

LINGUISTIC STRATEGIES THROUGH MODES OF PERSUASION: A TEXTUAL ANALYSIS OF PAKISTANI SOCIAL MEDIA ADVERTISEMENTS

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Abstract

This research examines the language employed in Pakistani social media advertisements through the lens of Aristotle's three modes of persuasion: ethos, pathos, and logos. The objective is to investigate how advertising employs language to establish trust (ethos), evoke emotions (pathos), and construct logical arguments (logos) to influence consumer purchasing behaviour. This study examines various social media advertisements across multiple industries, including fashion, food, and technology, to analyse the interplay between language and persuasion in digital marketing. The study employs a qualitative approach to identify prevalent linguistic tools, such as rhetorical enquiries, metaphors, and appeals to authority. This analysis examines the adaptation of these tools to the cultural and political context in Pakistan. The findings illustrate the strategic use of language to engage the audience's emotions and logic while simultaneously fostering trust and credibility. This study enhances our understanding of the utilisation of language in social media advertisements to influence consumer behaviour, particularly in emerging markets such as Pakistan.

Keywords: Linguistic Stratagems, Cinematography, Persuasion, Grandiloquence, Pomposity

1. Introduction

1.1 Background of the Study

These days, social media is a primary place where people talk, meet and do business. The recent rapid growth of Facebook, Instagram, and YouTube has required advertisers to seek fresh ways to connect with consumers, using various interactive and language-aware methods. Because social media use has increased greatly in Pakistan, firms are adapting their messages for local people by merging local culture with words.

The study has an intention to fill the gap in the insights about the application these perspective of the Pakistani social media advertising. This research investigates how social media ads utilize Arabic's rhetorical appeals in Pakistani advertising under the framework developed by Aristotle. Through analysis of how ethos pathos and logos appear in these advertisements the research explores advertiser methods for building tailored stories for local audiences. The research will reveal how classical rhetoric interacts with present-day marketing practices in South Asia as well as explain how language helps form customer perception in digital communication. The research illumines the liaison between language and persuasion in digital marketing.

1.2 Statement of the Problem

Despite the critical role of linguistic strategies in advertising, there is a lack of comprehensive analysis focusing on the application in Pakistani social media advertisements. This gap limits our understanding of how these rhetorical techniques influence consumer behavior and perceptions within the unique cultural context of Pakistan. Therefore, this research aims to address this deficiency by analyzing the linguistic features of social media advertisements and their effectiveness in persuasion. The main issue is being considered. Many businesses use language to grab people's attention and guide their actions as buyers. Even though many businesses advertise on social media, the way these ads convince people is not

fully explained using ethos, pathos and logos models. The majority of existing studies in advertising and linguistics do not pay enough attention to local social media content in Pakistan.

1.3 Research Objectives

Keeping in view the importance of study is designed with the following objectives;

1. To analyze the linguistic strategies employed in Pakistani social media advertisements through Aristotle's modes of persuasion.
2. To explore how ethos, pathos, and logos are utilized in these advertisements to influence consumer behavior.

1.4 Significance of the study

This study is contributed to the fields of linguistics, marketing, and communication by providing a focused examination of linguistic strategies in Pakistani social media advertisements. By applying Aristotle's modes of persuasion, the research was illuminating the relationship between language and persuasion in digital marketing. The findings may serve as a reference for future studies exploring the role of language in advertising and its implications for marketing strategies in the Pakistani context. This study is significant for both study purposes and practical reasons in the areas of linguistics, communication, marketing and cultural studies. This research shows how Pakistani companies apply ethos, pathos and logos in their social media advertisements.

2. Literature Review

Ancient Greece is credited as being the first place to recognise the science of persuasion. According to Larson (2001), the Greek philosophers are credited with being the first to introduce the concept of rhetoric, which refers to the systematic use of persuasive language. In the realm of ancient thinkers, Aristotle is the one who is credited with developing the fundamental framework of rhetoric. According to Aristotle, rhetoric is "the faculty of observing in any given case, the available means of persuasion." Rhetoric defined rhetoric as "the faculty of observing." A study by Larson (2001). A definition of rhetoric was provided by Hart (1997), who defined it as the process by which individuals convince others of a certain viewpoint and reduce the range of options available to them. In order to do this, you will need to practise the art of public persuasion. There were instances in which the term "rhetoric" was used in court procedures and was taught in schools. Aristotle discovered that there are artistic and inartistic evidence that comprise the process of persuasion via his observation of a large number of speakers (Larson, 2001).

Archuleta (2016) says that when we talk or write, we usually use rhetoric, which is made up of the three bases of persuasion: ethos, logos, and pathos. The two judges on The Voice US do the same thing. When a teacher brings up a question about their team's ability to win, they are using the first factor, Ethos. Blake Shelton said in season 11 of The Voice, "I've been coaching and doing this show for a long time." It's also interesting that he hasn't won this as often. I won this show with rock bands from the South. I won this show with country acts. (The Voice, 2016) Pathos, or appealing to the emotions, was also used in the same season when Shelton told the singer, "Dude, you got a wide-open lane in front of you. The only problem is you're about to pick the wrong coach." (The Voice, 2016). Shelton tried to make the bad feeling come out. He uses the singer's fear of failing to get her to choose him in this case.

Supardi (2016) conducted an analysis of the opening statement made by O.J. Simpson's defence attorney in order to investigate the ways in which language might be used to persuasively communicate in a judicial setting. In order to conduct the data analysis procedure, Supardi decided to use the model that Miles and Huberman (1994) developed. Based on the results and the subsequent debate, it was discovered that the persuasive power of language in

the courtroom may be mirrored via the use of persuasive qualities such as metaphor, repetition, and rhetorical question techniques. If it is delivered in an effective manner and the person trying to convince you is well-prepared to provide reasons, a speech may be compared to an effective weapon. Several studies have been conducted on the use of persuasive strategies in political speeches (Alkhirbash, 2010; Ilyas, 2013). Additionally, there have been several studies conducted on the use of persuasive techniques in advertising (Budiani, 2014). On the other hand, the majority of the research center their attention on the persuasive language that is used in political discourse and advertising.

Al-Sa'ati (2007) investigated the discursive structure of television commercial advertisements. He focused specifically on the Arabic language in his research. A total of seventy-five ads that were captured on tape and shown on two different channels were gathered and analysed in order to accomplish the objectives of the research. TV commercials feature a variety of persuasive methods, including certain modes that assist with the presentation of the desired message, as shown by the findings of the research.

2.1 Research Gap

The last decade have witnessed the use of social media platforms such as Facebook, Instagram, TikTok, and Twitter in Pakistan has a greater shift in the manner in which advertising is carried out. The ration of research in the said field is very low especially in Pakistan. All of these factors influence how convincing it is, this distinction has of significance. This study intends to address a significant gap in the existing body of research by investigating the ways in which advertisements on social media platforms in Pakistan use linguistic strategies that are consistent with Aristotle's modalities of persuasion.

3. Research Methodology

This section contains a detailed discussion of the methodology that was used throughout the study period. This analysis would not be possible without the paradigm of qualitative research serving as its base. Through the use of a qualitative methodology, the researchers are able to explore the more comprehensive features of the social environment (Mason, 2002). Social Media applications like Facebook, YouTube and Instagram networks that included commercials which include beauty products were combed through to collect statistical information. About 09 advertisements include a range of feelings and appeal to individuals based on their want to achieve attractive appearances, boost their self-esteem, and improve their confidence. When it comes to consuming information and entertainment, Facebook and Instagram channels are key sources. These channels provide us with information on the tastes and choices of the audience. There is also a reflection of the advertiser's attitude in the choosing of sample tactics.

3.2 Tools of Data Collection

For the purpose of data collection, the following tools are utilized: In order to capture displays for advertisements and to record spoken information for use in advertising, transcription technologies are used. "Textual analysis sheets" and "thematic coding frameworks" are used to organize circumstances of "ethos," "pathos," and "logos," therefore recording the components of language. Every piece of information, including brand, industry, platform, and key method of persuasion, is arranged in a data log matrix, and it groups itself according to their respective categories.

3.3 Theoretical Framework

Grounded on Aristotle's rhetorical theory, the research distinguishes three forms of persuasive appeals: Appeals based on the ethical or credibility value of the speaker or brand reflect ethos. Emotional solicitations meant to arouse in the audience pathos, Logical arguments using evidence, facts, and reason comprise logos. This structure offers a prism through which one may decipher the social media campaign techniques meant to affect

customer behavior. In accordance with Aristotle's Rhetorical Theory (Aristotle, trans. 2007). In this context, the term "ethos" refers to credibility, which refers to the personality and reliability of the speaker or brand. Ethos in advertising may take the form of institutional strength, the lineage of a business, or endorsements from celebrities like celebrities. Pathos,



also known as emotional appeal, is a rhetorical strategy that places an emphasis on the feelings of the audience in order to elicit pleasure, terror, nostalgia, or empathy in order to induce consumer action. Logos, which is another name for logical appeal, is a method that helps the audience be persuaded in a rational manner by using facts, statistics, reasoning, and proof.

The main purpose of analysis is to study as three classic rhetorical invocations. Language construction of modern Pakistani advertising on social networks. This section is based on this foundation and applies Aristotle's rhetorical model to popular Pakistani social networks, particularly nine ad homes collected on Facebook, Instagram and YouTube. The results are presented qualitatively, showing the importance and distribution of rhetorical and qualitative calls, and show how languages are strategically adapted to approach the target audience.

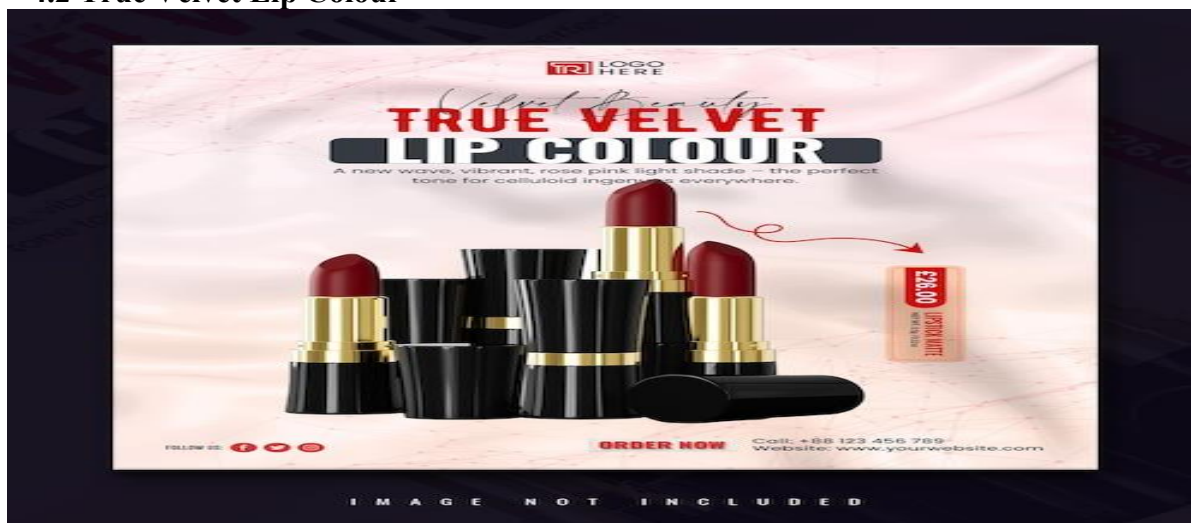
4.1 Faiza Beauty Cream

The advertising for Faiza Beauty Cream is subject to review scrutiny utilizing Aristotle's various modes of persuasion. Advertisements frequently utilise rhetorical strategies to persuade and influence consumer behaviour. Aristotle, the Greek philosopher, is recognising for formulating three modes of persuasion: ethos, grounded in credibility; pathos, rooted in emotion; and logos, based on reasoning. The three appeals represent some of the most persistent frameworks for persuasion. This analysis critically examines a still image utilised in a commercial advertisement for Faiza Beauty Cream. The firm strategically utilised these three modes to attract, persuade, and influence the target audience towards purchasing their product. Ethos, which is achieved by demonstrating the brand or spokesperson's reliability, credibility, and personality, which is the function of ethos. The advertising for Faiza Beauty Cream employs various symbolic and visual elements to effectively promote ethos, including the following: An elegantly attired and appealing woman, likely a model or celebrity, endorses the brand, thereby enhancing its credibility. Individuals often perceive celebrities as reliable figures, and their endorsement of a product suggests that it possesses both credibility and impact. Viewers develop a heightened sense of self-assurance when they can link the presenter

of the cream to notions of success and attractiveness. The advertisement exhibits high production quality, characterised by a formal setting, superior lighting, and decorative chandeliers in the background. The production aesthetic of the commercial is characterised by professionalism. The inclusion of these components suggests that the brand is established and sophisticated. Product packaging plays a crucial role in shaping brand identity. The prominent presentation of the product packaging and logo ("Faiza Beauty Cream") enhances the brand's established identity. The package employs visual cues, such as a checkmark, typically associated with verification or approval, to subtly reinforce the brand's ethical and authoritative positioning. The integration of these components establishes a sense of legitimacy for the product. This conveys to the client that using the product is not only a desirable option but also a rational and respectable choice. Pathos entails an appeal to emotions and aspirations. Pathos engages the audience's emotions, desires, and life experiences, fostering an emotional connection with the product being marketed. This advertising significantly emphasises pathos in the following ways: "Pehchano Khud Ko" translates to "Recognise Yourself," serving as the tagline. This powerful statement immediately addresses an audience member's identity, self-worth, and self-discovery. It prompts viewers to envision themselves as more confident, more prominent, and more attractive than previously. Visual appeal and glamour are also incorporated. Viewers may infer that they can achieve a similar glamorous appearance by using Faiza Beauty Cream, as the visual presentation evokes aspiration. This generates an illusion of transformation, serving as a critical emotional appeal in beauty product advertisements. In numerous South Asian societies, a cultural context exists that idealises fair skin, with fairness creams exacerbating the societal pressure associated with this preference. The exploitation of an underlying emotional insecurity, especially among women, can be observed in the promise of perceived beauty and a lighter complexion. The advertisement predominantly employs Ethos and Pathos; however, it also subtly incorporates Logos by suggesting rational explanations for using the product, despite the lack of empirical support for these claims. The product's label, which depicts a woman's metamorphosis typically transitioning from "darker to fairer," implies that the cream contributes to the enhancement of the woman's skin. The audience is encouraged to assume that utilising the product will yield favourable outcomes, even though the imagery lacks scientific validity.

Ethical analysis involves identifying the threshold at which manipulation transitions into persuasion. Aristotle's three arguments for persuasion are effectively employed in advertising; however, they also raise important ethical dilemmas. The pathos appeal approaches emotional manipulation by endorsing colourism, the notion that individuals with lighter complexions are deemed more attractive. Individuals with darker skin tones are more prone to experiencing low self-esteem and social anxieties due to this specific circumstance.

4.2 True Velvet Lip Colour



Employing Aristotle's Three Modes of Persuasion: Ethos (credibility), Pathos (emotion), and Logos (logic/reasoning). Advertising significantly influences consumer thoughts and behaviours, making it a highly effective tool for instigating change. Aristotle, the ancient Greek philosopher, is recognised for formulating the concept of rhetorical persuasion, based on three fundamental appeals: ethos, denoting credibility; pathos, indicating emotional appeal; and logos, representing logical reasoning. The advertisement for "True Velvet Lip Colour" effectively employs all three persuasive strategies to engage its target audience with the product. According to Aristotle's framework, the advertisement is categorised into the most significant components outlined below. Demonstrate your credibility and authority by advocating for your ethos. Ethos pertains to the establishment of credibility, trustworthiness, and authority associated with a message or brand. The advertisement's professional layout and clean design convey an ethos characteristic of an established high-end cosmetic company. The advertisement prominently displays the brand's insignia at the top, creating an association with a recognised brand. The presence of the logo, despite being a mere placeholder, signifies that the product belongs to a legitimate brand, thereby enhancing its credibility and the likelihood of consumer trust. The "ORDER NOW" button, prominently displayed in bright red at the bottom of the page, functions as a clear call to action, indicating the brand's preparedness, efficiency, and responsiveness, thereby reinforcing its authority. This strategy fosters a favourable perception of the company among customers and enhances its ethical appeal by ensuring consistency and an attractive presentation. When one engages with one's emotions and desires Advertisements for beauty products and cosmetics significantly utilise pathos, as they aim to engage the emotions, desires, and aspirations of the target audience. The majority of these individuals are females seeking to enhance their appearance, express themselves, and increase their sense of security.

The product is named "True Velvet," a term that elicits associations of richness, softness, elegance, and sensuality in the consumer's mind. The term "velvet" is commonly linked to notions of luxury and smoothness, resulting in the assumption that the lipstick will possess a similarly soft and velvety texture. All lipstick products exhibit a highly fashionable aesthetic. A selection of lipsticks is displayed centrally in sleek cases, characterised by black and gold hues, alongside vibrant red shades. Individuals often associate these colours, especially red, with symbolism related to passion, power, femininity, and confidence. Women seeking empowerment and visibility often associate red lipstick with attractiveness and confidence, as it is a timeless shade. Red lipstick is a colour linked to attractiveness. The phrase "A new wave, vibrant, rose pink light shade: the perfect tone for celluloid ingénues

everywhere" appears beneath the product title. The expression "celluloid ingénues everywhere" enhances the construction of a "romantic and cinematic" image by alluding to young female actresses or beauties. The association with sophistication, youth, and celebrity is particularly attractive to women, as it resonates with their aspirations for glamour and charm. This type of language not only markets lipstick but also conveys a lifestyle, identity, and emotional engagement. The brief statement also includes additional descriptive data, exemplified by the phrase "vibrant, rose pink light shade." This information will be beneficial for individuals seeking a new lipstick shade.

4.3 Gucci



In Gucci's ad, a young woman stands outside an old-fashioned European-style newsstand. She has a newspaper in one hand and a bright red Gucci handbag in the other. She is wearing a bold houndstooth coat, dramatic hair, patterned stockings, and a bright red Gucci purse. The French signs on the door, the stacks of newspapers, and the muted retro hues all work together to create a strong sense of nostalgia and refinement. This study looks at how the ad uses Aristotle's three ways to persuade people: ethos, pathos, and logos. The ad does an excellent job of building ethos, or credibility, through a variety of key components. The Gucci name, which is clearly inscribed at the top, is one of the most famous and respected high-end fashion brands in the world.

The ad's setting, which is a romanticized European scenario with old-fashioned elements, also gives the product more authority by connecting it to an idea of cultural refinement and eternal appeal.

The ad doesn't indicate what the price, material, or other details are, but the photographs are enough to make you think that this is a high-quality, pricey item that is worth buying. The Gucci ad does a terrific job of integrating ethos, pathos, and logos to get across a message that is both believable and easy to remember. The brand's high status, the calm and elegant model, and the classy setting all serve to show off the product's ethos, which makes the spectator think it is real and one-of-a-kind. The ad combines emotion to make viewers feel nostalgic, want to express themselves, and wish to live a glamorous, cosmopolitan life. Even though it's not as clear, the product's quality and versatility are shown through its logos. The ad does a terrific job of making the Gucci bag look like more than just a purse. It makes it look like a hallmark of style, individuality, and luxury that will stay forever.

4.5 DELL



In the commercial for Dell, a sleek laptop is displayed alongside details on the offer, along with the tagline "Deals you really can't miss." Short-term sales are the primary focus of the commercial, which offers laptops beginning at ₹24,990, no EMI for a period of six months, and quick bank discounts of up to ₹4,000. Additionally, it proudly proclaims Dell to be "India's Most Trusted Brand." What gives Dell its credibility, or ethos, is the reputation that it has earned over the years. The term "India's Most Trusted Brand" places the brand at the forefront of the technology industry and provides clients with the assurance that they are purchasing a product that is dependable and has received a great deal of good feedback. The advertisement is more trustworthy because of its professional tone, clear design, and mention of relationships with banks. This demonstrates that Dell is a well-known and recognised firm. Pathos, often known as emotional appeal, is also present in the advertisement. People get the impression that they need to take action quickly when they see the words "Deals you can't miss" and consider the dates for the deal. People are able to feel delighted, relieved, and proud that they made a purchase that was both reasonable and economical because of the low costs, easy financing options, and significant discounts.

Utilising a strategic combination of ethos, pathos, and logos, the advertisement performs an excellent job of persuading individuals to go with Dell. The validity of the brand provides you with a sense of certainty, the emotional triggers encourage you to make a purchase, and the logical considerations make the transaction appear to be appropriate. While simultaneously appealing to trust, desire, and rationality, the advertisement for Dell does a fantastic job of communicating its argument throughout.

4.4 Drone Camera



The video advocates for a digital service company, indicating its potential to achieve significant advancements through the utilisation of aerial drone technology. The message is

effectively constructed by employing Aristotle's three primary modes of persuasion: ethos, which pertains to credibility; pathos, which relates to emotional appeal; and logos, which involves logical reasoning. Ethos establish a foundation of credibility. The advertisement's logo and professional tone establish ethos, which refers to the appeal to authority and character. The company's name, "TDB" (The Digital Basement), is explicitly presented, enhancing the message's credibility through the inclusion of comprehensive contact information such as a phone number and email address. These factors indicate that the company is genuine, transparent, and open to communication, all of which are essential for fostering trust. The presentation of the service, utilising contemporary drone technology, implies expertise in a specific domain. The corporation positions itself as a contemporary and proficient service provider by demonstrating its technological capabilities and preparedness. The phrase "We are ready to fly" signifies our preparedness for innovation as well as our confidence, professionalism, and eagerness to engage in business activities.

The advertisement evokes emotions such as excitement, ambition, and inspiration. The phrase "We are ready to FLY" was deliberately selected to evoke a sense of movement, progress, and elevation. The term "fly" serves as a metaphor and conveys strong emotion. It implies autonomy, boundless potential, and innovative thought. The subsequent statement, "Let us show you the bigger picture from miles above," evokes a strong emotional response as it appeals to the human desire for a broader and more insightful perspective. This perspective evokes contemplation of the globe, associated with clarity, knowledge, and innovation. This emotional framing enables the audience to anticipate an experience that is novel, transformative, and atypical. The commercial effectively employs pathos to engage its target audience by establishing an aspirational tone and prompting the viewer to consider a higher-level vision. Logos employ logical reasoning to support your argument. The communication is succinct and direct, guiding the reader from the primary assertion ("We are Ready to FLY") to a supplementary idea that demonstrates its significance ("Let us show you the bigger picture"). Direct contact information facilitates informed decision-making and streamlines subsequent actions. The service is clearly defined, and its wording is straightforward and logical. The advertisement utilises logical reasoning by offering a straightforward solution to the need for wide-angle, high-perspective visual data, applicable in marketing, surveillance, real estate, event coverage, and digital promotions. This advertisement effectively employs Aristotle's three classical modes of persuasion. It establishes credibility by presenting itself professionally and providing clear contact information. The text utilises emotional appeal through inspiring and metaphorical language while employing logical reasoning to articulate the service's value and purpose in a comprehensible manner. The advertisement employs various rhetorical techniques to capture the audience's attention and foster trust, emotion, and critical thinking key objectives of persuasive communication.

4.17 RedMe Note 14



Utilising Aristotle's persuasive techniques to perform a comprehensive analysis of Xiaomi's advertisement. Aristotle's rhetorical triangle comprises Ethos, representing credibility; Pathos, denoting emotional appeal; and Logos, signifying logic and reason. This framework serves as a robust method for analysing modern advertising strategies. The advertisement for the Redmi Note 14 Pro+ 5G, sponsored by Xiaomi Pakistan, exemplifies the utilisation of traditional rhetorical strategies to influence consumer behaviour. Establishing your brand as a reliable and authoritative entity Ethos aims to persuade individuals to trust the speaker, or in this context, the brand, and to regard them as credible. This advertisement for Xiaomi Pakistan employs various methods to establish the company's complete trustworthiness. A blue checkmark adjacent to the brand name signifies that the advertisement originates from a verified official page. This clear indication informs the viewer of the source's authenticity and reliability. Xiaomi is recognised as a prominent global technology brand, noted for its innovation, affordability, and reliability. It is recognised for its international presence. The advertisement leverages the global recognition of the brand name to capitalise on the pre-existing trust among consumers. The aesthetics of the advertisement enhance the overall message conveyed. This website features a clean, minimalist, and professional layout, characterised by sharp images and consistent branding. The organisation demonstrates precision and adherence to high standards. Terms such as "Powered by Xiaomi HyperOS," "200MP AI Camera," and "5G" exemplify the technological sophistication of the product. The evidence indicates that Xiaomi functions as both a lifestyle brand and a leader in smartphone manufacturing. Prioritising the feelings and objectives of the customer exemplifies the use of pathos. Pathos serves as a mechanism for influencing others by evoking emotions, desires, and adherence to personal values. Each hue signifies a distinct degree of customisation and modernity. The colour options are visually appealing and suggest that the phone is suitable for diverse users and adaptable to various lifestyles. In contemporary society, where digital identity and visual communication hold great importance, this emotional promise is highly persuasive. An instance of logos involves employing logic and reason to illustrate the product's value. Logos appeals to the audience's logical and reasoning faculties by presenting facts, numbers, and characteristics. Xiaomi effectively employs logical reasoning in the advertisement through the use of quantifiable and technologically appealing details. The advertisement highlights the phone's "200MP AI camera" as its most notable feature. This function's clarity and impact illustrate the phone's capability to capture images efficiently. This camera specification provides a compelling rationale for evaluating the device, especially for those interested in technology or seeking optimal value for their investment. The phrase "AI crafted" enhances the logical appeal of the product by highlighting intelligent and automatic optimisation, which ensures ease of use, efficiency, and an improved user experience. The integration of artificial

intelligence in smartphone photography enables users, regardless of skill level, to attain superior results with reduced effort. The term "All-Star Durability" justifies the phone's capacity for long-term utility. Consumers prioritise product durability; therefore, Xiaomi emphasises to potential buyers that the product is both stylish and designed for long-lasting use. The integration of "5G" technology illustrates the product's preparedness for future developments. A significant number of individuals are interested in acquiring devices that are compatible with future emerging technologies. This feature assures purchasers of ongoing compatibility with emerging technologies. The advertisement targets a diverse demographic, including younger individuals focused on fashion and older adults interested in technology purchases.

4.7 The Vital Tea



Aristotle identifies three modes of persuasion: ethos, associated with credibility; pathos, pertaining to emotional appeal; and logos, concerning logical reasoning. An extensive analysis of the Vital Tea advertisement, which promotes a "Free Sugar Pack," can be conducted using these concepts. The application of conventional rhetorical methods aims to influence consumer behaviour. Examples of these strategies include the establishment of credibility, the activation of emotions, and the use of logical reasoning. This advertisement effectively conveys ethos through the use of various modes of communication, including the following, The product package prominently displays the name "Vital Tea." A specific brand of tea is prominent in Pakistan, and its availability lends legitimacy and confidence to the product. Familiarity with brands enhances customer trust, as individuals tend to develop personal connections with businesses they recognise. Packaging executed to a professional standard that encompasses: The packaging of the tea and sugar is neat, well-organised, and visually appealing, enhancing the perception of quality assurance associated with the product. The box's luxurious design, featuring a prominent logo and clear typography, clearly indicates the company's serious and professional approach to its products and processes. The use of a seal, vibrant colours, and appropriately aligned products all enhance the authenticity and reliability of the outcome.

This advertising employs several effective strategies to elicit emotional responses from the target audience: When the term "FREE" is employed, it refers to: The term "FREE" is one of the most prominent elements of the commercial. The emphasis on its importance is achieved through capitalization and bolding in yellow, capturing attention in a brief period. Customers are inherently inclined to gravitate towards offerings perceived as providing greater value or rewards, resulting in feelings of excitement and emotional fulfillment. The sugar pack features a red ribbon, suggesting that it is designed as a gift. This serves as a significant emotional

stimulus, as it conveys the notion that sugar acts as an additional benefit or an unforeseen reward.

The visual element creates the perception that the sugar is a present. This results in a strengthened connection between the product and the client. A Psychological Examination of Colour: Additionally, The chosen golden-yellow colour for the word "FREE" symbolises value, luxury, and enjoyment. This contrasts with the green background, associated with nature and freshness. The selected colours were chosen through careful consideration to create an environment that is both joyful and emotionally rewarding. The slogan "It's obvious... choose better" translates the Urdu phrase "نوہف، بفر کواشع" which appears in the bottom right corner of the page on the right side. This represents the consumer's self-worth and wisdom, suggesting that a wise individual would select this brand without prior research or consideration. This tactic is employed in advertising through various methods, including those listed below: An example of a value-based contract is the offering of a "Free Sugar Pack" in exchange for tea. Combining sugar and tea in a single container is logical, as they are often consumed in conjunction. Sugar and tea are widely commercial effectively integrates two essential elements of logical appeal. It eliminates the need to purchase sugar separately, thereby saving the consumer time and money. Using the quantity as a case study: The figure "1800g" displayed on the packaging suggests a significant quantity of tea contained within the package. This feature provides consumers with a rationale to believe they are acquiring a durable product, thereby enhancing their genuine motivation to purchase. The commercial concludes by employing logos to engage the audience's rational thinking and cost-saving perspective by presenting a substantial quantity of a product along with a complimentary additional item. This is conducted to capture the audience's attention. The advertising under consideration employs all three of Aristotle's persuasive strategies effectively and in a balanced manner. The presentation of a reputable, well-articulated, and reliable brand is a significant factor in how Ethos fosters authority and instills confidence. Pathos is a rhetorical strategy that employs vivid imagery, the term "FREE," and a presentation akin to that of a gift to elicit feelings of desire and emotion in the audience.

4.8 Sooper Biscuits



The advertisement promotes the Peek Freans Sooper Classic Chocolate cookie. A young woman is depicted reclining comfortably with a book in a serene and picturesque setting while consuming a biscuit. The advertisement seeks to persuade consumers to purchase the product by associating it with happiness, comfort, and quality. This analysis critically examines the advertisement through the lens of Aristotle's three persuasive techniques: ethos, pathos, and logos. Ethos (Trustworthiness) refers to the capacity of a message to convey credibility, trustworthiness, or authority. This advertisement establishes credibility through various components.

Consumers exhibit a higher propensity to trust products from brands with a proven track record of producing reliable and quality goods. The woman in the advertisement appears attractive, composed, and relatable. The combination of her stylish attire and composed demeanor within an appealing environment conveys a sense of elegance and dependability. She presents as an individual whom the audience may aspire to emulate or find relatable. Finally, the environment: a clean, aesthetically pleasing room with comfortable cushions, harmonious colors, and plants enhances the perception of quality and care, suggesting that the product embodies these characteristics as well. The brand name, model selection, and tranquil ambiance collectively establish ethos, fostering consumer trust in the product's authenticity and value. Pathos refers to the emotional appeal within a message designed to evoke feelings that influence decision-making. This advertisement employs significant emotional appeal, which may be its most compelling aspect. The Urdu inscription at the bottom of the image states, "سادگی خوشی کا مزہ," translating to "The taste of simple happiness." This expression highlights cultural and emotional values, emphasizing the beauty of finding joy in small, ordinary aspects of life. The biscuit is presented as a source of pleasure that contributes to happiness and fulfillment. This emotional appeal links the product to positive sentiments and the small aspects that enhance life, thereby increasing its attractiveness to potential customers. --- Logos refers to the principle of logic and reasoning. Logos refers to the use of facts, evidence, or logical reasoning to persuade individuals.

This advertisement for Peek Freans Sooper Classic Chocolate effectively employs Aristotle's three modes of persuasion to capture audience attention. The brand name, the model characterized by reliability and elegance, and the pristine location collectively indicate the product's high quality and reliability. The emotional appeal is significant as it associates the product with happiness, comfort, and simple pleasures, further enhanced by warm graphics and a culturally relevant tagline. The logos are subtle, depending on the product's appealing design and the notion that engaging with something novel and straightforward will enhance one's happiness. It serves as a compelling illustration of the interplay between ethos, pathos, and logos in creating memorable advertisements.

4.12 Pizza



An In-Depth Analysis of the Advertisement Examining Aristotle's Techniques for Persuasion The advertisement is for the "Deal No. 8" promotion at Break Point Pizza & Burger. For a total of 1220 Pakistani Rupees, the offer includes a large pizza and a one-litre bottle of Cola Next. This advertisement employs images and text to capture audience attention. The advertisement can be analysed using Aristotle's three modes of persuasion: Ethos, Pathos, and Logos. It incorporates elements that establish credibility, evoke emotional responses, and

present logical arguments. Throughout the advertisement, Break Point Pizza & Burger employs various strategies to establish credibility. The brand insignia is prominently displayed at the top, enhancing the company's recognition capabilities. Individuals are more inclined to experience comfort when given the delivery location ("Railway Road, Mandi Bahauddin") and the associated phone number. This creates the perception that the business is accessible, readily contactable, and authentic.

The advertisement's poster predominantly features colours characterised as "vibrant and fiery," notably reds, oranges, and yellows. Exposure to vibrant and warm colours often elicits feelings of hunger, desire, and energy in individuals. The image of the pizza is prominently displayed in the centre and appears visually appealing. The dish is topped with a substantial amount of cheese and chunks of chicken.

The phrase "ONLY on 1220 RS" is situated within a bubble resembling a comic book, while the prominent label "DEAL NO: 8" conveys a sense of participation in an exceptionally thrilling and distinctive experience. The term "ONLY" serves to manipulate psychological perceptions of bargains, creating the impression for consumers that they are encountering a distinctive and time-sensitive offer. Logos represents the logical appeal, suggesting that to persuade the audience of the offer's reasonableness, one must employ facts, logic, and arguments grounded in reason. The advertisement presents a clear and structured offer priced at 1220 Pakistani Rupees, which includes a large pizza and a litre of soft drink for a fixed cost. This offers the observer a distinct, quantifiable advantage. A package that encompasses both food and drink facilitates the viewer's comprehension of the offering and allows for an assessment of its value relative to other deals or the prices of individual menu items. The phrase "DEAL NO: 8" suggests the existence of multiple contracts or alternatives available for selection. This suggests that the restaurant provides a diverse array of options and may permit guests to customise their selections, thereby enhancing its appeal to a broader customer base.

Despite this, the presentation is coherent, logically structured, and contains an appropriate amount of information to persuade a potential buyer to reach a decision. This advertisement for Break Point Pizza & Burger effectively employs Aristotle's persuasive tactics, placing considerable emphasis on pathos while moderately utilising ethos and logos. Branding and transparency can enhance the development of ethos, while incorporating trust signals, such as reviews or hygiene ratings, may significantly increase effectiveness.

5. Findings and Conclusion

Pakistani social media marketing has pathos, study suggests. Advertising slogans evoke emotions. Love, care, nostalgia, joy, terror, patriotism, and religion are themes. Pakistanis communicate emotionally because to family, religion, and emotions. Authority and credibility are the second most prevalent corporate persuasion strategy. Advertising Ethos improves brand credibility in several ways. Celebrities endorse goods. Sports and entertainment figures are used in ads to appear trustworthy. Stars like beauty, fairness, and fashion. Cricket stars promote shaving and energy drinks. Urdu advertising codes differ from English. Metropolitan Pakistan's multilingual truth is old and new. Advertisements for young and middle-class Urdu clientele use English.

5.2 Findings and Recommendations

Language aids Pakistani social media ads use ethos, pathos, and logos. Rhetoric requires Aristotle's three persuasive approaches. Logos is reason, pathos passion, and ethos veracity. Written Pakistani social media ads persuade. Pakistani Urdu, English, Punjabi, and Pashto languages, code-switching, and culture hinder these efforts. Environment substantially impacts these strategies. Each mode the targets customer sensibility to impact brand loyalty and purchase. Pakistani advertising promotes honesty and trust. Language influences ethos in numerous ways. Formatted language builds trust.

Clear definitions, technical terms, and assertions boost cognition and reduce emotions. Many observations Pakistani social media ads grasp the country's culture, language, and client behaviour using Aristotle's ethos, pathos, and logos. Cultural conceptions provide pathos, whereas authoritative language offers ethos. Smart speech advocates. Ethos is authoritative and credible. Ethics depend on the source, speaker, or brand's credibility and trustworthiness. Advertising boosts credibility by establishing a company's reputation, competency, or ethics. Product and service marketing leverages ethos. In a crowded market, consumers utilise credibility cues to buy. A "worthy of trust" brand is trustworthy, professional, and honest. Celebrity, authoritative, and influential endorsements validate the brand. "9 out of 10 dentists recommend." boosts consumer confidence in a toothpaste brand. Branding and consistency.

There should be integration of Aristotle's persuasion technique with Burke's and Toulmin's frameworks to evaluate rhetorical complexities in ads. Comparison of Pakistani social ads with Indian, the US, or the UK to know cultural impact on ethos, pathos, as well as logos. The Media should evaluate the advertisements on basis of regional languages like Punjabi, Sindhi, and Balochi to pursue localized persuasive techniques. The researchers, media team, practitioners can properly make a survey for evaluation of pathos and ethos based appeals' regarding psychological impact on memory, and behaviors through an interdisciplinary research.

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