Modes of Persuasion for Women in English and Arabic Advertisements

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Abstract

This paper aims at exploring the different modes of persuasion used in English and Arabic advertisements that mainly address women. The research adopted a qualitative research design with the content analysis approach to prepare a study based on the modes like rhetoric, discourse analysis and persuasion strategies. The study hypothesized that language is a common factor and the content depends much upon the choice of words and phrases and their meaning. A total of fifty magazine advertisements (25 Arabic and 25 English) were randomly selected from different Arabic and English magazines which were published between the periods of September 2019 and March 2020. The analysis suggests that both groups of magazine advertisements employed several modes of persuasion that prompt women to purchase their products and brands. With regards to Aristotle's modes of persuasion of ethos, pathos and logos, it was found that both English and Arabic ads used them most creatively to address the women products. The study implies that any rational mode that uses rhetoric or persuasive strategies depends on providing scientific arguments and statistical information. It also implies that persuasive strategies can be applied to women products within the social and cultural limitations by making use of lexical and figurative aspects of a language.

Keywords: Advertisements, Modes of Persuasion, Women, Arab Culture, Western Culture.

Introduction

Persuasive advertising is a term most often used for the purpose of convincing consumers to buy certain products or services, while this type of advertising frames products and services in a positive manner, the advertisers must appeal to consumers' needs and desires. The advertisers are benefited by persuasive advertising in many ways namely it focuses on satisfying consumers' needs which help them attract and engage consumers; it helps to establish credibility by convincing consumers through such persuasive arguments that cause them to think positive about the product or service; and it builds brand loyalty since some advertisers make emotional appeals to sell their products/ services and make a kind of emotions bond between the customer and the brand. Persuasive advertising also depends on emotional responses rather than facts and figures to motivate consumers.

Persuasive advertising strategies are categorized in three fields based on Aristotelian principles of *ethos*, *pathos* and *logos*. The *ethos* strategy appeals to consumers' ethics, their character and credibility;

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logos principle appeals to their reason and logic; and *pathos* appeals to their feelings and emotions. The incorporation of ethos principle as a persuasion advertising strategy helps the advertiser or marketer to establish a product's or service's credibility very authoritatively as customers find them reliable (*ethos*); secondly, emotional appeals in advertising are categorized under the principle of *pathos*, a persuasive tactic that stirs the emotions of the customers, a persuasion principle through which advertisers portray their product/ service as a strong emotional bond. Finally, the principle of *logos* is applied through reasoning and analytical skills. Advertisers appeal to customers' logical reasoning abilities to add the element of persuasiveness in the advertisement, convincing them to see the product/ service to be most appropriate to their needs and desires.

Linguistically, advertisements are such rhetoric tools that are used to convey messages from one person to another in different flavors. Thus by using different modes of persuasion, to convey their messages, advertisers achieving their objective of influencing people's beliefs, thoughts, opinions, and ultimately their buying decisions. Kim (2006) reported that advertisements are considered a rich linguistic area for researchers to study real language in use, and see how advertisers use a wide range of persuasive appeals that affect their audiences to buy a certain product or a service.

The application of Aristotelian three persuasion principles is seen in various forms (White, 2006) in order to make a certain product more appealing to customers, logical reasons for having such a product are portrayed (logical mode of persuasion); a celebrity as an authoritative figure is used (celebrity mode of persuasion), or statistical facts about the products are revealed (statistical mode of persuasion). Regarding the discursive issues of the ads, Bernstein (1974) draws a distinction between two types of advertising discourse viz., *reason* ads and *tickle* ads. The former refers to ads that suggest a reason or motive behind purchasing a product while that latter is associated to ads appealing to humor, emotion as well as mood. Cook (2001) and Simpson (2001) opine that different advertising strategies vary on the basis of promoting different types of commodities. Each product or commodity requires a different tactic and a different mode of persuasion, varying reflected as emotional appeals, rational appeals, celebrity appeals, and so on.

There is no dearth of studies that have examined persuasive appeals in advertisements in either English or Arabic (Al-Sa'ati, 2007; Haddad, 2001; Kim, 2006; Mukarromah, 2016; Purba, 2017; Romanova & Smirnova, 2019). There also exists a considerable body of contrastive studies comparing two different languages or two dialects of the same language used in persuasive advertising (Al-Issawi, 2015; Al Qudah, 2018; Rabab'ah & Khawaldeh, 2016; Rabab'ah, Idir, & Alghazo, 2020). All these studies are pertaining to persuasive appeals (modes of persuasion) and have strongly suggested to conduct more contrastive studies on persuasive strategies involving linguistics and rhetorical issues taking real advertisements as samples.

A special mention of Van Dijk (1993, 1998) must be made when discussing the persuasion strategies, who strongly recommended the use of rhetorical devices to make a text more persuasive, which may include semantic operations such as comparisons, metaphors, or hyperboles to compare texts in two different languages. The rhetorical structures of text, according to Van Dijk (1993 b)uild some kind of climax or contrast to portray the desired meanings and to "attract attention, to highlight, to emphasize, or to de-emphasize specific meanings of discourse" (Van Dijk, 1993). Later, Van Dijk (1998) conceptualized that all kinds of discourse related to people's opinions, emptions and decisions are based on their roles, functions, needs and desires. Hence advertisements, in the current context of the study, can be seen as having "semantic, rhetorical functions in the expression of opinions" (Van Dijk, 1998). Therefore, advertisements are rightly termed as rhetorical appeals of ethos (trustworthiness and credibility), pathos (engaging readers' emotions/sentiments) and logos (logical/rational appeals), to rebuild Aristotelian principles of persuasion.

Advertisements that address women in particular are characterized by using different modes of persuasion. Moreover, the use of persuasive appeals differs from one culture into another. For example, some explicit words and phrases that have sexual indications may be allowed in one culture but prohibited in another. In the same manner, some products can be advertised in one culture, such as alcoholic beverages, but again are banned in another. For the purpose of the current study, a sample of fifty magazine advertisements was randomly selected from two languages: Arabic and English. These advertisements were particularly related to women and specialized in marketing cosmetics, jewelry and feminine products.

This paper therefore aimed at identifying the different persuasive appeals that are mainly used in advertisements that address women in two different cultures (Arab vs. Western) by taking special regards to language differences between them. It aimed at applying Aristotle's three modes of persuasion: *ethos*, *logos*, and *pathos* on both Arabic and English samples in order to compare and contrast the persuasive appeals portrayed n them. To check the linguistic rhetoric and their semantic significance, a few rhetoric devices were also analyzed in the selected advertisements including personification, hyperbole, metaphor, apostrophe and superlative adjectival forms. These devices helped in highlighting the lexical and figurative aspects in the selected advertisements.

Literature Review

Aristotle (350 BC: 8) introduced three types of rhetorical appeals known as *ethos*, *pathos* and *logos*. According to Aristotle, "Persuasion is achieved by a speaker's personal character when the speech is so spoken as to make us think him credible" and this is known as *ethos*. *Pathos*, on the other hand, depends on persuasion in which it "may come through the hearers, when the speech stirs their emotions." The last type of persuasion "is effected through the speech itself when we have proved a truth or an apparent truth by means of the persuasive arguments suitable to the case in question" and this is known as *logos*. This division of modes of persuasion has been employed by several recent studies on persuasive advertising to discuss rhetoric and linguistic and semantic varieties (Al Qudah, 2018; Hamzah, Johan, & Rahmat, 2019; Jalilifar, Saidian, & Nazari, 2021; Rabab'ah et al., 2020; Romanova & Smirnova, 2019; Talaue, 2020).

Romanova and Smirnova (2019) investigated quantitatively the persuasive techniques used in advertising in which they adopted the lingua-pragmatic approach to analyze 60 commercials complied from the year of 2000 onwards. The study has come up with ten persuasive techniques in English-language advertising. These techniques lie under logos, ethos or pathos. The pathos technique has outnumbered other techniques whereby the logos has registered the second technique. According to the study, the logs is embodied by " appeal to authority" whereas the ethos is represented by "self-representation" and "appeal to authority". With regard to pathos, several techniques lie under this category, namely "seeking common ground", "personal involvement", " appeal to desires/preferences" " appeal to state of awareness', " appeal to time awareness", " appeal to benefit" and "flattery" (ibid, p. 57). The study concluded that both "seeking common ground" and "personal involvement" are key to most ads whereas emotional techniques like "appeal to benefit, desires or time awareness may differ depending on the type of potential consumers.

Al Qudah (2018) highlighted the strategies of persuasion used in American cuisine restaurant menus in Amman. Specifically, it sought to identify how advertisers used the power of language to attract customers. The corpus of the study comprised 26 American menus. Aristotelian framework in combination with structuralism were used for data analysis. The findings showed that those American restaurants were keen on using various types of persuasive appeals. These appeals have a great role in influencing patrons emotionally, affecting their choice for food and facilitating the process of convincing.

Rabab'ah et al. (2020) examined the persuasive appeals in telecommunication companies' advertisements. To achieve to goals of the study, six Jordanian ads and six Algerian ads were chosen randomly from YouTube. The data collected were analyzed in terms of 14 persuasive appeals viz., "music, celebrity endorsement, social, emotional, rational, brand, play on words, humor, appeal for price, adventure, youth and modernity, snob, statistics and personal appeals". These appeals were developed based on previous research. The findings reported that the ads in both dialects adopted different types of appeals like "play on words", "brand', " celebrity", and "music" and "appeals". The analysis also revealed that Algerian ads used more persuasive appeals than the Jordanian ones. Another finding was that some appeals were peculiar to the Algerian ads and had no presence in the Jordanian ones.

In one of the earlier studies, Kim (2006) examined the persuasive discourse of American consumer magazine advertising, portraying how pragmatic strategies varied according to the types of commodities advertised or to suit the needs of the consumer audiences targeted. About 134 print ads were gathered from two highly-read magazines. The findings of the study supported the idea that the discourse of advertising received its persuasive effectiveness from the ability of the language to convey meaning through implicit information that depended on the audience's inferences. The study also concluded that the choice of the discourse language and pragmatics used in advertisements depended on the type of commodity being advertised and the audience being addressed.

Ray and Batra (1983), in a similar study, suggested that pathos increased attention and memory and in many situations emotional advertising may be more effective because consumers attend to them, they are processed more, they are evaluated more favorably, and they are remembered more, which ultimately leads to a more favorable evaluation of the advertised brand. On the other hands, Cook (2001) asserts that "An ad is not a tangible or stable entity; it is the dynamic synthesis of many components, and comes into being through them."

Mukarromah (2016) conducted a descriptive, qualitative study on the persuasive strategies utilized in the slogan of IPhone advertisements. It paid special focus to the types of strategies used as well as the ways in which these strategies are implemented. The sample of the study consisted of sentences, utterances and pictures in the IPhone ads involving persuasion strategies. Data collected were analyzed in light of Gory's Keraf and Aristotle's theory of persuasion. The findings proved that six persuasive strategies were used viz., rationalization, identification, hypnotic, conformity, compensation, and displacement. Moreover, the most frequent strategies were rationalization, compensation, and hypnotic. The data analysis showed that the advertisers had a tendency to use ethos, logos and pathos techniques to implement the persuasive strategies.

With special focus on Arabic language, Al-Sa'ati (2007) studied the discursive structure of TV commercial ads through analyzing and describing the visual and linguistic verbal strategies as well as their structures. To achieve the goals of the study, a total of 75 tape recorded commercials from two channels were collected and analyzed. The results of the study unveiled the fact that TV ads involve different persuasive strategies with some modes that help with presentation of the intended message. Also, the Arabic ads showed a tendency of using command, narrative, rhyme and repetition strategies. The study also concluded that these ads are highly exaggerated which is embodied by using verbs, adjectives, expressions, pronoun, animation, cartoons, women, etc. However, the data revealed that the adjectives were used excessively in the superlative form. With regard to the discourse of the investigated ads, the analysis showed that the discourse is informal, friendly as well as persuasive. In terms of structure and style, ads vary according to their purpose, some of them represent a complete text with a considerable length while others may be short sentences or even phrases. Regarding the choice of words, the data showed that the words utilized in the ads are easy in meaning and punctuation as well. Moreover, advertisers employed code-mixing in which they used English words in Arabic ads.

Several studies that target women consumers have used the Aristotelian persuasion principles of *ethos, pathos* and *logos* and highlighted feminine products (Haddad, 2001; Hamzah et al., 2019; Harisma, Erlindawaty, & Agustina, 2022; Saraswaty, 2019). Hamzah et al. (2019), for instance, examine how the rhetorical elements of ethos, pathos and logos were used in the video advertisement for the hijab brand Aidijuma, which linked women's achievements to influence the buying decision of the consumers. The ethos principle was portrayed in the versatility of the brand, portraying its value to the user; as the pathos tool, the advertisement attracted the emotion of the women by showing the social and cultural relevance of the product; finally, the logos principle gave its consumers the reason to celebrate their importance with the brand and make them feel their empowerment.

In her study about the language of advertising in women's magazines in Jordan, Haddad (2001) concluded that advertisers might resort to different components of language and culture in order to make their messages strong and effective. She examined the lexical, semantic, stylistic, and cohesive aspects in the total number of seventy ads that are taken from two Jordanian women's magazines written in standard Arabic. Haddad concluded that the right use of language components (verbal or non-verbal) interact in a way that creates a successful ad. Moreover, she highlighted the types and strategies of advertisements and their relation to discourse analysis and discourse text.

Likewise, Purba's (2017) study zoomed in on the area of persuasive strategies in woman cosmetics advertisements. Specifically, it aimed at identifying the strategies that are used and motivations behind using them. Based on Aristotle's framework of persuasive strategies, the researcher analyzed and explained the data. The sample of the study consisted of 50 video ads related to women cosmetics in skin whitening product from different brand. Like: Wardah, Pond's, Garnier, Citra, Nourish Skin and Fair & Lovely. The data were collected from the Youtube, TV and the official websites of the products. The study concluded that 32 utterances were categorized as Ethos, 12 as Pathos, and six as Logos.

In advertisements making contrastive analysis of advertisements, Rabab'ah and Khawaldeh (2016) explored the various persuasive appeals that are used in English and Arabic TV electronic-related ads. To help achieving the goals of the study, three ads in Arabic and three ads in English were collected randomly from YouTube during 2011-2014. These ads were related to marketing some electronics like TVs, air-conditioners and cameras. The duration of these ads ranged from 40 to 60 seconds. The analysis showed that the most frequently used appeals were emotional, social, snob, humor, fear, music, rational, brand, statistics, play on words, card stacking, appeal for price, and endorsement appeals. The findings proved that implicit information is mostly used among the ads especially *pathos* and *logos*. Furthermore, the data analysis showed that Arabic ads used more appeals than English ads.

Al-Issawi (2015) conducted a qualitative study of the rhetorical devices as a means of persuasion technique in Arabic and English print ads She also aimed at examining the extent to which these devices differ when occurring in two different languages viz., Arabic and English. A sample of 40 Arabic and 40 English ads was collected. She concluded that there were no differences between rhetorical devices due to language differences. She also found that metaphor was the most extensively used rhetorical device in both English and Arabic ads.

The aforementioned studies have addressed some lexical, stylistic, semantic, cohesive and rhetorical issues, besides, the use of persuasive strategies. A closer look to these studies also suggest conducting a new research that combines both persuasive appeals as well as some characteristics of language used. Thus, this paper aimed at contributing to the previous studies by examining the various types of persuasive appeals suggested by Aristotle and that are used in English and Arabic magazine advertisements. It also aimed at examining whether the persuasion strategies that advertisers use to affect women's choice about their products were different according to two different cultures. In short, this study attempted to make a comparison between women in two different cultures using the discourse of advertising.

More specifically, the paper seeks to answer the following questions:

1. What is the most effective mode of persuasion that is used in English magazine ads as well as in Arabic magazine ads that mainly address women?
2. What are the differences in the use of these appeals based on English vs. Arabic language/culture?
3. What are the most important characteristics of the used language in each culture?

Methodology

- ### *Research design*

The research adopted a qualitative research design, employing the content analysis approach to prepare a study based on the modes like rhetoric, discourse analysis and persuasion strategies. In each of these modes, language is a common factor and the content depends much upon the choice of words and phrases and their meaning. The study also made use of Aristotelian persuasion principles and studied the rhetoric part by applying the principles of linguistic discourse.

- ### *Sampling*

Fifty magazine advertisements that are related particularly to women and specialized in marketing cosmetics, jewelry and other feminine products were randomly selected from different Arabic and English magazines; twenty-five advertisements were in Arabic and the other twenty-five were in English. The researchers deliberately chose *Marie Claire* as the only representative resource for the English ads. This is mainly because this monthly magazine is published in the United States and distributed in the Arab countries. So, unlike other English magazines in Jordan which are designed for the Arab people; this magazine addressed Western women and there is no modification through its pages to fit the Arab culture. Other English magazines that the researchers found were designed to address Arab women in English issues, and the English ads in them were designed to fit the Arab culture so that they were not considered. With regards to the Arabic ads, three magazines were mainly used; namely, *Sayidaty*, *Laha*, and *Zahrat AL Khaleej*. The magazines were issued between September 2019 and March 2020.

- ### *Data collection procedure*

Each commercial was examined to find the employed modes of persuasion that are used in order to convince women to purchase the advertised products. The collected ads were divided equally among the three researchers in which each one has to analyze a set of ads using Aristotle's three modes of persuasion namely, *ethos*, *logos* and *pathos*. Upon the completion of the analyses, the researchers exchanged their analyses for feedback. Then, the researchers met to agree upon them.

- ### *Data analysis*

To verify the analyses, two linguists were asked to analyze the ads. Then, the inter-rater reliability of the analyses provided by the researchers and the two linguists was 0.86. All disagreements that appeared were resolved. The selected advertisements were also analyzed according to the lexical and figurative use of language and how it differs in each culture. Quantitatively, frequencies of the various types of persuasion were found in both types of the advertisements (Arabic vs. English), and were compared. Qualitatively, the researchers discussed the three modes of persuasion with reference to the context (e.g., celebrity, emotions, statistics, etc.). It is also important to mention that although images are considered as a means of visual communication and they are the subject of many advertising content, this study emphasizes primarily on the spoken language and its role in persuasion.

Results and Discussion

- ### *Results and Discussion Related to Aristotle's Modes of Persuasion*

With regards to Aristotle's modes of persuasion, Weida and Stolley (2013) clarify that *Pathos* is often associated with emotional appeal; it is persuasion by appealing to our emotions. This can be gained through different ways such as the use of strong, clever, vivid, emotional use of language (metaphor, simile, and word choice), generating a sense of sympathy with the subject, and using sensory details like showing visual details, describing smells or using sound to create a sense of place. On the other hand, *logos* is persuasion through the use of reasoning and logic by citing facts, utilizing statistics, providing examples, and constructing logical arguments. Moreover, the appeal of *ethos* depends on persuading through the character

of the author. It includes factors such as the credibility, respectability, and likability of the addresser. So within the discourse of advertising, people tend to trust celebrities and believe in their choices and reviews for certain products, and this is known as the *ethos* mode of persuasion.

Analyzing the Arabic and English advertisements, it was found that the three modes of persuasion were utilized in different ways. Sometimes, only one mode of persuasion is found in an advertisement and other times more than one mode is applied along with each other in the same advertisement. This can be described in number such as follows:

Table 1: *Aristotle's modes of persuasion that are used in the Arabic and English ads:*

Ad's Language	Modes of Persuasion			Total
	Ethos	Pathos	Logos	
Arabic Ads	3	20	8	31
English Ads	4	14	16	34

Table (1) shows that *pathos* is the most used mode of persuasion in the Arabic ads. This indicates that Arab women are more likely to be convinced by addressing their emotions. On the other hands, *logos* mode of persuasion is the most used one in the English data which indicates that Western women are more likely to be convinced by addressing their minds. More specifically, 20 Arabic advertisements depend on the figurative language, emotional effects, and sensory details in conveying their messages and making them convincing to the audience. On the other hand, a total number of 16 English advertisements depend on providing statistical analysis, scientific information, and logical arguments in order to get their audience's conviction about the advertised product. The table also shows that the Ethos mode of persuasion is the least frequent in both Arabic and English ads.

The sampled data revealed that the appeal of "beauty", which refers to the way of convincing by resorting to the expressions of beauty, is the most used one in the ads that address Arab women. A few examples of a few punch lines that relate to 'beauty' included:

- "**ʤama:luki** ʔakθar taʔalluqan"
(Your beauty is more sparkling.)
- "ʔanti **ilʔaʤmal**"
(You are the prettiest)
- "**ʔaʤʒama:lu** bayna yadayki"
(Beauty is between your hands.)
- "ʔalmaka:nu illaði la: yantahi: fi:hi **iʤama:lu** ʔabadan"
(The place where beauty never ends)
- "ʔanti **ʔaʤmalu** ilyawma wasatabqi:na **ilʔaʤmala**......"
(You are the prettiest today and you will stay the prettiest   )
- "ku:ni **ilʔaʤmal**
(Be the prettiest)
- "mafa:ti:hu ʔasra:ri **iʤama:l**
(The Keys of the secrets of beauty)
- "....yaħtafiZu **biʤama:lihi** ʔila ilʔabad"
(….keeps its beauty forever)
- "**ʤama:luha:** sirru ʔana:qati"
(Its charm is the secret of my elegance)

On the contrary, expressions of beauty registered only four occurrences in the English ads in which the adjective "beautiful" showed up one time and the noun "beauty" showed up three times. Other synonyms of this expression did not record any occurrence in the English data. This analysis implies that this mode of persuasion is marked more implicitly rather than explicitly in the English ads. It also indicates that the word *ʤama:l* "beauty" with all its forms and synonyms is a key word among women in the Arab culture.
Table (2) reveals that the English advertisements use more techniques in persuasion than those in the Arabic ones, 42 versus 32, respectively.

Table 2: *Modes of Persuasion Used in Arabic and English Advertisements*

Modes of Persuasion	Description of Modes	Arabic	English
Ethos	Celebrity	3	4
	Beauty	15	4
Pathos	Boldness	0	4
	Emotional (love, hate, fear …etc.)	5	11
	Rational (scientific argument, facts …)	9	13
Logos	Statistical	0	6
Total number of occurrences		**32**	**42**

Another significant finding is that the appeal of "boldness", which refers to using taboo expressions or crazy ideas, has no presence in the Arabic ads while it appears four times in the English ones. Examples that were found in the English ads are as follows:

- "Dare to go nude."
- "Run around naked."
- "Do something wild."
- "Beautifully nude, but not naked."

The above mentioned examples clearly show how certain expressions are used freely in one culture while they have certain constraints for being used in another culture. So, the Arabic literal translation for any of the aforementioned examples might be rarely used by advertising companies to address Arab women in an Arab society. The researchers believe that the above examples that use the two synonyms "naked" and "nude" are related to makeup ads in which the English verb that is used with the word "makeup" is "wear". Accordingly, the use of such adjectives with a verb like "wear" is appropriate and natural. It functions as if someone addresses women saying "Go in a natural look as if you are not wearing your makeup!"

Moreover, *logos* mode of persuasion is divided into the rational and statistical appeals in which the former refers to providing scientific or factual information and the latter refers to providing statistical information. The appeal of rational has registered nine occurrences versus 13 occurrences in Arabic and English, respectively. This indicates that English ads tend to use more scientific and factual information for making their arguments more persuasive. With regards to providing statistical information, the Table 2 shows that this persuasive appeal registers six occurrences in the English ads in comparison with zero occurrence in the Arabic ads.

- ### *Results and Discussion Related to Lexical and Figurative Aspects*

The choice of the lexical item is very significant in conveying effective messages. Analyzing the data, it was found that each discourse has specific traits that distinguish its lexical choices. In this section, the non-literal use of language and the lexical aspects in each discourse will be clarified.

— ### *Non-Literal use of Language*

Saeed (2022) defines the non-literal use of language as the figurative speech which is described by a host of rhetorical terms such as simile, metaphor, personification, hyperbole, and apostrophe. Table 3 clarifies the most used figures of speech in both Arabic and English ads:

Table 3: *The Most Used Figures of Speech in Arabic and English Ads:*

No.	Figures of Speech	Arabic ads	English ads
1.	Personification	2	4
2.	Hyperbole	4	0
3.	Metaphor	0	2
4.	Apostrophe	0	1
	Total	6	7

As can be seen from Table 3, personification is the only figure of speech that was found in both Arabic and English ads. Hyperbole, on the other hand, was only found in the Arabic data, while metaphor and apostrophe were found only in the English data.

Baldick (1996) identifies personification as "a figure of speech by which animals, abstract ideas, or inanimate things are referred to as if they were human." Analyzing the data, four examples of personification were found in English and two were found in Arabic as follows:

Examples of personification from English:

- "Lipstick that loves you back"
- "Eyes speak volumes"
- "where will your shoes take you?"
- "The Master Booster shatters expectations for skincare."

Examples of personification from Arabic:
- "Braun,,,yataħassas iʃʃaʕr wayuʕaddel daradʒat ilhararah"
(Braun feels hair and adjusts the temperature)
- " yaħtafiZu bidʒama:lihi ʔila ilʔabad"
(It keeps its beauty forever.)

A metaphor is defined as a figure of speech in "which one thing, idea, or action is referred to by a word or expression normally denoting another thing, idea, or action, so as to suggest some common quality shared by the two." (Baldick, 1996). Examples of metaphor found only from English data are as follows:

- "I'm Poison."
- "Energize your senses."
Baldick (1996) defines hyperbole as "exaggeration for the sake of emphasis in a figure of speech not meant literally." Examples of hyperbole from Arabic are as follows:
- "ʔaʤama:lu bayna yadayki."
(Beauty is between your hands)
- "ʔanti ilʔaʤmal."
(You are the prettiest)

Likewise, apostrophe is defined as "a rhetorical figure in which the speaker addresses a dead or absent person, or an abstraction or inanimate object." (Baldick, 1996)
Example of Apostrophe: "Because you're worth it."

— *Use of Adjectives*

Adjectives have a great role in nourishing a language and make it more vivid. Adjectives are part of emotive language that are usually employed to evoke emotional response of the audience or readers (Sayyed & Al-Khanji, 2019). Analyzing the data, it was found that the number of used adjectives in the Arabic discourse was much less than that were used in the English discourse: 26 and 100 respectively. This can be illustrated in Table 4 and Table 5:

Table 4: *Used Adjectives in The Arabic Ads and Their Frequency*

No.	Arabic Adjectives	English Meaning	Frequency
1.	ʔakθar	"more"	4
2.	ʔalʔaʤmal, ʤami:l	"beautiful, the most beautiful"	5
3.	ʔalʔafDal	"the best"	1
4.	ʔarqa:	"the most elegant"	1
5.	ʔaʕZam	"the greatest"	1
6.	ʤadi:da	"new"	2
7.	miθa:li	"ideal"	2
8.	ṭawi:lan	"longer"	2
9.	muramim	"repaired"	1
10.	muʃriqa	"shiny"	1
11.	ra:ʔiʕa	"amazing"	1
12.	sa:ħira	"charming"	1
13.	sa:ʔil	"liquid"	1
14.	ṣiħi:	"healthy"	1
15.	ṭabi:3i:	"natural"	1
16.	ta:lif	"damaged"	1
Total number of Arabic used adjectives			**26**

Table 4 shows that superlative adjectival forms are used extensively in the Arabic data for the purpose of describing goods and suggesting the superior quality and exceptional features. This might be ascribed to the fact that superlative degree of adjectives is usually employed to express the extreme/highest degree of a quality. Moreover, superlative adjectives are used to give more emphasis for a certain thing by highlighting the extraordinary and unique properties of a commodity. By doing so, the audience might be attracted to the advertised product.

This result is consistent with those of Al-Sa'ati (2007) who reported that in Arabic ads, adjectives are excessively used in the superlative form. Examples from the data are: *ʔakθar, ʔalʔaʤmal, ʔalʔafDal, ʔarqa:,* and *ʔaʕZam*. Other used adjectives also indicate superiority and exceptional features in their meaning without using the superlative form. Griffiths (2006) refers to this kind of adjectives using the term "covert superlatives." Examples found in the data includes sa:*ħira, ra:ʔiʕa,* and *muʃriqa*. This indicates that Arabic ads tend to use superlative adjectives in their persuading arguments more than other forms of adjectives.

Comparing with the used Arabic adjectives, the data show an extensive use for adjectives in English. Table 5 displays all the adjectives that showed up in the English data.

Table 5: *The used adjectives in the English ads and their frequency*

No.	English adjectives	Frequency	No.	English adjectives	Frequency
1.	alone	1	36.	new	1
2.	baked	1	37.	nourishing	1
3.	better	1	38.	nude	2
4.	beautiful	1	39.	original	1
5.	clearer	1	40.	plumping	1
6.	complete	1	41.	positive	1
7.	conditioning	1	42.	possible	1
8.	dark	1	43.	pure	2
9.	delicious	1	44.	quick	2
10.	dry	1	45.	radiant	1
11.	easy	2	46.	ready	1
12.	energized	2	47.	refreshed	2
13.	exclusive	1	48.	resilient	1
14.	extraordinary	1	49.	right	2
15.	fastest	1	50.	satin	1
16.	flawless	2	51.	saturated	1
17.	fresh	3	52.	scared	1
18.	full	1	53.	self-sculpting	1
19.	gentle	1	54.	sensuous	1
20.	glory	1	55.	serious	1
21.	good	1	56.	severe	1
22.	great	1	57.	shiny	1
23.	healthy, healthier	6	58.	smooth	1
24.	hydrated, hydrating	2	59.	ultimate	1
25.	iconic	1	60.	versatile	1
26.	incredible	1	61.	vibrant	1
27.	light	2	62.	vivid	2
28.	lightweight	2	63.	voluptuous	1
29.	longer	2	64.	weak	1
30.	long-lasting	2	65.	weightless	1
31.	luscious	2	66.	white	1
32.	matte	2	67.	wild	1
33.	moderate	1	68.	younger	3
34.	naked	3	69.	youthful	1
35.	natural	5		Total :	100

The data also show a lot of adjectives that are pre-modified using adverbs which endow greater importance to them, e.g. finally, perfectly, absolutely, freshly, beautifully, naturally, and ridiculously.

— *Use of Synonyms*

Griffiths (2006) identifies Synonymy as the "equivalence of sense". Examining the data, the use of two synonyms 'nude' and 'naked' in "Beautifully nude, but not naked" draws attention for the subtle differences between the two adjectives. Consulting native speakers of the English language, it was found that the meaning of the two words is similar but 'nude', in this context, is positive. It means natural-looking. 'Naked', on the other hand, means exposed, uncovered and vulnerable. It is a more negative word. There are a few other synonyms such as   which draw the attention of the readers and contributes to the richness and of the use of rhetoric in persuasive advertising.

With regards to word-counting, it was noticed that Arabic ads tend to use fewer words than those of the English ads. This indicates that ads with fewer words tend to rely on implicit communication such as the picture and other contextual information for the audience to draw inferences.

Conclusion

In this paper, the researchers have attempted to show the differences in the modes of persuasion that are used to address women through advertisements in two different cultures; Arab and Western. By applying Aristotle's three modes of persuasion on 25 English ads and 25 Arabic ads, the analysis showed that each culture depends on one persuasive appeal to address women more than the others. More specifically, it was found that Arabic ads depend mainly on pathos mode of persuasion while English ads depend mainly on logos mode of persuasion.

In short, the study is an attempt to show that modes and techniques of persuasion in any language differ according to the class of the addressee along with his/her culture. Accordingly, this study opens the door for any person to improve his speaking skills for being an effective speaker who presents strong arguments by knowing the most important mode of persuasion in each culture and utilizing it.

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