjects, advocacy advertising enhances community participation and activates people as active agents; thereby, making them relevant to the modern discourse and effective public opinion. It has become even more important when the intercourse is conducted in social media context where messages can be received by vast and diverse public.
2. In fact, the success of advocacy advertising is highly dependent to the proper selection and application of three essential elements of rhetoric: ethos, logos, and pathos. Ethos create trust in the source, which helps to create trust in the message – the sender – that can be a brand or an organisation or an individual. Logos targets the audience’s reason and involves statistic data, facts, and logical arguments proving the promoted cause. The first element identified as being critical to the success of the campaign, is pathos which encourages certain emotional reactions from the target population to the material presented. These appeals are subtle and used together make advocacy campaigns have a deeper impact on the targeted audience and hence can achieve more of the intended objectives.
3. Modern advertising environment signals the need to adopt strategies that involve multiple forms of communicating. It is used in advocacy advertisement where appealing story formulated with the help of combinations of texts, pictures, and even sounds. For eg; integration of compelling images, appealing narratives and rational detailing can improve the significance of the message. Of course, this use of multiple

channels is also beneficial in connecting with this sense and allowing multiple sensations to be engaged; it also makes the primary message stronger and easier to remember. These differences can be seen as describing distinct modes or subcategories; a greater appreciation of how various modes mesh could enhance campaign efficacy in terms of both interpretation and emotive effectiveness.

4. Knowledge of cultural, historical and social factors in which advocacy advertising operates is therefore important for its effectiveness. People from different cultural backgrounds have different perspectives, beliefs and even attitudes to received messages. For instance, things that would work in one culture may fail to work in another. Cultural adaptation makes the received advocacy messages to be culturally appropriate in order to increase their appropriateness. By fetting the historical issues and the changing of the society, one can avoid blunders and create closer contact with the listener.
5. In advocating a cause, advocacy advertising aims at more than just a shift in perception among the public; it is also the building of enduring brand-constituency bonds. When organizations show concern and follow through with issues affecting society, people will trust the organizations' products. It becomes especially important in the modern world when more and more people pay significant attention to the brands they support. The effective advocacy campaigns do more than educating the consumers on these important matters; they foster unity and promote the consumers to become the advocates of the cause being championed by the brand. Consequently, advocacy advertising can act as a means through which it is possible to enhance the connection the consumers develop with the brand and consequently, advance their social engagement levels.

CHAPTER TWO

RHETORICAL AND MULTIMODAL FEATURES OF MODERN ENGLISH-LANGUAGE SOCIAL AND POLITICAL ADVERTISING

In today's social and political commercials, the relationship between the verbal and the visual is one of coordinated artistry that is both informative and persuasive. With society being unable to tackle various issues including social justice, health, and the environment, advertisers are employing appeals and modes to develop messages that individuals will relate to. Combining verbal and nonverbal appeals these campaigns break free from conventional messaging paradigms and pol to the viewer at both an emotional and rational level.

Techniques like metaphor, exaggeration and using slogans are incorporated in the social and political advertisements to impress certain ideas into the minds and compel certain emotional responses. However, the presence of vision, graphical images, colours and layouts turns these campaigns into a spectacle which is both interesting and informative attracting attention to the reception of the message and its retention. It offers advertisers the ability to communicate messages in a compressed manner where most of the information can be viewed at once, yet is useful in helping reach out to the target audience with a higher chance of making them act to alter their opinion.

To get a deeper understanding of how these campaigns construct their narratives and interfere into the political discourse, it seems reasonable to focus on the concrete instances of the current English-language social and political advertising and consider the main pragmatic rhetorical features and the multimodal elements used in them. When observing a few samples of such campaigns I shall identify how such projects address their target audiences, introduce themselves and their main objectives as well as call people to action and contribute to societal transformation. The effectiveness and

applicability of these rhetorical and multimodal features will be explained in the subsequent chapters by analysing practical and exemplary instances.

2.1. Rhetoric of anglophone political advertising

The rhetoric of anglophone political advertising is characterized by strategic language and persuasive techniques aimed at shaping public perception and influencing voter behavior. Politicians and their campaigns frequently employ rhetorical devices such as ethos, pathos, and logos to establish credibility, evoke emotional responses, and present logical arguments.

Common strategies include the use of slogans that encapsulate the campaign's message, compelling imagery that resonates with core values, and storytelling to create relatable narratives. Antithesis is often utilized to highlight contrasts between candidates or policies, making messages more memorable and impactful.

2.1.1. Stylistic specificity of political advertising. It is important to note that advertising is a complex domain where various argumentative techniques and manipulative strategies are employed to persuade consumers and influence their behavior. These methods are designed to appeal to emotions, establish credibility, and create compelling narratives that resonate with the audience. However, they can also exploit cognitive biases and emotional triggers to manipulate consumers into making decisions that they might not otherwise make. Here, we delve into some of the primary techniques and strategies used in advertising.

1. Manipulative strategies in advertising exploit psychological and emotional vulnerabilities to influence consumer behavior, often bypassing logical reasoning. These strategies create an artificial sense of necessity or desire for a product, leading consumers to make impulsive decisions (Kholkin, 2024).

Social proof and the bandwagon effect leverage the idea that people are more likely to do something if they see others doing it. Barack Obama's use of social media,

such as podcasting, Twitter, Myspace, Facebook, and YouTube, in his 2008 Presidential Campaign has been widely acclaimed and written about. Simultaneously, Obama's ability to mobilize American youth not only energized his campaign, but ultimately became his strongest voting segment (Komal H. Parikh, n.d.)

Fear appeals are another powerful manipulative strategy. These ads play on the audience's fears to prompt a reaction. For instance, an insurance company might highlight the dangers of not having coverage, creating anxiety and fear to motivate consumers to buy their policies. By presenting a worst-case scenario, these advertisements aim to provoke a sense of vulnerability, pushing the consumer to seek security through the advertised product.

Appeal to authority involves using endorsements from experts or celebrities to give a product a sense of legitimacy and reliability. However, these endorsements can be misleading if the endorsers are not actually experts in the relevant field. For instance, a skincare product endorsed by a popular actor may influence consumers to trust the product, even though the actor has no expertise in dermatology. The perceived authority of the endorser can significantly impact consumer decisions, even if the endorsement is not based on genuine expertise.

Another manipulative strategy is the use of misleading statistics and data. Advertisers might present information selectively to support their claims, omitting details that could provide a more balanced perspective. For example, an advertisement might highlight a study showing that a certain diet pill led to significant weight loss, without mentioning the small sample size or the short duration of the study. This selective presentation of data can create a skewed perception of the product's effectiveness.

Emotional manipulation is also prevalent in advertising. By exploiting feelings of happiness, sadness, fear, or nostalgia, advertisers can create a strong emotional connection with the consumer. The "*Daisy*" advertisement from Lyndon B. Johnson's

1964 campaign (Library of Congress, 2016) is one of the most famous political advertisement colloquial that uses fear. It showed a little girl picking petals while a voice counted down, followed by a nuclear explosion. This stark representation of potential nuclear war was designed to create fear around the idea of a Goldwater presidency.

The halo effect is used when a product benefits from the positive attributes of something else. For instance, a product endorsed by a beloved celebrity can appear more desirable simply due to the association with the celebrity's positive image. This strategy leverages the consumer's favorable perception of the endorser to enhance the perceived value of the product.

2. Emotional manipulation in advertising leverages strong emotional responses to create a bond between the consumer and the product. By evoking feelings such as happiness, sadness, fear, or nostalgia, advertisers aim to make their products more memorable and desirable (Rubin, 2022, p. 148).

Happiness and positive emotions are frequently employed in advertisements for food, travel, and entertainment. Images of smiling families, beautiful vacation spots, and joyful activities evoke feelings of joy and contentment, which are then associated with the product being advertised. For instance, Joe Biden's campaign "*Build Back Better*" (Biden, 2020). This advertisement featured scenes of families enjoying outdoor activities, friends gathering, and community members working together, all while emphasizing Biden's plans for recovery and rebuilding after the pandemic. The aim of this advertisement was to evoke a sense of hope and optimism, showcasing a vision for a better future and positioning Biden as the leader who could bring about that positive change.

Nostalgia is another powerful tool in emotional manipulation. Consider the campaign "*Morning in America*" by Ronald Reagan (Ronald Reagan Presidential Foundation & Institute, 1984). This iconic advert presented a carefree, idyllic vision of America with images of families, domestic settings and various aspects of American

life. The message emphasised renewal and American values, suggesting that the country had prospered under Reagan's leadership. The imagery and message evoked a sense of nostalgia for a more prosperous, united and ideal America, appealing to voters' emotions about the past while promoting Reagan's vision for the future.

Fear and negative emotions are also commonly used to highlight the consequences of not using a product. Health and safety advertisements often employ fear to make the audience aware of potential dangers, prompting them to take preventive actions. An ad for a home security system, for example, might depict a break-in to instill fear and stress, suggesting that without the product, the consumer is vulnerable to such threats.

Emotional manipulation does not stop at eliciting fear, nostalgia, or happiness. Advertisers also exploit feelings of guilt and shame to influence consumer behavior. An ad for a charity might show heart-wrenching images of suffering children or animals, making viewers feel guilty about their own relative comfort and prompting them to donate.

Pride and aspiration are emotions that can be manipulated to encourage consumers to align their identity with a brand. Organizations like the Human Rights Campaign and GLAAD often use pride as a central theme in their advocacy. Campaigns such as "Pride Month" not only celebrate LGBTQ+ identities but also highlight struggles for equality, encouraging individuals to take pride in their identity while supporting the community. By fostering a sense of belonging and empowerment, these campaigns drive advocacy for LGBTQ+ rights.

Another technique is the use of empowerment and inclusion. Advertisements aimed at marginalized groups often emphasize themes of empowerment and solidarity. By doing so, they not only appeal to the emotions of pride and community but also position the brand as supportive and inclusive, which can be a significant factor in brand loyalty among these groups.

Another effective strategy is the use of comparisons. By comparing their product to competitors, advertisers can highlight the superior features and benefits of their own offering. This technique not only underscores the product's advantages but also positions it as the best choice in a competitive market.

Repetition is also a common technique in advertising. By repeating key messages, slogans, or brand names, advertisers can reinforce their message and make it more memorable. This constant reinforcement helps to keep the product top-of-mind for consumers, increasing the likelihood of purchase.

While these strategies can be highly effective, they also raise ethical concerns. Emotional manipulation can exploit vulnerable individuals, leading them to make decisions based on manipulated feelings rather than rational thought. This is particularly concerning in advertisements targeting children, who may not have the cognitive ability to discern manipulative tactics and are more susceptible to emotional appeals.

In the long term, the overuse of emotional manipulation can lead to consumer skepticism and mistrust. When consumers recognize that their emotions are being exploited, they may become more critical of advertising messages and less likely to engage with brands that use these tactics. This potential backlash underscores the importance for advertisers to balance emotional appeals with honesty and authenticity to maintain consumer trust.

3. Cognitive biases and deceptive practices are commonly employed in advertising to influence consumer behavior subtly and often without their conscious awareness. These techniques exploit inherent cognitive tendencies to make products seem more appealing and necessary (Nettel & Roque, 2012, p. 49).

Anchoring is a cognitive bias where individuals rely heavily on the first piece of information they encounter when making decisions. The phrase "*Black lives matter*" (Black Lives Matter, 2013) became a rallying cry that established an emotional anchor

highlighting systemic racism and police brutality. The initial construction related to an unfair treatment of Black people concerning violence, providing the foundation in which more policy suggestions for police demilitarization and racial justice were formulated. This anchor in particular prevented others opposed to the PAP narrative from altering the direction of the Singapore population's perception towards these problems.

The product benefits from the celebrity's popularity, trustworthiness, and attractiveness, regardless of its own merits. False dilemmas present situations as having only two possible choices, when in reality, there are more. This tactic simplifies complex decisions and pressures consumers into choosing one of the presented options. For instance, an advertisement might suggest that you must either buy a particular insurance policy or risk financial ruin, ignoring other potential solutions or alternatives. This binary framing can manipulate consumers into making hasty decisions based on incomplete information.

Misleading statistics and cherry-picking data are deceptive practices where advertisers selectively present information that supports their claims while omitting contradictory data. This creates a skewed perception of the product's effectiveness or value. For example, a weight loss supplement might be advertised with a statistic showing significant weight loss results from a small, non-representative sample, while neglecting to mention the overall average results or potential side effects. By highlighting favorable data and ignoring the rest, advertisers can create a false impression of their product's efficacy.

These cognitive biases and deceptive practices can significantly influence consumer behavior, leading to impulsive purchases and misplaced trust in products. Advertisers often use them to create an illusion of value, urgency, or necessity, making it difficult for consumers to make informed and rational decisions. Recognizing these

techniques can help consumers become more critical of advertising messages and make better-informed choices.

The impact of these practices extends beyond individual consumer decisions. When advertisers consistently use deceptive tactics, it can erode trust in advertising as a whole. Consumers may become skeptical of all advertising claims, making it harder for even honest advertisers to convey their messages effectively. Moreover, deceptive practices can lead to regulatory scrutiny and potential legal consequences for companies that mislead consumers.

In response to these challenges, consumers can adopt several strategies to protect themselves. Critical thinking and skepticism are essential tools for evaluating advertising claims. By questioning the validity of the presented information and seeking out independent reviews and data, consumers can make more informed decisions. Additionally, consumers should be aware of common cognitive biases and how they might influence their perceptions and choices.

Regulatory bodies also play a crucial role in mitigating the impact of deceptive advertising. By enforcing strict guidelines and penalties for false advertising, these organizations help maintain a level of honesty and transparency in the marketplace. Consumer advocacy groups and watchdog organizations can also provide valuable resources and support for identifying and addressing deceptive advertising practices.

Also, the cultural context significantly influences the choice of rhetorical devices in advertising, shaping how messages are constructed and perceived by different audiences. Advertisers must consider cultural norms, values, and symbols to effectively communicate and resonate with target markets. The influence of cultural context on advertising can be seen in various global campaigns that adapt their strategies according to local cultural codes and consumer expectations.

Religious and cultural traditions also play a crucial role in shaping advertising strategies. In Middle Eastern markets, where modesty and religious observance are

paramount, advertisements must adhere to these cultural norms. For example, Dove's advertising campaign in the Arab markets featured a "modest" version that did not show images of female figures or uncovered hair, respecting the local religious and cultural sensibilities. Such adaptations ensure that the advertisements are culturally appropriate and resonate with the target audience, avoiding potential backlash or misinterpretation.

Cultural perceptions of beauty and body image also influence the choice of rhetorical devices in advertising. For instance, NEDA's Campaign against the Beauty Standards (National Eating Disorders Association, 2021). NEDA employs different campaigns to educate people about the risks of setting stereotyped measures of thinness, including the experience of patients that are struggling with anorexia nervosa. They reveal the emotions that extreme pressure from society causes. Whereas NEDA raises consciousness by using appeals to time and stories from the victim's perspectives, the organization impacts people by drawing the attention to a new way of observing the idea of beauty and its effects on mental status. .

In summary, the cultural context profoundly affects the selection and effectiveness of rhetorical devices in advertising. By understanding and respecting cultural norms, values, and symbols, advertisers can craft messages that resonate deeply with their target audiences, enhancing the impact and success of their campaigns. For more insights into how cultural context influences advertising, refer to sources like Greenbook and European Proceedings, which offer detailed analyses and examples of culturally adapted advertising strategies.

2.1.2. Rhetorical appeals in political advertising. Argumentative techniques in advertising are essential tools used to logically persuade consumers about the merits of a product or service. These techniques are grounded in classical rhetoric, particularly the principles of ethos, pathos, and logos (Shortform, 2020).

The idea of ethos is to build trust in the campaign and its credibility. Advertisers often achieve this by involving celebrities or experts in their ads, demonstrating the quality and reliability of the product through authoritative figures. For example, during the 2008 presidential campaign, Barack Obama featured endorsements from influential leaders and celebrities, establishing credibility that resonated with voters. A notable ad is "*Yes We Can*", which includes endorsements from figures like Scarlett Johansson and will.i.am (Daily Mail, 2016).

Pathos involves appealing to the emotions of the audience. Emotional storytelling, evocative imagery, and music are commonly used to create a strong emotional connection with the consumer. Advertisements for charities, for instance, might show distressing images of people in need to elicit empathy and prompt donations. By tapping into emotions such as fear, happiness, sadness, or excitement, advertisers can create a compelling narrative that resonates deeply with the audience, making the message more memorable and impactful. For instance, Hillary Clinton's 2016 campaign video on gun violence in America (Hillary Clinton, 2015), which tells the story of a mother devastated by the loss of her child to gun violence. The emotional narrative aimed to elicit empathy and prompt voters to consider the implications of gun policy.

Logos is the appeal to logic and reason. This technique involves presenting facts, statistics, and logical arguments to convince the consumer. For example, an advertisement for a home security system might present crime statistics to logically persuade the consumer of the necessity of their product. By providing clear, rational reasons why the product is beneficial, logos helps to build a solid argument that appeals to the consumer's intellect and sense of logic. Joe Biden's 2020 presidential campaign "*What's happening now?*" (Biden, 2020) exemplified the use of logos in political advertising, particularly concerning the COVID-19 pandemic. His ads featured factual

information on infection rates, death tolls, and economic consequences of prior government actions, comparing U.S. responses to those of other nations.

Explaining all ideas and plans in a straightforward manner with competent and scientifically backed facts, Biden promised rational solutions for voters. He also provided a plethora of economical numbers of shed jobs and then proceeded to explain his plan of job creation. In general, claims inspired by facts and percentages were to demonstrate to the voters the ability to address the pandemic and other economic issues.

These techniques are often combined to create a balanced and persuasive argument. By appealing to credibility, emotion, and logic, advertisers can construct a compelling case for their product or service. For example, a campaign aimed at preventing school shootings features the Sandy Hook Promise as a trusted organisation (ethos), a stark contrast between the upbeat tone of Back to School and the grim reality of school shootings (pathos), and actual statistics on school shootings in America (logos) (Sandy Hook Promise, 2021). This multifaceted approach ensures that the message resonates on multiple levels, increasing the likelihood of persuading the consumer.

In addition to these classical rhetorical techniques, advertisers also use various other argumentative strategies to strengthen their persuasive efforts. One of these techniques is the use of storytelling, which can make an advert more attractive and understandable. Malala Yousafzai's story, a young Pakistani girl shot by the Taliban for advocating for girls' education, has become a global symbol of resistance and empowerment. Her narrative has captured worldwide attention, influencing policies and mobilising resources for girls' education. This powerful advocacy tool has crossed borders, showing how a single story can impact public policies and lives. Storytelling is more than sharing experiences; it is about setting examples that people want to emulate. When institutions share success stories, they showcase effectiveness and set

role models, fostering partnerships and gaining trust from investors and authorities (Mellado, 2015).

2.2. Rhetoric of anglophone social edvertising

Rhetorical figures and tropes are powerful tools in advertising used to capture the audience's attention and evoke emotional responses. These linguistic techniques play a crucial role in creating memorable and persuasive messages. By deviating from standard communication patterns, rhetorical figures enhance the aesthetic and emotional appeal of advertisements. Below, we explore how these devices function and their impact on audience engagement and emotions.

Metaphors and similes are among the most commonly used tropes in advertising. A metaphor involves a direct comparison between two unrelated things, implying that one is the other, while a simile makes a comparison using "like" or "as." These figures of speech help to create vivid imagery and make complex ideas more relatable and understandable.

Metaphors and similes work by activating the audience's imagination, allowing them to visualize the product's benefits in a more engaging way. This imaginative engagement can lead to stronger emotional connections with the brand. According to research, metaphors can enhance the persuasiveness of an advertisement by making the message more relatable and memorable (Glen Mick & Mcquarrie, 1999).

Metaphors and similes simplify complex ideas, making them more relatable and accessible to a wider audience. By creating strong visual and emotional associations, these rhetorical devices enhance the persuasiveness of advertisements, making them more effective in influencing consumer perceptions and behaviors.

Furthermore, the use of metaphors and similes in social and political campaigns can help to set an initiative apart from others. By creating unique and creative comparisons, communications professionals can develop a clear perception and voice

for their campaign, allowing it to stand out in a saturated information space. This distinctiveness can help build commitment and active support, as people are more likely to remember and respond to messages that evoke strong visual and emotional reactions.

For example, an anti-discrimination social campaign that encourages people to look beyond race, gender and sexual orientation " *Love Has No Labels*" (Love Has No Labels, 2015). The metaphor in the campaign's title, labels, symbolises the prejudices and stereotypes that exist in society. Similarly, the "Save the Children Campaign" anti-violence campaign features an impactful visual metaphor with this design. The imagery shows a child encapsulated in a tree's "root." But the tree is represented by a woman, who is seemingly the mother. Overall, the graphics symbolize that every bad experience is ingrained in every child from the early stages — just like a seed (Penji, 2021).

Hyperbole is an exaggerated statement that is not meant to be taken literally but is used for emphasis or dramatic effect. In advertising, hyperbole can create a sense of excitement and urgency. For instance, donor campaigns use hyperbole to convey the impact of becoming an organ donor, stating "*One donor can save up to eight lives!*" (Omixon, 2018). This emphasizes the critical need for organ donation and encourages people to register.

The use of hyperbole can make an advertisement more impactful by adding a sense of drama and excitement. It can also help to highlight key features of a product in a way that sticks in the audience's mind. However, it is important for advertisers to use hyperbole carefully, as overuse or unrealistic claims can lead to skepticism and damage credibility (Charles Feng & Luo, 2023).

However, advertisers must use hyperbole judiciously. Overuse or implausible exaggerations can lead to consumer scepticism, eroding trust in the brand. If the audience feels that the claims are too far-fetched or insincere, the advertisement may lose its credibility and fail to persuade. Therefore, while hyperbole is effective in

drawing attention and creating memorable messages, it must be balanced with a degree of plausibility to maintain trust.

Antithesis involves juxtaposing contrasting ideas in a balanced structure, while parallelism uses similar grammatical constructions to create a rhythm and emphasize a message. These rhetorical figures enhance the clarity and impact of an advertisement by creating a memorable and striking contrast.

An example of antithesis is the "*See Something, Say Something*" campaign by the U.S. Department of Homeland Security. The campaign emphasizes the importance of vigilance, stating, "If you see something, say something." This creates a contrast between the comfort of safety and the potential dangers that may lurk around us. It underscores the idea that safety is not just the responsibility of authorities but is also dependent on the active participation of the community in identifying and reporting suspicious activities (DHS, 2010).

Both antithesis and parallelism can enhance the emotional appeal of an advertisement by creating a sense of balance and harmony. These techniques can also make the message more rhythmic and pleasing to the ear, which can increase its effectiveness and memorability (Garssen & van Eemeren, 2012, c. 52)

Parallelism, in its turn, can create a sense of balance and rhythm that makes the advertisement more enjoyable to read or listen to. This rhythmic quality can enhance the memorability of the message, as the human brain tends to remember patterns and repetitions more easily. For example, the NHS campaign with slogan "*Catch it. Bin it. Kill it*" (GPCare Group, 2020) is highlighting how easy it is to catch flu germs, which if not caught, can spread quickly and live on surfaces for hours. The repeated structure helps reinforce the key components of a healthy lifestyle, making the message stick in the audience's mind.

The effectiveness of antithesis and parallelism lies in their ability to organize information in a way that is both aesthetically pleasing and intellectually stimulating.

By presenting contrasting ideas in a balanced manner, antithesis draws attention to the key differences that the advertiser wants to highlight. Meanwhile, parallelism creates a smooth flow of information that enhances comprehension and retention. These rhetorical devices not only make the advertisements more engaging but also improve their persuasive power by making the messages clearer and more impactful.

Humor and cleverness of puns can create a positive emotional response, making the advertisement more enjoyable and memorable. This positive association can enhance brand perception and encourage consumer engagement. However, like hyperbole, puns should be used judiciously to avoid confusion or appearing overly gimmicky (Hoeken, 2006, p. 142)

The effectiveness of puns and wordplay in advertising lies in their ability to break the monotony of conventional advertising language. By introducing an element of surprise and wit, these devices make the message stand out and be more easily remembered by the audience. A well-crafted pun can linger in the consumer's mind long after the advertisement has been seen, increasing the likelihood of brand recall and purchase intent.

However, the use of puns and wordplay must be carefully balanced to avoid confusion or the perception of being overly gimmicky. If the wordplay is too obscure or forced, it can detract from the clarity of the message and potentially alienate the audience. Therefore, advertisers must ensure that the humor is accessible and enhances rather than detracts from the core message of the advertisement.

Puns and wordplay can also be an effective way to establish a brand's voice and personality. A brand that consistently uses clever and humorous language in its advertisements can cultivate an image of being fun, approachable, and creative. This can help to build a strong emotional connection with the audience and differentiate the brand in a competitive market.

2.3. The interplay of multimodal components in anglophone social advertising

The interaction between verbal and visual components is crucial in social advertising, as it enhances the effectiveness of the message by combining the strengths of both elements. This synergistic relationship helps to capture attention, evoke emotions, and convey complex ideas more effectively than either component could alone.

Verbal components in social advertising include text and spoken words that provide context, detailed information, and direct the audience's understanding of the message. These elements are essential for clarity and precision, ensuring that the audience comprehends the intended message. For instance, an anti-smoking campaign might use the verbal slogan "*Smoking kills*" (World Health Organization, n.d.) to clearly convey the health risks associated with smoking. This straightforward message leaves little room for misinterpretation, making the campaign's purpose immediately clear (Ziemba & Jankowski, 2015, p. 44-53)

Verbal components can vary from direct statements to more elaborate narratives. They often include slogans, taglines, catchphrases, and detailed explanations that reinforce the visual elements of the advertisement. The choice of words, tone, and style of the verbal message can significantly influence how the audience perceives and responds to the advertisement.

In social advertising, the verbal component must resonate with the target audience's values, beliefs, and cultural context. For example, a campaign promoting environmental conservation might use compelling statistics and facts to highlight the urgency of the issue, while also incorporating an emotional appeal through personal stories and testimonials. For instance, *The Tap Project* (UNICEF USA, 2007) raises awareness to get people to help give clean drinking water to others by making them

give up their phones. The advert was a typical example of employing advocacy to appeal to the emotions as well as the need of the millions of people who are still familiar with dirty water. It provided information on an international water crisis, how many people have no access to clean water, and how funds would help save others. It was an educational and a funding campaign for UNICEF specifically for clean water programs a perfect example of how narratives and statistics can rouse people to change.

This combination of logical and emotional appeals can enhance the overall impact of the advertisement.

The language used in verbal components should be accessible and engaging, ensuring that it captures attention and retains interest. It should also be memorable, enabling the audience to recall the message long after they have encountered the advertisement. Effective use of language can create a lasting impression, encouraging the audience to take the desired action, whether it is changing their behavior, supporting a cause, or spreading awareness.

Moreover, verbal components often work in tandem with visual elements to create a cohesive and powerful message. For instance, a public health campaign might feature a striking image of a diseased organ alongside a verbal warning about the dangers of smoking. For instance, “*Stop Smoking Campaign*”, owned by NHS, uses slogan like “*Quit Smoking And Breathe*” (NHS Charlton Medical Centre). This poster shows what happens to the lungs of smokers and what happens when you quit. The verbal component provides the necessary explanation and context for the visual, making the message more impactful and easier to understand.



Visual components, such as images, colors, and layouts, play a significant role in capturing attention and evoking emotional responses. Visuals can convey complex ideas quickly and effectively, making them an indispensable part of social advertising. For example, a powerful image of diseased lungs alongside the verbal slogan "*Smoking Still kills*" (Action on Smoking and Health) can intensify the message's impact by providing a stark visual representation of the consequences of smoking. This combination of verbal and visual elements creates a more compelling and memorable advertisement (Ziemba & Jankowski, 2015, p. 44-53).



Images are particularly effective in evoking emotions and creating strong visual narratives. They can depict real-life scenarios, illustrate abstract concepts, or symbolize broader themes, all of which contribute to the overall impact of the advertisement. For example, an image of a polar bear stranded on a melting iceberg (The Times, 2023) can

immediately convey the urgency of climate change, stirring feelings of concern and prompting viewers to take action

Colors are another critical aspect of visual components. Different colors can evoke different emotions and associations. Red, for example, can signify urgency, danger, or passion, while blue often represents calmness, trust, and stability. The strategic use of color can enhance the emotional appeal of an advertisement and guide the audience's response. An anti-drug campaign might use stark, contrasting colors to highlight the dangers of drug abuse. For instance, Anti-Drug Abuse Campaign uses black, white and red colours with slogan “*Drugs Are Addictive. Escaping Is Hard*” (Central Narcotics Bureau, 2016) to catch your eye on it. While a health promotion ad might use vibrant, uplifting colors to convey wellness and positivity. For example, American Drug Free Organisation uses mostly purple and yellow colours (The Partnership to End Addiction).



The layout and design of an advertisement also significantly influence its effectiveness. A well-organized layout ensures that the visual and verbal components work together harmoniously, guiding the viewer's eye through the advertisement in a logical and engaging manner. Effective layouts use elements like spacing, alignment, and hierarchy to create a clear visual path, emphasizing key messages and making the advertisement easy to understand. For example, the "*Buzzed Driving Is Drunk Driving*" campaign (National Highway Traffic Safety Administration) , which often uses impactful

imagery combined with bold typography to highlight the serious consequences of impaired driving. The use of spacing and alignment helps direct focus towards the call-to-action, making the ad memorable and persuasive.



Visual components must be culturally sensitive and appropriate for the target audience. Symbols, imagery, and colors can have different meanings in different cultures, and what works in one context might not be effective or even appropriate in another. For example, the color white is associated with purity and peace in some cultures but represents mourning and death in others. Advertisers must be aware of these cultural nuances to ensure their messages are correctly interpreted and resonate with the intended audience.

Furthermore, visual storytelling can be a powerful tool in social advertising. By creating a narrative through images, advertisers can draw viewers into a story, making the message more relatable and impactful. For example, a campaign against domestic violence might depict a series of images showing the progression from a happy relationship to one marked by abuse, culminating in a call to action for support and intervention. This visual narrative can evoke empathy and a deeper emotional response, motivating viewers to engage with the cause. For example, The “*It’s On Us*” prevention campaign is a project of the White House and several organizations for the prevention of sexual assault on campuses of universities using powerful visuals (It’s On Us). The campaign employs common scenes of learners in their normal environments learning, having a good time, or hanging out, to remove the aura of the stranger danger myths.



All graphics contain powerful slogans about consent and prevention of sexual violence; the signs students are holding in each graphic, for example, read “It’s on us to stop sexual assault.” While using social media, the campaign intends to promote students-VTOs committing to prevent sexual assault, therefore, it unites them and empowers them to act.

In general, if promoting the “It’s On Us” campaign is an excellent example of drawing attention to the problem and unifying students, essays; promoting action against sexual violence proves that it is possible to use visual narration to affect

The effectiveness of social advertising often hinges on the careful balance and integration of verbal and visual components. Visuals can attract attention and stir emotions, while verbal elements can provide the necessary context and clarity to ensure the message is understood correctly. This interplay can be seen in public health campaigns that use graphic images to highlight the dangers of unhealthy behaviors, supported by clear and concise verbal messages that explain the risks and encourage positive actions.

One of the key advantages of combining verbal and visual components is the ability to appeal to different cognitive and emotional processing pathways. Visuals are processed quickly and can evoke immediate emotional reactions, while verbal elements engage more deliberate, logical thinking. By addressing both pathways, social advertisements can create a more holistic and persuasive communication strategy.

Furthermore, the cultural context can significantly influence how verbal and visual components are perceived and interpreted. Advertisers must consider cultural norms, values, and symbols to ensure that their messages resonate with the target audience. For instance, an advertisement promoting gender equality in one country might use different visual and verbal strategies than in another country, reflecting local cultural attitudes towards gender roles.

In digital and social media platforms, the integration of verbal and visual elements becomes even more critical. The rapid consumption of content on these platforms means that advertisements must quickly capture attention and convey their message effectively. The combination of striking visuals with succinct verbal messages

can create a powerful and engaging advertisement that stands out in the fast-paced digital environment.

The role of color, typography, and composition in advertising is critical for creating visually appealing, memorable, and effective messages. These elements work together to capture attention, convey the intended message, and evoke specific emotions, thereby influencing consumer behavior.

Color is a powerful tool in advertising, capable of evoking emotions and conveying meanings at a glance. Different colors can trigger various psychological responses and associations. For example, red is often associated with excitement, passion and urgency, which makes it effective for social campaigns. This is proved by the American Red Cross, which uses mainly red in its publications to encourage attention. For example, I can cite their Instagram post with the slogan ‘*Our Blood Saves Lives*’, where they successfully used the red colour (American Red Cross).



Blue, on the other hand, conveys trust, calmness, and professionalism, which is why it is frequently used in the branding of financial institutions and healthcare services. (Idayi, 2021)The strategic use of color can significantly impact the effectiveness of an advertisement. For example, contrasting colors can be used to highlight important elements such as call-to-action buttons or key messages, ensuring they stand out and attract the viewer's attention. Additionally, color harmony and the overall color scheme should align with the brand's identity and the message's tone. Using colors consistently across different marketing materials helps reinforce brand recognition and creates a cohesive visual experience for the audience (The ultimate guide to using colors and typography in 2024, 2021).

Color can also influence consumer behavior and perceptions subconsciously. Warm colors like red, orange, and yellow can create a sense of warmth and happiness but can also signify caution or danger when used excessively. Cool colors such as blue, green, and purple generally evoke feelings of calmness, stability, and trust, making them suitable for professional and health-related products.

In advertising, color is not only used to draw attention but also to create an emotional connection with the audience. For example, green is often used in advertisements for eco-friendly products due to its association with nature and health.



Black, often used in luxury product advertising, conveys sophistication, elegance, and power (Idayi, 2024). For example, World Wildlife Fund (WWF), they use black in their logo.



The cultural context also plays a crucial role in color perception. In Western cultures, white is typically associated with purity and cleanliness, making it popular in bridal and healthcare advertisements. However, in some Eastern cultures, white can be associated with mourning and loss, requiring a different approach in those markets.

The use of color must be carefully considered in the design process to ensure it aligns with the brand's message and resonates with the target audience. Misuse of color can lead to misunderstandings or negative perceptions, while thoughtful application can enhance the message and strengthen the brand's identity.

Colors can also be used to guide the viewer's attention to specific areas of the advertisement. Bright and bold colors can draw the eye to key messages or calls to action, while softer colors can be used for background elements to maintain focus on the primary content. This strategic placement of color helps create a visual hierarchy, making the advertisement more effective in communicating its message.

In digital advertising, color consistency across different platforms is vital for maintaining brand identity. Whether in web design, social media posts, or email marketing, using a consistent color palette helps build brand recognition and trust

among consumers. It also ensures that the brand's visual identity is cohesive and professional, which can enhance the overall effectiveness of marketing campaigns.

Typography is more than just the selection of fonts; it is the art of arranging type to make written language legible, readable, and visually appealing. Effective typography in advertising involves choosing typefaces that reflect the brand's personality and the message's tone. For instance, a luxury brand might use elegant, serif fonts to convey sophistication, while a tech startup might opt for modern, sans-serif fonts to communicate innovation and simplicity.

The hierarchy in typography, achieved through varying font sizes, weights, and styles, helps guide the viewer's eye through the advertisement. Headlines should be bold and eye-catching to draw immediate attention, while body text should be easy to read. The use of white space around text can also enhance readability and focus, making the message more digestible. Furthermore, typography should be consistent across all advertising materials to maintain a cohesive brand identity (How to use creative typography in ads, 2022).

Typography plays a crucial role in setting the mood and tone of an advertisement. Different typefaces can evoke different emotions and associations. For example, a playful and whimsical font might be suitable for a children's toy advertisement, while a sleek and minimalist typeface might be more appropriate for high-tech gadgets. The choice of typography can influence how the audience perceives the brand and its message, making it an integral part of the overall design strategy.

In addition to choosing the right typeface, other aspects of typography such as spacing, alignment, and kerning are also important. Proper spacing between letters (kerning) and lines (leading) can improve readability and ensure that the text looks clean and professional. Alignment, whether left, right, center, or justified, affects the visual flow of the text and can impact how the viewer reads and understands the message.

Typography should also be adaptable to different formats and media. In digital advertising, for instance, text must be legible on various screen sizes and resolutions. Responsive typography that adjusts seamlessly across devices ensures that the advertisement remains effective and accessible, regardless of where it is viewed. This adaptability is essential for maintaining a consistent brand presence across multiple platforms.

Furthermore, the integration of typography with other visual elements is crucial for creating a cohesive and harmonious design. Text should complement and enhance the imagery, not compete with it. The balance between text and visuals can guide the viewer's attention and emphasize key messages. For example, an advertisement might use bold typography to highlight a promotional offer, while supporting images provide context and visual appeal.

Composition refers to the arrangement of visual elements in an advertisement. A well-composed advertisement ensures that all elements work together harmoniously to create a balanced and aesthetically pleasing design. The composition should lead the viewer's eye through the advertisement in a logical order, emphasizing the most important aspects first.

One common technique in composition is the rule of thirds, which divides the ad into a grid with nine equal parts, placing key elements along these lines or their intersections to create a balanced and engaging layout. Another important aspect of composition is visual hierarchy, where elements are arranged according to their importance, guiding the viewer from the most critical information to the least.

Symmetry and asymmetry can also play a role in composition. Symmetrical designs can convey stability and harmony, while asymmetrical designs can create dynamic and interesting layouts that draw attention. The use of visual elements such as images, icons, and graphics should complement the text and enhance the overall message without overwhelming it (Creative, 2023).

Incorporating white space, or negative space, is essential in composition. White space refers to the empty areas around and between elements in a design. It prevents the ad from appearing cluttered and overwhelming, allowing each component to stand out and be easily digestible. Effective use of white space can enhance readability, highlight important elements, and create a sense of elegance and simplicity.

The choice of images, icons, and graphics is another vital aspect of composition. These visual elements should complement the text and reinforce the overall message without overshadowing it. High-quality, relevant images can capture attention and convey messages more powerfully than words alone. For instance, an image of a happy family using a product can evoke positive emotions and make the ad more relatable.

Color also plays a significant role in composition. Colors can evoke specific emotions and set the tone of the advertisement. A well-thought-out color scheme can enhance the visual appeal and reinforce the brand's identity. For example, a tech company might use a sleek, monochromatic palette to convey modernity and innovation, while a children's toy brand might use bright, playful colors to attract a younger audience.

In digital advertising, composition must also consider different screen sizes and resolutions. Ads should be responsive, meaning they adjust seamlessly to various devices, from large desktop monitors to small smartphone screens. Ensuring that the composition remains effective and visually appealing across different formats is crucial for maintaining a consistent brand presence.

The integration of color, typography, and composition is essential for creating effective advertising messages. Each element should support the others to create a cohesive and compelling visual narrative. For example, a high-contrast color scheme can highlight the hierarchical structure established by typography, while a well-balanced composition ensures that all visual elements work together to enhance the overall impact.

Successful advertising campaigns often rely on this integrated approach to create ads that are not only visually appealing but also effective in communicating the intended message. For instance, a campaign for a new product might use bold colors and modern fonts in a dynamic composition to convey excitement and innovation, capturing the target audience's attention and encouraging them to learn more about the product.

Multimodal strategies in social advertising employ a combination of verbal, visual, and auditory elements to create compelling messages that resonate with the target audience. These strategies enhance the effectiveness of advertisements by leveraging the strengths of each mode to engage viewers, evoke emotions, and convey complex ideas. This holistic approach ensures that the message is not only seen and heard but also felt and remembered.

Verbal components in social advertising include text and spoken words that provide clear, precise information and context. These elements are crucial for delivering the core message and guiding the audience's understanding. For instance, a public health campaign might use a powerful slogan like "*Stay Smart, Stay Safe, Stay Healthy*" (Portneuf Health Partners, 2020) to communicate the importance of preventive measures during a pandemic. The choice of words, tone, and style must resonate with the target audience's values and beliefs, ensuring that the message is both relatable and impactful.



Visual elements such as images, colors, and layout play a significant role in capturing attention and evoking emotional responses. Effective visual components can convey complex ideas quickly and create strong emotional connections with the audience. For example, an anti-smoking advertisement might use graphic images of damaged lungs to visually demonstrate the harmful effects of smoking. The use of color can also influence perceptions and emotions, with red often evoking urgency and blue suggesting trust and calmness. The integration of these visual elements with verbal messages creates a more powerful and memorable advertisement.

Auditory elements, including music, sound effects, and voiceovers, add another layer of engagement to social advertisements. These components can enhance the emotional appeal of the message and make it more memorable. For instance, a campaign promoting mental health awareness might use a soothing voiceover and calming background music to create a sense of reassurance and support. The combination of auditory elements with verbal and visual components ensures that the advertisement appeals to multiple senses, increasing its overall impact.

In the digital age, interactivity has become a crucial aspect of multimodal strategies in social advertising. Interactive elements such as clickable links, quizzes, and social media integration can engage the audience more deeply and encourage active participation. For example, an environmental awareness campaign might include an

interactive quiz about sustainable practices, encouraging users to test their knowledge and share their results on social media. This not only increases engagement but also amplifies the reach of the campaign through user-generated content.

Cultural context significantly influences the effectiveness of multimodal strategies in social advertising. Advertisers must consider cultural norms, values, and symbols to ensure that their messages resonate with the target audience. This involves adapting verbal, visual, and auditory elements to align with local cultural expectations. For example, a campaign promoting gender equality in different countries might use culturally relevant symbols and language to address specific societal issues and norms, ensuring that the message is both respectful and impactful (Xing & Feng, 2023, p. 14-20).

Successful example of multimodal strategies in social advertising demonstrate the power of combining different elements to create impactful messages. The "Dumb Ways to Die" campaign by Metro Trains Melbourne used catchy music, humorous visuals, and simple yet effective verbal messages to promote railway safety (McCann Australia, 2013). This campaign went viral, demonstrating how multimodal strategies can capture attention and drive engagement.

2.4. A multimodal analysis of English-language political advertising

The interplay between verbal and visual elements in political advertising is critical for crafting compelling messages that resonate with voters. These elements work together to capture attention, convey political messages effectively, and influence voter perceptions and behaviors.

Verbal elements, including slogans, speeches, and textual content, play a pivotal role in political advertising. They provide the clarity and detail needed to communicate the candidate's platform, values, and promises. Effective use of language can evoke emotions, create memorable catchphrases, and frame the political narrative in a

favorable light. For instance, memorable slogans like "*Yes We Can*" from Barack Obama's 2008 campaign encapsulate hope and empowerment, making complex political messages accessible and inspirational (*The Obama White House, 2008*). The slogan uses simple words that evoke positive emotions. This is successfully combined with rhetorical devices such as repetition and metaphors, which enhances its memorability.

The choice of words and the tone used in political advertisements are carefully tailored to the target audience. Language that resonates with specific demographics, whether it be economic concerns for middle-class voters or social justice issues for younger audiences, helps to build a connection between the candidate and the voters. Furthermore, rhetorical devices such as repetition, metaphors, and parallelism are often employed to reinforce key messages and make them more memorable (Gibson, 2024).

Visual elements, such as imagery, colors, and design, are equally important in political advertising. These components can quickly convey messages and evoke emotions that words alone might not achieve. For example, imagery of a candidate interacting with diverse groups of people can symbolize inclusivity and approachability, while the use of national symbols like flags can evoke patriotism. We all know the poster with Barack Obama "*Yes We Can*". Throughout the campaign, 'Yes We Can' was prominently bolded across a variety of media, often accompanied by powerful images of Obama. This visual representation reinforced the optimistic tone of the slogan, illustrating the possibility of change through collective action.



Colours play a significant role in political advertising as well. Red, white, and blue are commonly used in the United States to evoke a sense of patriotism and trustworthiness. The strategic use of colours can reinforce the candidate's message and appeal to the voters' emotions. For instance, blue is often associated with stability and calmness, making it a popular choice for conveying trust and reliability. Referring to the "*Yes we can*" campaign, we can see that such posters usually use the colours of the US flag. This is done to convey a sense of patriotism and unity.

The layout and composition of visual elements must ensure that the most important information is highlighted and easily accessible. This includes the placement of slogans, candidate images, and calls to action in a way that naturally guides the viewer's eye through the advertisement. Effective visual composition can enhance the overall impact of the ad and ensure that the key messages are communicated clearly and compellingly (Adobe Communications Team, 2022).

The combination of verbal and visual elements is where the real power of political advertising lies. By integrating compelling visuals with strong verbal messages, political ads can create a holistic and persuasive narrative. For example, a campaign video might feature uplifting music (auditory element), visuals of the candidate engaging with the community (visual element), and a powerful voiceover highlighting key policies.

Interactive and digital media have further expanded the capabilities of political advertising. Social media platforms allow for the integration of video, text, and interactive elements such as polls and Q&A sessions. This multimodal approach can engage voters more deeply and provide a platform for real-time interaction and feedback.

Cultural context also plays a crucial role in the effectiveness of these elements. Political advertisements must be culturally sensitive and tailored to the local context to avoid misunderstandings and backlash. This involves understanding the cultural symbols, language nuances, and social values of the target audience to create messages that are both respectful and impactful (Tushar, 2023).

Successful political campaigns often serve as excellent case studies for the effective use of verbal and visual elements. The "*Morning in America*" advertisement by Ronald Reagan's campaign in 1984 used optimistic visuals and uplifting language to evoke a sense of renewal and hope, contributing to a landslide victory (Ronald Reagan Presidential Foundation & Institute, 1984). For example, the phrase "*I appeal to our best hopes, not our worst fears*". In this case, the candidate provoke the feelings of unity and confidence about the future.

Similarly, Jacinda Ardern's "*Let's Keep Moving*" (New Zealand Labour Party, 2020) campaign in New Zealand effectively combined visuals of her leadership during crises with positive verbal messages about future plans, reinforcing her image as a competent and compassionate leader (Madalina Pop, 2022). More specifically, the campaign is based on optimistic words for the verbal channel which stresses the idea of togetherness by often used phrases such as "*Let's keep moving*". This positivity facilitates wise discussion which is productive. The using of the word 'we' and 'together' promotes the idea of the collective effort and inclusion of the community. In general, Ardern translates the worries of the public regarding the future of policy into clean and simple language, making her portray herself as a staunch promotor of the

public interest. The visual elements play a crucial role. She is sitting and smiling, which provokes positive emotions. Non-verbal signals are no less important. Ardern's gestures, facial expressions and tone of voice during her speeches serve as vital semiotic resources. A sympathetic facial expression or a confident, calm tone can build the public's trust in her words, demonstrating that she truly cares about the community.

In political advertising, symbolism, colors, and imagery play pivotal roles in shaping public perception, conveying messages, and influencing voter behavior. These elements are meticulously chosen and strategically used to evoke specific emotions, create powerful associations, and reinforce the identity of the candidate or political party.

Symbols are powerful tools in political advertising because they can distill complex ideas into easily recognizable and emotionally charged icons. National symbols like flags and emblems often feature prominently in political ads to evoke feelings of patriotism and unity. For instance, the American flag is frequently used to symbolize freedom and democracy, tapping into the deeply ingrained values of the electorate.

Political parties also use specific symbols to represent their ideologies. In the United States, the donkey and the elephant are iconic representations of the Democratic and Republican parties, respectively. These symbols help voters quickly identify the political affiliation of a candidate and the values they represent. The use of symbols extends beyond logos and mascots; it includes visual metaphors that can suggest strength, reliability, or progress (Unraveling the layers of political symbolism: A deep dive into colors, icons, and impact, 2020).

The effectiveness of symbolism in political advertising lies in its ability to evoke emotional responses and create powerful associations. A symbol can convey a message more effectively than words alone by appealing to the viewer's emotions and subconscious. For example, a candidate standing in front of a national monument or a

historical landmark can evoke a sense of continuity, tradition, and respect for history. This visual cue suggests that the candidate is aligned with the nation's heritage and is committed to preserving its values.

Symbols can also be used to convey more abstract concepts such as hope, change, and renewal. The use of imagery like rising suns, open roads, and blooming flowers can symbolize new beginnings, opportunities, and growth. These images resonate with voters' aspirations and desires for a better future, making the candidate's message more compelling and inspirational.

Moreover, symbolism in political advertising is not limited to positive associations. Negative symbols can be used to discredit opponents and highlight the dangers of their policies. For instance, images of broken chains can symbolize freedom from oppression, while dark, stormy skies can represent uncertainty and instability. These negative symbols create a stark contrast with the positive imagery associated with the candidate, reinforcing their message and differentiating them from their rivals.

The cultural context plays a crucial role in the interpretation and effectiveness of symbols. What resonates in one culture may not have the same impact in another. Therefore, political advertisers must carefully consider the cultural background of their target audience when selecting symbols. This ensures that the symbols used are culturally relevant and evoke the intended emotional response.

Colors play a significant role in political advertising, as they can evoke emotions, convey messages, and create associations that influence voter perceptions. The use of color in political ads is carefully considered to align with the candidate's image, the campaign's message, and the cultural context of the target audience.

Red is a color often associated with energy, passion, and urgency. In political advertising, red can be used to grab attention and convey a sense of strength and determination. It is a color that stimulates action and can create a sense of urgency, making it effective for rallying support and mobilizing voters. However, red can also

signify danger or aggression if used excessively, so it must be balanced carefully (Idayi, 2020).

Blue, on the other hand, is associated with trust, calmness, and stability. It is frequently used by political candidates who want to project an image of reliability and competence. Blue evokes feelings of peace and security, which can be particularly effective in campaigns focused on issues of governance and stability. In the United States, blue is also associated with the Democratic Party, further reinforcing its use in their campaigns (Idayi, 2020).

Green is a color that symbolizes growth, health, and environmental consciousness. It is often used in political advertising by parties and candidates who prioritize environmental issues and sustainability. Green evokes a sense of renewal and freshness, appealing to voters who are concerned about the planet and looking for progressive policies that promote ecological well-being (Idayi, 2020).

Yellow is associated with optimism, energy, and positivity. It can be used to convey a message of hope and future potential. In political advertising, yellow can create a warm and welcoming atmosphere, making the candidate appear approachable and friendly. However, too much yellow can be overwhelming, so it is often used as an accent color to highlight key messages or elements (Idayi, 2020).

Black denotes power, elegance, and sophistication. In political advertising, black can project authority and seriousness. It is often used in combination with other colors to add depth and contrast. Black can also evoke a sense of mystery and exclusivity, which can be useful in creating a strong, memorable impression (Idayi, 2020).

White symbolizes purity, innocence, and simplicity. It is often used to convey a clean and honest image. In political ads, white can create a sense of transparency and straightforwardness, suggesting that the candidate is open and trustworthy. White space in design can also help to emphasize other elements and make the overall message clearer (Idayi, 2020).

The strategic use of color in political advertising involves not only the choice of individual colors but also their combinations and placements. Color harmony and contrast are crucial in making the ad visually appealing and effective in conveying the desired message. For example, high contrast between the background and text can enhance readability and ensure that key points stand out (Saunders, 2023). The example of this, I would mention Donald Trump's campaign, which relied heavily on the color red, which was prominently featured in his "Make America Great Again" (MAGA) hats (Encyclopaedia Britannica, n.d.). Red is associated with energy, action, and urgency, and it helped to create a sense of passion and patriotism among supporters. The high visibility of red contrasted effectively with the white letters on his hats and campaign materials, ensuring the slogan was easily readable even from a distance. The branding reinforced a bold and assertive image.



Cultural context is also vital in the use of color. Different cultures may associate different meanings and emotions with the same colors. Therefore, political advertisers must consider the cultural background of their target audience to ensure that the colors used evoke the intended responses.

Photographs of candidates are often used to humanize them and make them appear approachable and trustworthy. Close-up shots of candidates smiling or engaging

in everyday activities can help voters feel a personal connection. Images of candidates actively participating in their communities, such as speaking at rallies or meeting with citizens, reinforce their commitment and leadership qualities. These images are designed to show candidates as empathetic and involved in the lives of their constituents.

Community engagement images are particularly effective in highlighting inclusivity and diversity. By showing candidates interacting with various demographic groups, such as different ethnicities, ages, and social backgrounds, these visuals underscore a message of unity and broad appeal. Such imagery can strengthen a candidate's appeal by showcasing their willingness to engage with and understand the needs of all community members, thereby portraying them as inclusive leaders who value diversity. An example of this is Joe Biden, who, in connection with the Affordable Care Act, met with Phoenix's grandmother and posted it on Instagram (Instagram, 2024). He used all these techniques.

Historical references in imagery can evoke a sense of legacy and continuity. Using images that tie a candidate to past successes or revered figures can suggest that they will uphold cherished traditions and values. This type of imagery can connect the candidate to the positive aspects of a shared history, suggesting that they are the rightful heirs to these legacies and are committed to preserving and building upon them.

The composition of imagery in political ads is crucial for effectiveness. Visual hierarchy is used to ensure that the most important information, such as the candidate's name, slogan, or call to action, is prominently displayed. This involves the strategic placement of elements to guide the viewer's eye through the advertisement in a logical and engaging manner. Balanced composition, the use of white space, and careful placement of text and images all contribute to an aesthetically pleasing and easily understandable advertisement.

Effective use of imagery in political advertising not only captures attention but also conveys complex messages quickly and memorably. It can evoke emotional responses, build trust, and create a narrative that resonates with voters on a personal level. The images chosen must align with the overall message and tone of the campaign, reinforcing the candidate's values and promises while also appealing to the emotions and aspirations of the voters (Everything about political symbolism, 2021).

Combining elements in political advertising involves the strategic integration of symbolism, colors, and imagery to create a cohesive and compelling message. This synergy ensures that all components work together to reinforce the candidate's message, appeal to voters' emotions, and create a memorable advertisement.

When combining elements, the goal is to create a unified visual and verbal narrative that resonates with the audience. For example, an advertisement might feature a candidate standing in front of a national flag, using this powerful symbol to evoke feelings of patriotism and unity. The color scheme in the ad would likely include shades of blue and white to convey trust and stability, aligning with the candidate's message of reliable leadership and calm governance.

Imagery plays a crucial role in this combination. Photographs of the candidate engaging with diverse groups of people, participating in community events, or interacting with families can humanize them and showcase their relatability and commitment to the community. These images, combined with a thoughtful color palette and symbolic elements, help create an emotional connection with voters, making the candidate appear more approachable and trustworthy.

Effective composition ensures that the message is clear and that the viewer's attention is drawn to the most important elements first. The use of visual hierarchy guides the viewer's eye through the ad, emphasizing key messages and calls to action. For instance, a bold headline at the top might state the candidate's primary campaign

promise, while supporting text and images provide additional context and emotional appeal.

By integrating these elements thoughtfully, political advertisements can create a powerful and persuasive narrative. This holistic approach not only captures attention but also strengthens the overall impact of the message, ensuring that it is both memorable and compelling. The careful balance and interaction of symbolism, colors, and imagery allow political ads to communicate complex messages succinctly and effectively, ultimately influencing voter perceptions and behaviors.

The extremity of the use of the multimodal strategies in Joe Biden's COVID-19 campaign is reflected in the combination of the visual and the audio semiotic resources that intensify the appeal to emotion. The advertisement also features photographs of people from different social statuses who seem to have some problems related to the pandemic which help viewers to identify with numbers.

The video sequence is followed by questions posed by the presenter as well as soulful music that serves to underscore the sensitive theme of the video sequence. This approach allows not only to inform but to stimulate emotions in the voters that would make them think of their own experiences.

Another component in this advert is that it does not talk in the ordinary promoting policies but rather it revolves around Biden himself and his ability and willingness to lead the nation and fix problems. The combination of biographical information with portrayed images enables cultivating a trustful attitude towards the candidate.

The advert is already running in key states to show a good planning of reaching out to important voters through several mediums and channels (TV, digital, radio). These make sure that many people access the information that may be in different age brackets and different social status.

Therefore, the emotive appeals in Biden's campaign through the proposed multimodal strategies do not only inform, but also elicit action from the audience – to form a positive perception about the candidate (ABC News, 2020).

Political advertising employs a range of multimodal strategies to effectively influence the electorate. These strategies integrate various semiotic resources, such as text, visuals, sound, and gestures, to convey persuasive messages. By combining these modalities, political advertisements can create a more engaging and impactful communication that resonates with the audience on multiple levels. This paper explores the key multimodal strategies used in political advertising and their effects on voter behavior.

Visual elements in political advertising, including images, colors, and typography, play a critical role in shaping voters' perceptions and emotions. Images of candidates, national symbols, and relevant events are carefully selected to evoke specific feelings such as trust, patriotism, or urgency. The integration of text, such as slogans, catchphrases, and key policy points, with these visuals enhances the clarity and memorability of the message. For example, a well-designed political poster might feature a candidate's portrait with a bold, reassuring slogan that aligns with the visual theme to reinforce the candidate's core message.

Research indicates that the combination of visual and textual elements can significantly influence voters' attitudes and recall. A study by Joffe and Elsey (2014) found that visual cues in political ads often create an immediate emotional response, while textual information provides the cognitive framework needed to interpret these emotions. This multimodal approach ensures that the message is both felt and understood by the electorate.

Audio components, including voiceovers, music, and sound effects, add another layer of persuasion in political advertisements. The tone, pitch, and delivery of a voiceover can convey confidence, sincerity, or urgency. Music, whether it is a hopeful

anthem or a somber melody, can evoke strong emotional reactions that align with the campaign's message. Sound effects, such as the sound of a ticking clock or a cheering crowd, can emphasize urgency or public support.

Studies have shown that audio elements can significantly impact the effectiveness of political ads. According to Brader (2006), music and sound effects can enhance the emotional appeal of an ad, making it more memorable and persuasive. For instance, an advertisement that features uplifting music when showcasing a candidate's achievements can instill a sense of hope and optimism among voters.

Gestural and kinetic modes refer to the use of body language, facial expressions, and movement to communicate messages in political advertising. Candidates often use gestures, such as handshakes, waves, and direct eye contact, to project warmth, confidence, and approachability. The way a candidate moves, whether it is a purposeful stride or a relaxed stance, can also convey underlying messages about their leadership style and personality.

Kress and van Leeuwen (2006) argue that body language is a powerful semiotic resource in multimodal communication, capable of reinforcing or contradicting spoken words. In political ads, a candidate's gestures and expressions are meticulously choreographed to align with the verbal message and the overall campaign narrative. For example, a candidate might smile and use open gestures while discussing community engagement, thereby reinforcing their message of inclusiveness and accessibility.

With the advent of digital media, political advertising has expanded to include interactive elements that engage voters more directly. Social media platforms, websites, and mobile apps allow campaigns to create interactive experiences, such as quizzes, polls, and virtual town halls. These digital interactions provide voters with personalized content and a sense of involvement in the political process.

The use of digital and interactive modalities has been shown to enhance voter engagement and mobilization. According to a study by Bimber (2014), digital political

ads that encourage user interaction can increase political participation and information retention. Interactive elements make the audience active participants in the communication process, thereby fostering a deeper connection to the campaign and its message.

Conclusions to Chapter Two

1. Chapter Two emphasizes the significance of rhetorical strategies in advertising, highlighting how techniques such as ethos, pathos, and logos are employed to enhance persuasive effectiveness. Advertisers skillfully craft messages that appeal to emotions, establish credibility, and provide logical arguments to influence audience behavior.
2. The analysis underscores the role of multimodal elements—combining text, images, and audio—in creating impactful advertisements. This integration allows for richer communication, making messages more engaging and easier for audiences to interpret, thereby increasing the overall effectiveness of campaigns.
3. A central theme is the use of emotional engagement in advertising. Advertisers frequently appeal to viewers' feelings to create a connection and elicit responses, demonstrating that emotional resonance often drives consumer behavior more than rational arguments alone.
4. The chapter discusses the necessity of contextualizing advertisements within their cultural and social frameworks. Advertisements that reflect cultural values and social issues tend to resonate more deeply with audiences, enhancing their persuasive power.
5. Finally, the conclusions point to the impact of digital media on advertising strategies. With the rise of social media and interactive platforms, advertisers are adapting their approaches to leverage audience participation, personalization, and timely engagement, shaping the future of persuasive communication.

GENERAL CONCLUSIONS

So, on the basis of the conducted research, the following conclusions can be drawn. The concept of rhetoric, originating from ancient Greek philosophy, fundamentally revolves around the art of persuasion and remains pivotal in modern advertising discourse. Rhetoric in advertising strategically employs ethos, logos, and pathos to shape public perception and influence behavior. Ethos builds credibility through endorsements and trustworthy representations, logos appeals to reason by presenting logical arguments and factual data, while pathos connects emotionally with the audience through storytelling and evocative imagery. These rhetorical strategies are not limited to verbal elements but extend to visual and auditory components, creating a multimodal approach that enhances the persuasive power of advertisements. In social and political advertising, rhetoric plays a crucial role in mobilizing collective action by addressing societal values and emotions. The integration of multimodal elements—combining text, images, sound, and spatial arrangements—creates a richer, more impactful narrative that resonates deeply with target audiences. By understanding and effectively applying these rhetorical strategies, advertisers can craft messages that are not only persuasive but also ethically sound, thereby fostering trust and engagement among consumers.

Unquestionably, rhetoric plays a central function in social and political advertising since it is aimed at instilling confidence in societal effectiveness and thus call for action. This is the area where text meets images, where sound supports the message and spatial design pushes the storytelling to the direction of a target demographic that must be impacted and motivated to act. Through the use of a multimodal lens, the authors can then examine how various semiotic resources – the verbal, the visual and the auditory work in tandem to effectively advance the advertiser’s messages. This framework stresses on how communications that may be

coherent and appropriate to a certain segment need to be consistent and appealing to others.

Examining Anglophone region advertising, primarily social and political, unveils features caused by cultural differences. Humor, irony or tuned to topical issues and concerns are some of the ways of engaging the viewers, while on the other hand the bodies like the Federal Election Commission in the United States or the Advertising Standards Authority in the United Kingdom demands that advertisements must reveal the truth. Additionally, due to the increasing development of technology in the media industry, the process of advertising stimulates the control and timely communication of the advertisement with the consumers. Implicitly, cultural express values like individualism or collectivism, influence the selection of both the rhetoric and visuals used, as well as the media used.

Describing modern anglophone political advertizing provides information about more subtle practices in order to influence the public and boost the voters' turn-out. Through these advertisements, ethos, logos, and pathos are applied desirably together to build credibility, supply arguments, and invoke feelings. This type of encoding entails the perfect synchronization of all or some of the text, pictorial, acoustic and gestural semiotic modes to end up with appealing messages that influence the political viewpoint. The extensive use of rhetorical tools including specific storytelling, visual metaphors and appeals to the emotions is characteristic; candidates are portrayed as positive and their opponents portrayed negatively. It also supercharges these advertising strategies by incorporating elements of digital platforms as its multiplier in reaching the audience more clearly and facilitating two-way interactions in an interactive way.

Conducting a multimodal analysis of selected examples of Anglophone political advertising reveals the intricate interplay of various semiotic resources in conveying political messages. These advertisements strategically integrate verbal elements, such

as slogans and speeches, with visual components like images, colors, and layouts, alongside auditory cues, including music and sound effects, to create a powerful and cohesive narrative. The combination of these modes enhances the emotional and rational appeal of the message, making it more engaging and memorable for the audience. This multimodal approach allows for a more nuanced and dynamic presentation of political content, effectively highlighting candidates' strengths, addressing opponents' weaknesses, and mobilizing voter support. By analyzing how these semiotic resources interact and complement each other, we gain deeper insights into the methods used to shape public opinion and drive political engagement in the Anglophone world.

RÉSUMÉ

Дане магістерське дослідження вивчає роль риторики та мультимодальності в соціальних і політичних рекламних текстах. Простежуючи історичні корені риторики в давньогрецькій філософії, робота акцентує увагу на її основних компонентах – етосі, логосі та пафосі – і визначає, як ці стратегії тісно переплетені в сучасній практиці реклами, з метою формування публічної свідомості та впливу на поведінку цільової аудиторії.

Дослідження підкреслює важливість мультимодального аналізу як ключового підходу до розуміння рекламних текстів. Воно розкриває взаємодію різних семіотичних ресурсів, зокрема вербальних, візуальних, аудіальних та жестових елементів, які разом підсилюють переконливу силу реклами. Інтеграція цих технік створює багатшу нарацію, яка дозволяє кампаніям глибше резонувати з різноманітними аудиторіями. Увага до соціальної та політичної реклами в англomовному світі ілюструє відмінні риторичні стратегії, що використовуються в кожній з цих областей. Соціальна реклама зосереджується на викликанні емпатії й просуванні суспільного добробуту, тоді як політична реклама прагне завоювати довіру та вплинути на поведінку виборців, часто через емоційні розповіді та стратегічне використання негативних меседжів.

Дослідження також розглядає специфічні контекстуальні фактори, які формують ці рекламні повідомлення, включаючи культурні цінності та правові рамки, що впливають на зміст. Поява цифрових медіа значно трансформувала спосіб сприйняття та взаємодії з рекламними кампаніями.

Ключові слова: риторика, мультимодальність, реклама, соціальний контекст, політичний контекст, семіотичні ресурси.

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