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A SOCIO-PRAGMATIC STUDY OF PERSUASION AND THE EFFECT OF GENDER IN MEDIA LANGUAGE

Zeinab Rahim Tahir¹, Raad Al-Nawas²

^{1,2} University of Thi-Qar/ College of Education for Human Sciences

Email: alabasizeinab@gmail.com; raad.alnawas@gmail.com

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ABSTRACT

Promoting products and services to society is achieved through advertisements which is a form of communication that differs from other language practices in daily life. They inhabit a significant position where the written text has developed from a simple technique into attracting and influencing people's decisions and choices upon the targeted commodity in question to make a purchase. Thus, the present study tries to discover a better interpretation of the persuasion process in English television commercials by examining both the sociolinguistic and pragmatic aspects of the targeted message in male and female commercial advertisements. The purpose of this study is to recognize, as well as investigate the persuasive appeals, devices and speech acts sellers use in male and female television commercial advertisements. For this to be completed, the study adopted Searle's (1969) speech act theory, Lucas's (2009) persuasive appeals and Mick and McQuarrie (1996) persuasive devices. This study hypothesizes that persuasive devices are the most frequently used by advertisers to persuade customers into making a purchase in regards to the product being advertised. Secondly, advertisers depend on the persuasive devices of hyperbole and ellipsis to promote products and services. Thirdly, female commercial ads use the trope of hyperbole more significantly than male commercial ads. Fourthly, the logical appeal is the most commonly occurring appeal in both male and female commercial ads. Lastly, the representative and directive speech acts are of high usage in the creation of commercial ads.

INTRODUCTION

One of the central aspects of human life is language. This is where communication takes place among members of a society. Accordingly, a transfer of ideas is exchanged from

one individual to another (Wardhaugh, 2009:1). With the development of technology, people are able to communicate in various ways.

Advertisement is one form of communication that takes place. It is intended to reach mass audiences for the purpose of connecting the specific sponsor with the targeted consumers, as well as, offering information in regards to the goods, services or ideas being promoted. This entails that a sender, receiver, and a message are involved in the specific containers that publicize the product in question. This could be done through television, newspapers, or even the internet. Yet, it is not an unplanned process, but rather intentionally done to persuade consumers to conduct a specific act like purchasing the product being advertised (Moriarty et al, 2015:36).

There are certain devices and strategies that are adopted in order for the persuasion process to occur. These can be expressing information, emotions, or reasoning in order to change the person's attitude upon such a product. Commercial advertisements have become very dominant and a thriving business 'as a communication system that becomes the spearhead of marketing...between producers and consumers,' (Masrukhi, 2019:199). What is distinctive and powerful about television commercial ads is that it consists of an effective mixture of images, music and action to be more influential towards consumers.

In reference to persuasion in television commercial advertising, it has been viewed that it was addressed by different researchers stylistically and rhetorically. But, very few have examined its sociolinguistic and pragmatic sides in a contrastive study between male and female commercial ads. Therefore, this study tries to answer the following questions:

- 1.) What are the persuasive devices and persuasive appeals which are used in female and male English television commercial advertising?
- 2.) What kinds of speech acts are used most by female and male English television commercial advertisements?
- 3.) What persuasive devices and persuasive appeals male and female English television commercial ads share in common and which ones differ?

By dealing with the sociolinguistic and pragmatic aspects of persuasion in regards to male and female advertising, it is anticipated that the results of this study will be of benefit to advertisers and copywriters. This is so by providing them with beneficial information to make their ads more attracting and persuasive towards consumers to increase purchase and the profit of their company.

This study aims at the following:

- 1.) Recognizing the persuasive appeals and persuasive devices used in male and female English television commercial ads as a means of persuasion.
- 2.) Presenting the types of speech acts which are used in male and female English television commercial ads for persuasion purposes.

3.) Discovering the differences and similarities which are evident between male and female English television commercial ads in reference to the socio-pragmatic means of persuasion.

4.)

It is hypothesized that:

1.) In the writing process of English TV commercial ads, advertisers depend on the persuasive devices of ellipsis and hyperbole.

2.) Female English TV commercial ads use the trope of hyperbole more significantly than male commercial ads.

3.) The logical appeal is the most commonly occurring appeal in both male and female English TV commercial ads.

4.) Representative and Directive speech acts are of high usage in the creation of commercial ads.

With the purpose of achieving the objectives of the present study as well as confirming its hypotheses, it is important to mention the following steps to be taken:

1.) Presenting a literature review on sociolinguistics, persuasion, pragmatics, speech acts, advertising and the concept of gender.

2.) Introducing the eclectic model of analysis that consists of the following: Searle's (1969) model of speech acts, Lucas's (2009) model of persuasive appeals and Breuer, Melanie Napthine (2008) selected for examining the persuasive devices.

3.) In order to portray how male and female customers were persuaded by the English television commercial ads developed by advertisers, an analysis of the selected ads was conducted qualitatively. This was done by identifying the types of speech acts, the persuasive appeals and the persuasive devices used for the persuasion process to occur.

4.) Conducting a contrastive study to demonstrate the similarities and differences between the male and female English television commercial ads in reference to persuasion.

Sociolinguistics

From its name, sociolinguistics is divided into two words 'socio' meaning society and 'linguistics' which is the methodical study of language. As a result, this term can be defined as the study of the relationship between language and society by concentrating on how individuals or groups of people use language (Van Herk 2012:2). The consideration of human language in the context of social interaction is necessary for its full understanding (Trudgil, 2003:123). In lieu of a strict structural focus Swann et al. indicate the value of linguistics with focus on the interaction between language and social life (Swann et al, 2004:287. This simply means that language and society are like two parts to a coin. Language cannot exist without having a society.

Pragmatics

According to Levinson, it is studying language from a practical viewpoint by endeavoring to elucidate the aspects of the linguistic form by means of denoting to non-linguistic pressures and cause (Levinson, 1983:7). While George Yule (1996:3), states that it includes understanding what the underlying meaning of the words being presented as well as how our words will be interpreted. Pragmatics is whereby we acknowledge who the speaker is, the context of the spoken utterance as well, to infer the specific understanding of what the speaker intended (Birner, 2012:1). While Jacob L. Mey (1993:6), he states that pragmatics is determined by societal conditions placed by individuals that use language. This shows that social factors determine how they affect human language use since people or users of language adjust the way they speak according to their social situation.

Persuasion

Persuasion occurs in every aspect of life like education, politics, economics, and even within social interactions. Perloff's definition of persuasion lies in the communication strategy in which the debater utilizes language in a safe judgement free environment targeted to influence the behavior and opinions of the listener (Perloff, 2017:46). However, Levine's perspective on persuasion holds basis on the psychological impact the debater has on the listener in that without the interaction the listener's perspectives and opinions would have remained unchanged (Levine,2006:4). Dillard and Pfau further extend the definition of persuasion to include that the debater must deliberately utilize symbols or opinions that trigger the listeners emotions to strengthen their response to the presented argument (Dillard and Pfau, 2002:6).

According to Daniel J. O'Keefe (2016: 25-26) there are five shared features of paradigm cases that are available in which most people agree upon when dealing with persuasion.

They are the following:

1. A successful attempt to influence.
2. The persuader intends to influence the persuadee.
3. Persuasion is some measure of freedom (free will, free choice, voluntary action) on the persuader's part.
4. Effects are achieved through communication
5. A change in mental state of the persuader (principally as a precursor to a change in behavior).

Dave Lakhani (2005:14) states that persuasion refers to commonality in thoughts and beliefs rather than selling. It is ,therefore, influenced by the impression of others on how to think and feel about something, to agree with their point of view. Often persuasive intentions are not so clear from the symbols that are used or perhaps the context, so it relies on what is said or what is known as paralinguistic messages. (Simons et al., 2001:7).

Mass Media

Communication technology in the twenty-first century is where information can be shared rapidly by masses of people at once and almost in any place in the world. It entails the transfer of information from one individual or group to another. This can be done either by speech or through mass media keeping in mind that nowadays mass media is very vital to any society (Giddens, 2006:585). Mass media consists of an important concept that needs to be introduced known as a 'medium'. This signifies a way in which people send and receive information. Thus, mass media is described as the use of technology to collect and assign meaning to a particular audience (Meulemann and Hagenah, 2009:2). According to Vlera Ejupi et al (2014:636), mass media is any form of communication where information can be conveyed between two people through space and time.

The Concept of Advertisement

With the major growth in communication technology such as media channels and the internet, advertisements have managed to spread globally and become a part of our daily involvement to which people are exposed to. In a broad-spectrum, advertising can be defined as paid communication that serves to make a particular service more appealing. Put differently, it is the capacity to influence consumers to buy their products by making them act or think in a particular way. It is difficult to escape from advertisements especially in modern economics because it is everywhere and has invaded many places from the programs consumers use daily to the internet web pages while surfing the net. This has proven to be of importance as it affects the consumer's thoughts, attitudes, feelings, and even their decision making (Tellis, 2004:3-9).

Belch and Belch (2003:15) define advertising as the organized and non-personal communication of information that tends to be not only paid for but persuasive at the same time concerning the products that are advertised by the sponsors in different media that can be either electronic or even print media. Advertising is known to be a network of information from manufacturers to the consumers and a mode of sponsoring products or services to the vast majority of people and informing them of where these products can be found or even simply what price they are (Kaptan, 2003:7).

Advertising and Persuasion

For advertising to be successful and fulfill its goal, the language of persuasion is a key factor. Thus, persuasive advertisement partially relies upon the message that is aimed towards, as well as the manner of how the advertising messages are understood. Advertisers often appeal to a consumer's emotions to entice them into purchasing a specific service which is persuasive advertising (Kenechukwu, 2013:955). While Kruti and Alan (2009) explain that the persuasive effectiveness of advertising a message is governed by not only what is said, but also how it is said. The advertiser must turn the big idea into a real advertisement that will capture the audience's attention and interest.

According to Anthony Giddens (2006:630), mass media context plays a significant role in current society, in terms of both reach and influence. This is done by manipulating our attitudes, and even the way we think as it exposes information in many images, tones, or through various contexts which in turn persuades the public in one form or another (S. A et al., 2013:953). In other words, marketers devote so much money to have their products viewed and bought like in the context of television programs. So, persuasive language is so strong it causes consumers to buy specific products or services like well-known name brands perhaps seen on commercial advertising on television. Thus, concerning persuasion in advertising, it is seen as a form of mass communication to influence behavior (Kaptan, 2003:1).

Television Advertising

According to Brochers (2002:181), he states that the interaction between images and languages leads to a visual imprint that influences an audience. Thus, television is an extremely significant mass medium and the most manageable mode of communication evident. (Gorton, 2009:1). It is known to be effective by playing a vigorous part in society with its power to form the opinions and performances of the audience as it reaches several people worldwide. For instance, during US presidential campaigns, it is found that candidates that advertise their campaigns frequently are the ones who usually attain the most votes (Sutton and Douglas, 2020:258 cf. Grush, 1980). This is so due to the repetition technique which is very persuasive and makes the message more powerful. As technology develops, television continues to be persuasive in the visual entertainment that it portrays. As such, the media conveys content and messages that play a significant role in influencing our society (Giddens, 2006:585). Moreover, television broadcasting is a vital tool for social influence and, play a role in socialization as it commands a large audience (Furnham 2000, 415).

Gender and Advertising

The portrayal of genders is presented by conveying the typical and stereotypical roles of men and women in society and this depends on the type of media used. Thus, it is evident that television, with its audio-visual power, is very persuasive by acting as a socializing mediator (Uray and Burnaz, 2003:77).

Gender and Persuasion

It is a fact that media is one of the most influential medium which reaches thousands of people and is responsible for affecting society's perceptions. For instance, it is seen that the ideal beauty of a woman is to be thin and fit which is 'a key signifier of 'femininity' and thus inspiring women to mimic such unrealistic figures (Klein, 2013:28-30 cf. Rumsey 175). Therefore, the job of advertisers is to create practical veracity and portray the view of what is typical in society by using perfect people as a way of attracting

consumers to buy certain products (Klein, 2013, 30). The portrayal of women is often based on body image, which has a significant role on young girls (Ali and Shahwar, 2011: 153). This leads them to follow unnatural ways to reach this idealistic image of beauty (Ibid).

METHODOLOGY

This study involves analyzing selected television commercial advertisements in the form of videos. They are English commercials taken from YouTube. Fifty ads focus on male commercial goods and another fifty on female commercial goods. The ads were first observed then transformed into written text. These type of video ads frequently focus upon how to influence the consumer's attitude in relation to a specific product or service in order to seek what they intended to accomplish. This is to make consumers purchase the specific commodity of the targeted company or business.

Nonetheless, the video commercials that have been used in this study are from various products and services that are represented by either male or female models. In other words, they are heterogeneous in nature. These include cosmetics, sports, beauty products, fragrances and so on. The main focus of this analysis is upon gender representations in commercial ads and the methods used to persuade consumers to purchase products and services. Thus, they are based upon fifty videos for each gender that are randomly chosen from various YouTube channels.

Model of Analysis

An eclectic CA model is established to achieve the objectives of the present study. The model is integrated from the following writers:

Searle's (1969):

This writer is used to analyze the speech acts used in Male and Female English TV Commercial ads.

Mick and McQuarrie (1996):

This writer is used to analyze the persuasive devices used in Male and Female English TV Commercial ads.

Lucas's (2009):

This writer is used to analyze the persuasive appeals by Aristotle which are used in male and female English TV Commercial ads.

Data Analysis of female English TV Commercial Ads.

Ad.1: Garnier Fructis Densify Shampoo

FM: Is your hair lacking thickness? Garnier creates Fructis Densify. The first shampoo to create beautiful hair mass. It’s strength, fibra-cylane, a new active that expands inside the hair fiber. The results, 38% more hair mass. Visible fullness, luxurious thickness. Touch it, see it, feel it. Your hair has never been so beautiful. So abundant. New Fructis Densify, created by Garnier.

Persuasive Appeal:

Pathos: It appeals to women’s sense of beauty.

Logos: Result in 38% more hair mass, visible fullness, luxurious thickness; It’s strength, fibra-cylane, a new active that expands inside the hair fiber

Speech Acts:

Directives: touch, see, and feel

Persuasive Devices:

Rhetorical Questions: Is your hair lacking thickness?

Ellipsis: (It has) visible fullness, luxurious thickness. (**nominal and verbal ellipsis**)
(It is) so abundant. (**nominal and verbal ellipsis**)

Hyperbole: The first shampoo to create beautiful hair mass. (**numerical**)

The results, 38% more hair mass. (**numerical**)

Visible fullness, luxurious thickness. (**intensifying adjective**)

Your hair has never been so beautiful. (**intensifying adjective**)

So abundant. (**intensifying adjective**)

So abundant. (**intensifying adverb**)

Your hair has never been so beautiful. (**universal quantifier**)

Table (1) Analysis of Advertisement 1

Persuasive Appeal			Speech Acts					Persuasive Devices					
Ethos	Pathos	Logos	Representatives	Commissives	Directives	Expressives	Declaratives	Metaphor	Metonymy	Rhetorical Questions	Ellipsis	Pun	Hyperbole
	1	4			3					1	2		9

Ad.5: Vinexpert Firming Serum - Caudalie Sephora

FM: Nature offers an anti-aging ingredient not found anywhere else in the world, vine resveratrol. At Caudalie, we are the first to have extracted and patented this skin renewing molecule to bring you an exceptional firming and anti-wrinkle treatment. Vine expert Firming Serum with Vine Resveratrol by Caudalie.

Persuasive Appeal:

Logos: the first to have extracted and patented this skin renewing molecule to bring you an exceptional firming and anti-wrinkle treatment.

Pathos: It appeals to women’s sense of anticipation.

Speech Acts:

Representatives: It describes how this product offers an ingredient not found elsewhere as an anti-wrinkle treatment for women’s skin.

Persuasive Devices:

Hyperbole: we are the first to have extracted and patented this skin renewing molecule. **(numerical)** to bring you an exceptional firming and anti-wrinkle treatment. **(intensifying adjective)** not found anywhere else in the world **(universal quantifier)**

Table (5) Analysis of Advertisement 5

Persuasive Appeal			Speech Acts					Persuasive Devices					
Ethos	Pathos	Logos	Representatives	Commissives	Directives	Expressives	Declaratives	Metaphor	Metonymy	Rhetorical Questions	Ellipsis	Pun	Hyperbole
	1	1	1										3

Ad.9: Revlon Ultra HD Hyper Matte Lip Mouse

FM: Why compromise when you can have it all? Revlon introduces new ultra-HD matte lip mouse, a hyper matte with vibrant color and all-day wear. So creamy, so comfortable. Why compromise when you can have it all?

Persuasive Appeal:

Pathos: The advertiser is appealing to customers’ sense of comfort and beauty.

Logos: vibrant color; all day wear; so creamy; so comfortable

Speech Acts:

Representatives: This describes the positive outcomes a woman attains when wearing this product.

Persuasive Devices:

Rhetorical Questions: Why compromise when you can have it all?

Ellipsis: (It is) so creamy, it is so comfortable. (**Nominal and verbal ellipsis**)

Hyperbole: a hyper matte with vibrant color and all-day wear. (**Universal quantifier**)
so creamy, so comfortable (**intensifying adverb**)

Table (9) Analysis of Advertisement 9

Persuasive Appeal			Speech Acts					Persuasive Devices					
Ethos	Pathos	Logos	Representatives	Commissives	Directives	Expressives	Declaratives	Metaphor	Metonymy	Rhetorical Questions	Ellipsis	Pun	Hyperbole
	2	4	1							1	1		5

Ad.16: Pantene Pro-V

FM: I strengthen my hair like I strengthen my body because only when my hair is strong can it stay smooth. The all new Pantene silky smooth shampoo. Its pro-vitamin formula fights frizz, giving my hair the strength to be smooth because strong is always beautiful. New Pantene silky smooth care.

Persuasive Appeal:

Pathos: It appeals to women’s emotions like those who are passionate about new products especially purchasing them before other women.

Logos: Its pro-vitamin formula fights frizz giving my hair the strength to be smooth.

Speech Acts:

Representatives: It describes the results of smooth, strong hair after women apply this product.

Persuasive Devices:

Hyperbole: only when my hair is strong (**intensifying adverb**)

Strong is always beautiful (**intensifying adverb**) strong is always beautiful (**intensifying adjective**)

Table (16) Analysis of Advertisement 16

Persuasive Appeal				Speech Acts					Persuasive Devices				
Ethos	Pathos	Logos	Representatives	Commissives	Directives	Expressives	Declaratives	Metaphor	Metonymy	Rhetorical Questions	Ellipsis	Pun	Hyperbole
	1	1	1										3

Ad.17: NIVEA Soft Moisturizing Cream

FM: Nivea soft feels so non-greasy and fresh I can get ready in seconds.

FM: Nivea soft moisturizing cream soft ,non-greasy, fresh. Nivea soft now in Barry mint and Rue fragrances.

Persuasive Appeal:

Pathos: It appeals to women’s sense of touch.

Logos: soft; non-greasy; fresh; get ready in seconds; now in Barry mint and Rue fragrances

Speech Acts:

Representatives: It describes the benefits of using Nivea moisturizing cream.

Persuasive Devices:

Hyperbole: get ready in seconds (**numerical**) so non-greasy and fresh (**intensifying adverb**)

Table (17) Analysis of Advertisement 17

Persuasive Appeal			Speech Acts					Persuasive Devices					
Ethos	Pathos	Logos	Representatives	Commissives	Directives	Expressives	Declaratives	Metaphor	Metonymy	Rhetorical Questions	Ellipsis	Pun	Hyperbole
	1	5	1										2

Data Analysis of Male English TV Commercial Ads.

Ad.2: Dove Men+Care fortifying shampoo

MM: Men’s hair goes through a lot, so make sure it’s ready for anything. Dove Men +Care fortifying shampoo infused with caffeine makes your hair up to five times stronger plus less hair fall. Dove Men +Care, test your strength.

Persuasive Appeal:

Logos: infused with caffeine; hair up to five times stronger; less hair fall

Speech Acts:

Directives: Test your strength.

Persuasive Devices:

Hyperbole: make sure it’s ready for anything (**universal quantifier**) makes your hair up to five times stronger (**numerical**)

Table (2) Analysis of Advertisement 2

Persuasive Appeal			Speech Acts					Persuasive Devices					
Ethos	Pathos	Logos	Representatives	Commissives	Directives	Expressives	Declaratives	Metaphor	Metonymy	Rhetorical Questions	Ellipsis	Pun	Hyperbole
		3			1								2

Ad.8: Rexona Men

MM: To be the best, I work harder on and off the court. To be the best I only trust the world’s number one brand. Rexona ice cool with motion scent, activates ice cool freshness as I move so I feel dry and fresh all day no matter what move I do. Rexona, it won’t let you down.

Persuasive Appeal:

Ethos: The product is promoted by two time basketball MVP Stephen Curry.

Logos: Rexona ice cool with motion scent; activates ice cool freshness; feel dry and fresh all day

Speech Acts:

Representatives: Stephen Curry describes the benefits of Rexona Men.

Commissives: Rexona, it won’t let you down

Persuasive Devices:

Hyperbole: to be the best (superlative)
 the world’s number one brand (numerical quantifier) I feel fresh and dry all day (universal quantifier)

Table (8): Analysis of Advertisement 8

Persuasive Appeal			Speech Acts					Persuasive Devices					
Ethos	Pathos	Logos	Representatives	Commissives	Directives	Expressives	Declaratives	Metaphor	Metonymy	Rhetorical Questions	Ellipsis	Pun	Hyperbole
1		3	1	1									4

Ad.22: NIVEA Men Deep - Shaving Cream

MM: Nivea Men Deep Black Carbon Shaving Gel, smooth glide action for a clean shave. New Nivea Men Black Carbon Shaving Gel from a Nivea deep line up, up your game. Nivea Men, it starts with you.

Persuasive Appeal:

Ethos: It uses Marcelo Vieira, a Real Madrid football star, to endorse NIVEA MEN shaving cream.

Speech Acts:

Representatives: It describes the results of men using this product as their shaving cream.

Persuasive Devices

- None

Table (22) Analysis of Advertisement 22

Persuasive Appeal			Speech Acts					Persuasive Devices					
Ethos	Pathos	Logos	Representatives	Commissives	Directives	Expressives	Declaratives	Metaphor	Metonymy	Rhetorical Questions	Ellipsis	Pun	Hyperbole
1			1										

Ad.24: Vita Lift Anti-Ageing Range - L'Oréal Men Expert

MM: Gentleman, we can't make you a teenager again but we can help you get better with age. New Men Expert Vita Lift Anti-Ageing gel with French vine extract. It won't get a heart racing but it will target those signs of ageing. New Vital Lift by L'Oréal Men Expert. Get better with age.

Persuasive Appeal:

Ethos: Nikolaj Coster-Waldau, a famous Danish-American actor and producer, is used to endorse this product.

Pathos: It aims to make men feel hopeful in reducing signs of ageing.

Logos: Anti-Ageing gel with French vine extract.

Speech Acts:

Representatives: It describes the reasons why this product is effective and of high quality.

Persuasive Devices:

- None

Table (24) Analysis of Advertisement 24

Persuasive Appeal			Speech Acts					Persuasive Devices					
Ethos	Pathos	Logos	Representatives	Commissives	Directives	Expressives	Declaratives	Metaphor	Metonymy	Rhetorical Questions	Ellipsis	Pun	Hyperbole
1	1	1	1										

Ad.33: AXE Classic Pomade - AXE Cream

MM: For a one way ticket to elegance, Axe recommends the clean cut look. First, mix the pomade. Now run your fingers deeply through that well-traveled hair of yours. Finally, side parted and comb it backwards. Voila! However, he's not just a pretty hairstyle. You can also refold any map with finesse and no sticky fingers. Hair Tastic. Mix, Rake, Comb. Easy for every day.

Persuasive Appeal:

Pathos: It appeals to make men acquire the feeling of elegance.

Speech Acts:

Directives: Mix, Rake, Comb

Persuasive Devices:

Pun: Hair Tastic

Hyperbole: he's not just a pretty hairstyle (**intensifying adverb**) easy for every day (**universal quantifier**)

FINDINGS AND DISCUSSIONS

Persuasive Appeals

The figure below displays logos as the most frequently used persuasive appeal by advertisers within male English TV commercial ads rating at (28.46%) like in ad.15 by asserting that Master Oil Control Max Facial scrub includes mineral clay that instantly reduce 95% excess oil. Pathos is the second highest occurring persuasive appeal at (12.84%) as in d.10 where advertisers used ‘cool’ and ‘comfortable’ to endorse the AWEAR-TECH Kenneth Cole by appealing to men’s sense of comfort and freshness. Ethos is the least occurring appeal at (3.52%) like in ad.22 by using Marcelo Vieira, a Real Madrid football star, to endorse NIVEA MEN shaving cream.

Table (33) Analysis of Advertisement 33

Persuasive Appeal			Speech Acts					Persuasive Devices					
Ethos	Pathos	Logos	Representatives	Commissives	Directives	Expressives	Declaratives	Metaphor	Metonymy	Rhetorical Questions	Elipsis	Pun	Hyperbole
	1				3							1	2

On the contrary, female TV commercial ads have revealed great dependence, just like males, upon the logical appeal rating at (25.71%), pathos at (8.63%) and ethos at (2.87%) as in ad. (Eve Truth perfume) by using the famous American actress, Eva Mendes. Thus, it can be concluded that both male and female English TV commercial ads have revealed similar results with both centering upon the logical appeal. This is so since it not only provides factual information in regards to the commodity being advertised but also it speaks about the features, quality, performance and resulting benefits of using the product in question. In other words, there is a connection between the product and the consumers self-interest (Kotler & Armstrong, 2012:417). At the same time, advertisers display how the product or service is beneficial for customers to own or apply in regards to a specific brand by highlighting the features and quality of the targeted product (Rochford, 2011:142).

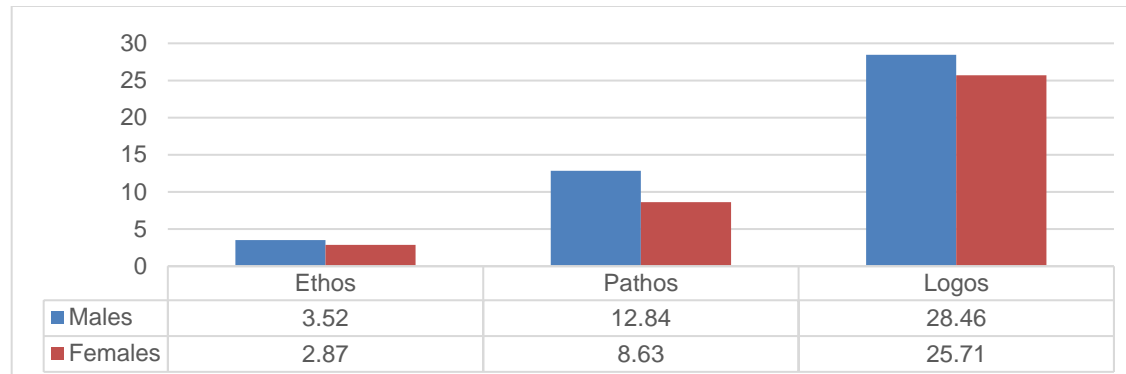


Figure (2): Gender Differences: Persuasive Appeal - Percentage Scoring *Speech Acts*

The figure below demonstrates that advertisers in male English TV commercial ads, use the representative and the directive speech act the most, rating at 8.56% and 6.29%. The representative type can be seen in ad.13 (Dove Men+Care Bar Soap) by describing the results of using this commodity claiming that it makes men's skin 'smooth' and 'comfortable'. An example of the directive is in ad.29 (Mach 3 Nitro Gel) where the imperative 'boost' is used.

As for commissives, it was recorded one of the least speech acts used in male commercial ads at (0.25%). It can be concluded that both the expressives and the declaratives have not been given any attention in the illustrated ads. When comparing these results with female TV commercial ads, a few differences can be made. Unlike male commercial ads, the directive speech act has the highest occurrence at (7.37%) like in ad.37 (Revlon So Fierce Vinyl Eyeliner) through the imperative 'break', 'be' and 'live' followed by representatives at (6.83%) like in ad.36 (Olay Regenerist Micro-Sculpting Cream). A second difference is within the commissive speech act where males have one instance but females have none at 0%. At last, just like the male commercial ads, the expressives and the declaratives have no occurrences at all.

It can be concluded that the reason why advertisers focused upon the directive speech act in both male and female English TV commercial ads is to effect and attract possible consumers to experience the product themselves so they make a purchase. As for the representative speech act, introducing the target audience with valid information in a form of a description, statement or even explanation tends to be more persuasive since they can view the benefits of purchasing the product in question. Conversely, within the expressives advertisers decided to exclude this from ads since it refers to a psychological state of the speaker like when apologizing or expressing thanks to individuals and, in commercial ads, this is of no significance in reference to persuading costumers about specific products.

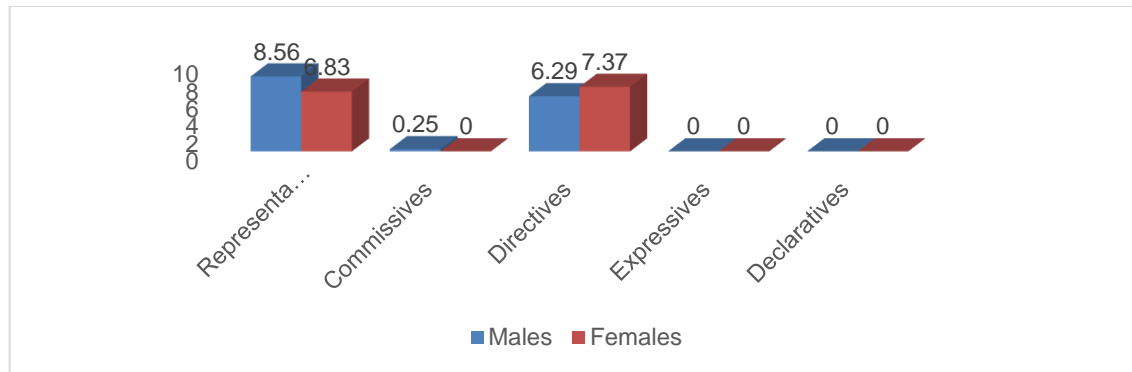


Figure (3): Gender Differences - Speech Acts [Percentage Scoring]

Persuasive Devices

In the following figure, male TV commercial ads employ the persuasive device of hyperbole with the highest rate at (34%). Hyperbole is very effective since it involves exaggeration or overstatements which has been used to attain specific aims like attracting consumers attention and arouse their curiosity upon a certain product, emphasize the quality of a commodity and make it seem more beneficial like in ad.10 (Philips 9000 Beard Trimmer).

In this ad advertisers used the words ‘world’s first’, ‘exact’ and ‘every time’ to emphasize the high quality conducted by this product. The second highest persuasive device is ellipsis with the frequency of (3.77%) followed by rhetorical questions at 1.76%. The lowest occurrences of persuasive devices are puns and metaphors, both at (0.25%) with only one instance in each case. Puns were used to enrich the appeal of the ad ,as well as, to attract consumers attention as in ad.33 (AXE Classic Pomade Cream) through the use of the word ‘hair tastic’ similar to ‘fantastic’ as advertisers aim to convey this product is the best quality consumers can buy. As for metaphor, ‘Red Bull it gives you wings’, the product is compared to an animal with wings to indirectly suggest that drinking this beverage will give you energy to challenge anything. In contrast, female English TV commercial ads have observed similar results. The persuasive devices of hyperbole, ellipsis, and rhetorical questions have also been recorded the highest at (41.72%), (4.13%) and (2.33%) for the same intentions. Examples of such devices are used in ad.20 (Clarins Double Serum), ad.1 (Garnier Fructis Densify Shampoo) and ad.8 (Dawn Platinum Powerwash).

On the other hand, puns have recorded the least frequency at (0.35%) just like males, but they used more instances than males. They appear in two ads. (Swiffer Heavy Duty Dusters & Sweepers) unlike males there was only one occurrence. Metonymy recorded no instances at (0%) , the same as males.

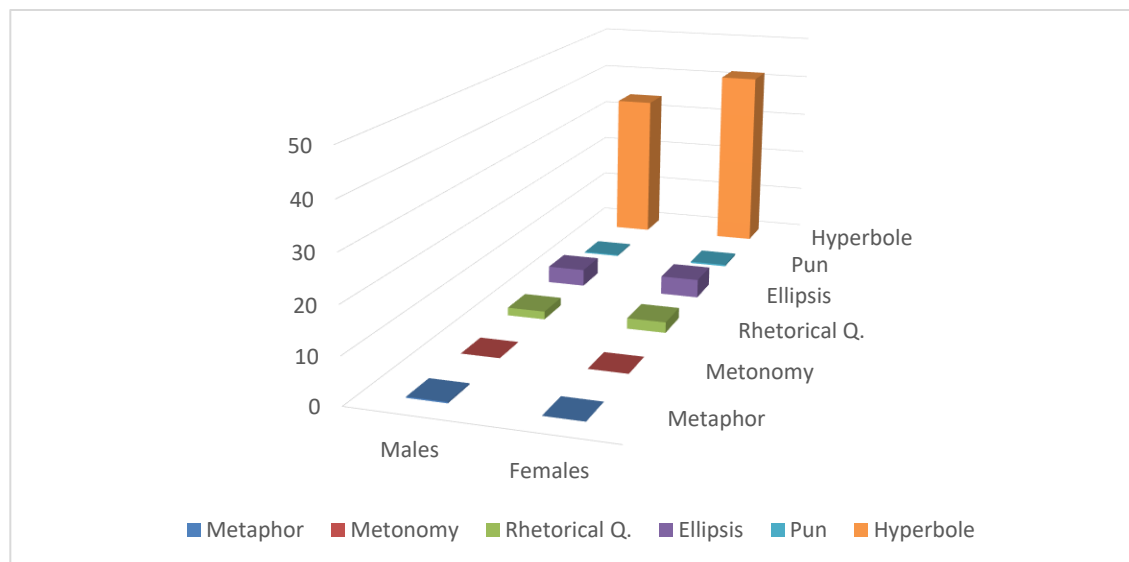


Figure (4): Gender Differences- Persuasive Devices [Percentage Scoring]

CONCLUSIONS

The present study has arrived at the following conclusions

1. Male and female English TV commercial ads recorded a different total of tokens in regards to persuasive appeals, speech acts and persuasive devices with males with (397) and females (554).
2. According to the total number of tokens, it is shown that female English TV commercial ads are more persuasive than males.
3. Male and female commercial advertisers used different strategies and intentions to persuade customers upon purchasing the product in question.
4. This analysis denotes the persuasive devices as the highest occurring instances in both male and female English TV commercial ads.
5. Out of five different speech acts, simply three types have been established in the data. They are the representative, directive and the commissive.
6. This study designates similar results in both male and female commercial ads as advertisers relied highly upon the directive and the representative speech acts.
7. Both the representative and the directive speech acts appeared to be the most persuasive speech acts that attracted customers attention having recorded the highest percentages with (6.83%), (7.37%) for females and (8.56%) and (6.29%) for males.
8. Female commercial ads have more occurrences in the directive speech act as opposed to males which had been the representative type.
9. The data shows that the speech acts of expressives, declaratives and commissives have been recorded the least occurring speech acts in both gendered commercial ads with zero occurrences and only one instance of a commissive in males.

10. The speech acts expressives, declaratives and commissives are not reliable and are of least significance towards advertisers in both gendered commercial ads due to their low percentages.
11. Based on the researcher's analysis, the persuasive devices of hyperbole, ellipsis and rhetorical questions were the most frequently used devices by advertisers in both male and female commercial ads.
12. The trope of hyperbole has been excessively used in female commercial ads as opposed to the other devices available by recording the highest number of incidences with (41.72%). This denotes that females are easily misled into purchasing different products.
13. Other tropes were not favored by advertisers having recorded very low percentages in both male and female commercial ads like the rhetorical question and pun. While metonymy and metaphor achieved zero occurrences with only one instance of metaphor in male ads.
14. The logos appeal has been the first choice for advertisers to use in both male and female commercial ads since it provided customers with various facts and the basic information about the product being advertised.
15. This study showed that female commercial ads recorded the highest instances of the logical appeal with a percentage of (25.71%).
16. Ethos received the least significance in both gendered commercial ads. This denotes that advertisers did not rely on such a device since it is not appealing to consumers due to their lack of trust in celebrity endorsements.

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