Ahmed Abdel Tawwab

A Linguistic Study of Manipulative Advertising Strategies of the Mobile Network Operators in Egypt and the US

Comparative Approach

Ahmad Abdel Tawwab Sharaf Eldin

Menoufia University, Faculty of Arts, Department of English Language, Shibeen Il Koum,Egypt

Correspondence: Ahmad Abdel Tawwab Sharaf Eldin, Work: Department of English Language, Faculty of Arts, Menoufia University. Home: 58 Abbas Elakkad St, Nasr City, Cairo, Egypt..E-mail: brave107@yahoo.com

Ahmed Abdel Tawwab

Abstract

Advertising nowadays exists in all aspects of our daily life: on TV, the radio, in the newspapers, in the mailboxes, on the side of underground metro etc. Advertising is not something for amusing; it is a form of communication whereby advertisers communicate the value of a product or service to customers. In addition, advertising is not just being informative in an innocent and straightforward way; advertising has an agenda. It is a carefully constructed message, which manipulates the viewers' culturally created perceptions, and which presents the advertised product as a way to satisfy the audience's desires. This could happen by creating a general image for the advertised product and build the audience's perception towards the ads. The objective of this study is twofold: to investigate the underlying mechanisms of advertising responsible for changes in consumer behavior and to contribute to an understanding of the process of linguistic manipulation. Moreover, it investigates various kinds of mechanisms that advertisers employ to gain the audience's interest through the verbal and non-verbal information and communicative procedures intended to make them act on it.

In order to achieve the above research objective, it is necessary to formulate the following research questions. Basically, this study focuses

Ahmed Abdel Tawwab

on the linguistic features in the mechanism of advertising in Egypt and the US. Therefore, it attempts to shed lights on the followings: what are the manipulative strategies/ways employed in the advertising to create the specific mental models of the audience? And how linguistic aspects are deeply correlated with such mental model in the manipulation? The findings of this study show that advertisers widely use certain linguistic features in order to manipulate audiences. Ellipsis is an important feature used in advertising. Throughout this study of analyzing Egyptian and American advertising data, it shows similar tendencies and parallelism in syntactic structures of mobile phone ads. It seems that the use of the manipulative strategies investigated in this study, such as vagueness, omission and ambiguous claims and interaction of verbal and visual components of ads, are typical of the global advertising discourse.

Key words

Language – Manipulation – Advertising – Discourse - Generalization –Vagueness.

1. Introduction

Language and advertising are important notions in our society. There are many forms of advertising, and there are tens of papers written in favor of or against advertising as Motes et al (1992) and others. Thus, advertising is a subject by which many people have an opinion, and it

Ahmed Abdel Tawwab

can be evaluated from different points of view. In this study, it will be evaluated from a linguistic perspective.

The goal of advertising is to motivate behavior, to sell a product, a service, or an idea (Goddard, 1998). Therefore, to accomplish these goals, there should be an understanding of the relationship between the linguistic theory of text analysis and advertising so that consumers can decide between the various alternatives in the marketplace. When this happens and the consumer reacts to the advertisement, one can say that this advertisement achieves its goals. Obviously, these goals depend on the use of language and how it is used to convey a certain message.

In this regard, it is worth mentioning that advertising is a form of discourse which creates a powerful contribution to how views construct their identities, and how the language of advertisements affects the audience. Discursively, advertising is a pragmatic type of discourse, which functions in accordance with its main goal -- to turn linguistic and visual message into an act of purchasing and in this regard directly depends on who the discourse participants are and the relationship between them. There is no question that language is a major component of most advertising. Words, phrases, and sentences are used in advertising to convey information, to influence attitudes and to affect behavior. Selecting appropriate words is something essential, therefore advertisers employ a variety of tools in

Ahmed Abdel Tawwab

their creative marketing campaigns in order to make viewers yield to their messages.

Among all the components of ads (music, moving pictures, spoken language, and writing on the screen) that contribute to their overall meaning, the linguistic component is important. Despite the focus of previous researches were on advertising with the scope of media and sociology, attention has been devoted to the fact that "ads represent a variety of discourse scenarios involving a variety of discourse participants" (Chapman 2001:22).

It is important to mention that advertisers employ words in order to achieve specific marketing goals with a particular target audience. For example, Vodafone, which is one of the largest Mobile Phone operators in Egypt and cross the world, has its own advertising slogan in Arabic (القوة بين إيديـك) which means in English (The power in your hands). The advertiser (Vodafone Company) apparently employed few words as opposed to using correct grammar for a reason, as shown in the following pages. Presumably such advertising, represented in the slogan, is employed to communicate with the audience more effectively. It is important to mention here that the rules of grammar may be broken as a device to attract attention.

Ahmed Abdel Tawwab

2. Purpose of the Study

This study attempts to conduct a linguistic analysis of randomly selected samples of advertisements in Egypt and the US. This study deals with different features of lexical features in the selected samples. The study also includes the manipulative strategies, invented by Van Dijk (2006) on three levels, cognitive, social, and discursive. Lexical features, such as synonyms, antonyms, are examined, the message of the advertisers which is conveyed through ads, the sort of claim that is used in it, and manipulative strategies in the selected samples.

The goal of this study is twofold: to investigate the underlying mechanisms of advertising responsible for changes in consumer behavior and to contribute to an understanding of the process of linguistic manipulation. Moreover, it investigates various kinds of mechanisms that advertisers employ to gain the audience's interest through the verbal and non-verbal information and communicative procedures intended to make them act on it.

3. Research Questions

In order to achieve the above research objective, it is necessary to formulate the following research questions. Basically, this study focuses on the linguistic features in the mechanism of advertising in Egypt and the US. Therefore, it attempts to shed lights on the followings:

Ahmed Abdel Tawwab

1- What are the manipulative strategies employed in the advertising to create specific models for the audience?

2- To what extent are the linguistic aspects deeply correlated with such mental model in the manipulation?

3- What are the specific rhetorical devices that are used effectively to influence the audience?

4. Statement of the problem

It is known that advertising is related to many aspects of the human life such as the economic, the social, the educational and the cultural aspects. In other words, advertising does not exist and work independently or alone. Bearing this fact in mind, in addition to its costly expenditure, advertising has become worthy to be studied. Thus, there have been many studies that investigated some important aspects of advertising such as its effects on sales and the consumer's experience with the product in addition to its cognitive effects

The language of advertising, on the other hand, has gained the interest of linguists. As a result, many studies have been conducted concerning advertising: truth, deception of consumers, difficulty, syntax and style. This research attempts to examine advertising's relation to such issues as manipulation, persuasion, and the internal structure of advertising's discourse.

Ahmed Abdel Tawwab

A large body of this research concentrates on the ads of mobile phones operators in mass media. This emphasis may be justifiable because of the overwhelming interest in television, in general, which provides the public with different kinds of information using both text and picture. The language of print advertising, in general, has gained high attention in the Middle East. This is perhaps because it might be thought that the printed ads play an important role in delivering a comprehensive meaning to the audience.

5- Data and Methodology

The corpus of analysis consists of eight texts of randomly-selected advertisements that are employed in the US and Egypt. Such advertisements represent mobile phones operators in the US and Egypt. From the US, the mobile phones companies are AT&T, Verizon, and T Mobile. From the Egyptian side, advertisings represent three companies; Vodafone, Orange, and Etisalat.

The analyzed samples of advertisements are randomly selected during the period from 2016 to 2017; they represent many of similar topics which convey more or less various messages. In this research, few strategies are examined under the coverage of linguistic manipulation to see how language could be employed in a specific way to manipulate the audience.

Ahmed Abdel Tawwab

6. Language Manipulation

Language manipulation is shown in the vagueness employed in advertisements. Few scholars including El-Hinnawi (1992:33) believe that it is quite crucial for the readers of advertising to have a careful understanding of the ambiguities in any material they read so they can protect themselves against the deliberate ambiguities which are used by advertisers. The advertisers usually do not give full details about the product. According to Al Hinnawi (1992:33), such language manipulation could be reflected on three dimensions;

1- To what extent such advertisements are highly readable and written by professional writers who try to convince their audience.

2- Such advertisements focus on specific idea or a topic with much redundancy.

3- Cultural variations are highly included in advertising mechanisms.

Shabbir and Thwaites (2007) explain that the identification of types of manipulation strategies in the ads could be seen to occur through three mechanisms:

Ahmed Abdel Tawwab

Manipulation Strategies

```
        ┌─────────────────┬─────────────────┐
        •                 •                 •
   Vagueness          Omission         False claims
```
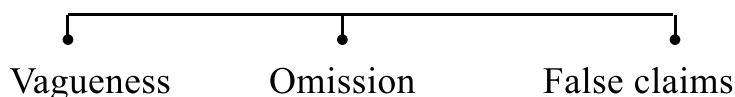
A.**Vague/ambiguous:** The claim is overly vague or ambiguous; it contains a phrase or statement that is too broad to have a clear meaning. For example: Ad for a mobile network operator gives its slogan الحيـاة بتتغيـر مـع أورنـج "Life changes with Orange" (too vague to have a specific meaning).

B. **Omission:** The claim omits important information necessary to evaluate its truthfulness or reasonableness. Example: Ad for an insurance company which promises to give an "attractive quote" (but does not state that giving the quote is conditional on meeting certain requirements that would disqualify some potential customers).

C. **False Claim/outright lie:** The claim is inaccurate or a fabrication. Example: Ad for Vodafone القـوة بيـن إيديـك (Power in your hands) that viewers have the power and by which they get anything they want. This suggests that users can get anything they want in life by using this mobile phone operator (Vodafone), which is very broad generalized statement, making the ad to be false.

Ahmed Abdel Tawwab

7. Significance of Advertising

The importance of advertising has been growing in the modern society of many countries nowadays. This importance is evident in these societies in many aspects of their economic, social, educational and cultural systems. The United States of America is one example of these countries in which the importance of advertising can be noticed. In the economic system, this importance is evident in the statistical reports which show that billions of dollars are spent on advertising each year.

In the social system, advertising provides consumers with the information they need so that they can decide what specific product to buy. Here, advertising makes something well-known and familiar to people. Treasure (1974:2) asserts that advertising fulfills its social role in society by implementing the process of familiarization. According to Treasure, the social value is making people secure and comfortable. Advertising plays another important role when it fulfills its most important and basic function which is communicating information including both facts and impressions.

8. Functions of Advertising

According to Shavitt (1992), advertising has five main functions; they are societal, economical, entertaining, informative and hold certain degree of credibility. When ad advertising has a social or informative function, it certainly adds to the credibility of the advertising. This is

Ahmed Abdel Tawwab

because the societal function of the advertising helps in serving the benefit of the society and the welfare of consumers, which could increase the credibility of the commercial companies and its product.

It is important to mention here that the information in the ad affects the consumer's awareness of specific products. Information could affect the consumers' reaction towards certain products and how they react with the ads. The other function "entertainment" is the clearest sign of the attitude of the consumers toward the advertisement. Since advertising is circulated on a daily basis, so the more entertaining, the more effective. The credibility point is based upon the factful elements in the advertising. Such credibility could be completed from the attitude of the consumer and cumulative experience with a particular ad. This depends on the past experience of watching or listening to advertising. The degree of confidence is what make consumers depend on and trust any ad with certainty.

By the same token, Silverblatt (1995) explains that advertising in general performs two types of functions; manifest and latent ones. The manifest functions which an ad performs are; telling consumers about a product, arousing consumer's attention, stimulating markets. On the other hand, an ad performs a number of latent functions such as; persuasion, manipulation, shaping attitudes, entertainment. Based on the previous definition, it becomes obvious that advertising has many functions in the communication process between the sender and the recipient.

Ahmed Abdel Tawwab

9. Characteristics of Advertising

The texts of any printed advertising are considered as the shortest structures of sentences where words in each advertisement could hold different meanings towards the shaping of the intended meaning. For this reason; the text type of advertising should be characterized by a set of lexical, syntactic, and stylistic features and the totality of which should give such a text its identity; and make its social function.

Some of the main characteristics of advertising are mentioned in Motes et al (1992). These characteristics include the use of personal reference, interrogative and imperative sentence structures. Other comprehensive characteristics include verbless, subjectless, and syntactless words, in addition to appropriate contextual (e.g. the location of such a text) and intra- textual elements (e.g. lexical, semantic, and syntactic). Other features, according to Motes et al's (1992), include simple sentences or phrases, eye-catching title or headline, more emotion with less information, preference for photograph, words or phrases in English or other languages, metaphors and colloquial or spoken language, brand names or trademarks. On the lexical and sentence levels, there are certain strategies;

1- Ellipsis: The omission of part of a structure. The advertiser can use ellipsis to create a casual and informal relation with the recipient.

2- Reference words: symbols or names which are used to identify

Ahmed Abdel Tawwab

or explain the meaning of certain lexical items.

3- Certain kinds of words: the use of certain expressions related to the subject of the message, also interrogative and imperative sentence   structures.

10. Manipulation in Advertising

Manipulation is one of the issues that are often raised by scholars of communication.

However, every researcher that approaches this issue, no matter what field they work in (political science, psychology, linguistics or marketing), is aware of the vagueness and the absence of clear-cut definitions for this term. Defining manipulation in terms of human behavior or linguistic and communicative behavior is especially challenging.

For Geis (1982) judging an advertisement's deceptiveness involves not only evaluating truth assumptions of the explicit claim it makes, but also determining how viewers get a given claim in context. Geis notes that advertisers can deceive the audience in a number of ways: by asserting or implying a specific belief, and by presenting lengthy disclaimers that are impossible to read in the time allowed. He further argues that definitions of manipulation and persuasion are particularly satisfactory. "The term manipulation is pejorative, and the term persuasion focuses too much on the ratiocinative, as opposed to affective, side of persuasion" (Geis 1982:20).

Ahmed Abdel Tawwab

Geis makes use of the information processing model which views persuasion as a process in which "a source presents a message to a receiver via some communication channel in an attempt to effect either of two behavioral changes: for the receiver to believe that the message is true, or for the receiver to act upon this message" (Geis 1982:20). According to Geis, manipulation differs from persuasion in that in manipulation "there is no conscious evaluation by the receiver of the merits of the source's message" (Geis 1982:21).

To show the main purpose of using manipulation, Medvedeva (2003) explains that manipulation is characterized by its main goal to cause a desire in recipients by appealing to the rational, the emotional and the subconscious. She compares manipulation to propaganda claiming that the difference between the two is only in their names, since they serve one purpose – to brainwash – and thus, are essentially the same (Medvedeva 2003:102). She exemplifies some of the manipulative techniques, such as imposition of one's opinion, use of rich linguistic imagery, imposition of presupposition, and the use of pseudoscientific terms. She claims that manipulation differs from persuasion in that the recipient is deliberately deprived of the opportunity to objectively evaluate the content of the message. However, she does not specify how exactly this happens.

By the same token, manipulation, according to Wrong (1995:28), is the concept of power holder concealing his intention to influence his listeners to follow his wishes. Such an exercise of power is unlikely to

Ahmed Abdel Tawwab

evoke resistance of power as a person is unaware of the effort to influence him. Yet, such apparently uses of manipulation have not escaped the suspicion that cling to this form of power, a suspicion aroused by the person's awareness as to whether he has been manipulated and the manipulator's concealed purpose.

Manipulation may also occur where there is no social relation between the advertiser and the audience and the latter may not even be aware of the advertising's influence. This can take the form that advertisers may exercise concealed control over the subject through symbolic communications designed to make veiled suggestions, to limit or determine selectivity of the advertised subject. However, manipulation has a more negative reputation than perhaps any other form of power, suggesting cunning and malign purpose on the part of the manipulator. It is a form of power that can not be resisted by the audience, since he/she is unaware of the advertiser's real intent.

Chilton (2005) defines manipulation in terms of an addresser's "intention to deceive, lure or inspire, or in terms of an addressee being unconsciously thought-controlled" (Chilton 2005:16). According to Chilton, manipulation is a "forceful spreading of ideas which depends largely on the ability of the propagator to control or dominate an intended receiver's mind by controlling the channel of communication or depriving the receiver of the potential to verify" (Chilton 2005:17). He notes that the effect of manipulation is very unpredictable, since it is
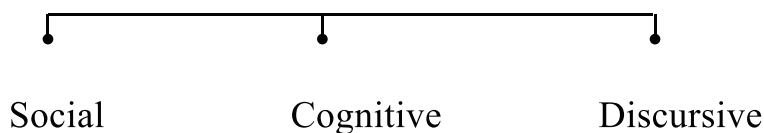
Ahmed Abdel Tawwab

the 'cognitive ingredients' in readers' heads put together guided by the linguistic input that play principal role in manipulation.

In her pursuit to create a psychological dimension in advertising, Chapman (2001) uses Yokoyama's definition of manipulation and applies it to her discourse model. According to Chapman, it is the manipulative nature of advertising that creates a psychological link between the fictional and real-world components of an ad. This link functions "as the source of the two knowledge items that the advertiser intends to convey to the recipient" (Chapman 2001:60)

Manipulation, according to Van Dijk (2006), is a social phenomenon especially because it involves interaction and power abuse between groups and social actors – a cognitive phenomenon because manipulation always implies the manipulation of the minds of participants, and a discursive–semiotic phenomenon, because manipulation is being exercised through text, talk and visual messages. All three elements (social, cognitive, and discursive), are needed in an integrated theory that also establishes explicit links between the different dimensions of manipulation.

Van Dijk's Classification of Manipulation
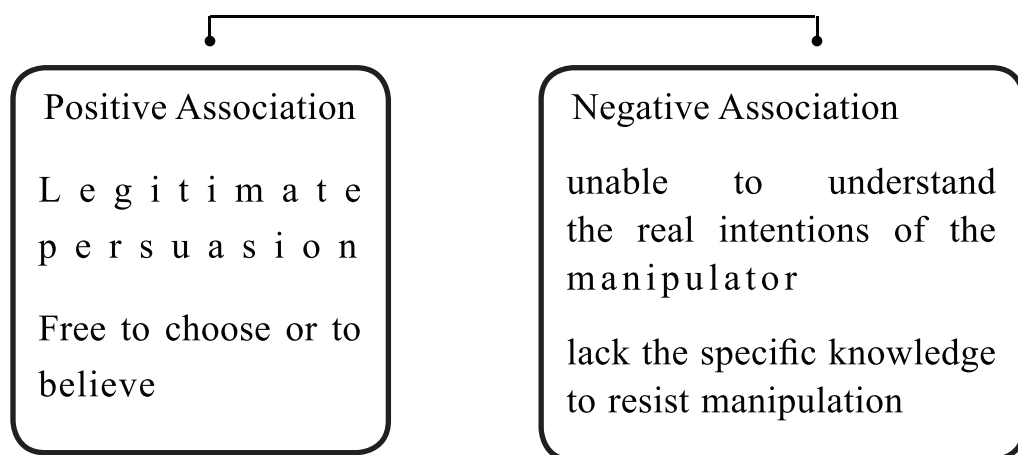
Social   Cognitive   Discursive

Interaction among individuals in society People's MindsText -Talk

Ahmed Abdel Tawwab

Van Dijk proposes that manipulative communicators intentionally do not provide recipients with complete accurate picture of their beliefs, or they provide addressees with inaccurate information. He attempts to distinguish between deception and persuasion, two forms of manipulation that refer to two realities—the world of truth and facts and the world of value, or cultural evaluations.

Van Dijk (2006) explains that manipulation not only involves power, but specifically abuse of power, that is, domination. That is, manipulation implies the exercise of a form of illegitimate influence by means of discourse: manipulators make others believe or do things that are in the interest of the manipulator, and against the best interests of the manipulated.

Van Dijk Classification of Manipulation

Positive Association	Negative Association
Legitimate persuasion	unable to understand the real intentions of the manipulator
Free to choose or to believe	lack the specific knowledge to resist manipulation

Ahmed Abdel Tawwab

Without the negative associations, manipulation could be a form of (legitimate) persuasion. The crucial difference in this case is that in persuasion the interlocutors are free to believe or act as they please, depending on whether or not they accept the arguments of the persuader. Obviously, the boundary between (illegitimate) manipulation and (legitimate) persuasion is fuzzy, and context dependent: some recipients may be manipulated by a message that is unable to manipulate others.

Nettel and Roque (2011) attempt to hold a comparison between persuasion and manipulation, as they show that persuasion is the action undertaken by people looking to change the opinion of others. It is usually done with a good intent and by having the interest of the others in mind. Persuasion implies making someone change their opinion. Transparency is key and essential when it comes to persuasion. People understand why others may feel the need to convince them of something. In her evaluation for the main distinction between both concepts, Medvedeva (2003) claims that manipulation differs from persuasion in that the recipient is deliberately deprived of the opportunity to objectively evaluate the content of the message. Chilton (2005:16) lays out the notion of manipulation. He mentions that it is a "forceful spreading of ideas which depends largely on the ability of the propagator to control or dominate the receiver's mind by controlling the channel of communication or depriving the receiver of the potential to verify."

Ahmed Abdel Tawwab

Shedding lights on the features of manipulation, according to Nettel and Roque (2011:56), it has specific features. They explain that one of the main features of manipulation is that it is eminently intentional: there is no manipulation without the intention to manipulate. Additionally, this criterion is fundamental: the intention to manipulate must remain hidden. Manipulators appeal to emotion and withhold vital information in an attempt to sway a person to a certain way of thinking. Manipulation implies concealed motives therefore; the manipulator is subtly seeking to get someone to do things that are in his interests without revealing his true intention. If there is any sense of pushing someone to do something or to get something by using force or threats, in this way, it reflects the concept of coercion.

10.1 Manipulation Techniques

Based on the previous review, manipulation strategies can be used in advertising no matter what the product is including the following categories:

1- Vague or ambiguous claims.

2- Claims that omit important information necessary to evaluate their truthfulness or reasonableness.

3- Claims that are false or outright lies, and various combinations of the previous categories.

Ahmed Abdel Tawwab

10.2 Institutional Power and Mobile Phones Companies

In order to be able to practice such social control of others, however; social actors need to satisfy personal and social criteria that enable them to influence others in the first place. Social conditions of manipulative control hence need to be formulated – at least at the macro level of analysis – in terms of group membership, institutional position, profession, material or symbolic resources and other factors that define the power of groups and their members

Van Dijk (2006) asserts the fact that manipulation is one of the discursive social practices of dominant groups geared towards the reproduction of their power. Such dominant groups may do so in many ways as well, e.g. through persuasion, providing information, education, instruction and other social practices that are aimed at influencing the knowledge, beliefs and (indirectly) the actions of the recipients. Based on Van Dijk's perspective, manipulation generally focuses on social cognition, and hence on groups of people, rather than on individuals and their unique personal models. It is also in this sense that manipulation is a discursive practice that involves both cognitive and social dimensions and has certain strategies.

One of these strategies is generalization in which case a concrete specific example that has made an impact on people's mental models is generalized to more general knowledge or attitudes, or even fundamental ideologies. The most striking recent example Van Dijk (2006) tackles

Ahmed Abdel Tawwab

some cognitive mechanisms of manipulation. Thus, first of all a very emotional factor with a strong impact on people's mental models is being used in order to influence these mental models as desired – for instance in terms of a strong polarization between Us (good, innocent) and Them (evil, guilty).

Secondly, through repeated messages and the exploitation of related events. Such a preferred model may be generalized to a more complex and stable social representation about terrorist attacks, or even an anti-terrorist ideology. Thus, one crucial cognitive condition of manipulation is that the targets (persons, groups, etc.) of manipulation are made to believe that some actions or policies are in their own interests, whereas in fact they are in the interests of the manipulators and their associates.

However, according to Van Dijk, he explains that manipulation could be detected and resisted. Indeed, one of the best ways to detect and resist manipulation attempts is specific knowledge (e.g. about the current interests of the manipulators) as well as general knowledge; (e.g. about the strategies of maintaining the military budget at a high level). It will thus be in the best interests of dominant companies (Mobile phone network operator companies for example) to make sure that relevant and potentially critical general knowledge is not acquired, or that only partial or misguided knowledge is allowed distribution.

That being said, few linguists including Galasiński (2000:21) consider manipulation as part of persuasion. There is an argument that

Ahmed Abdel Tawwab

persuasion is only a subset of manipulative strategies, at the same level
as deception. Although a persuader sets out to induce a belief or attitude
or, indeed, action on the part the addressee, and does it also without the
addressee's realizing it, this is done by setting up a system of values
to which persuadees are intended to subscribe. Targets of persuasion
are made to believe that something is good or bad, rather than true or
false. Rather than positioning deception and persuasion as a category
within each other, they both can be seen as strategies that language
users employ in laying out, or imposing, a preferred version of reality.
At the highest level, both persuasion and manipulation are attempts at
discursive representation.

11. The Manipulative Advertising Techniques

11.1 Manipulation and Ellipsis

The vast majority of researchers working in the field of advertising
discourse consider ellipsis as "a trick intended to arouse the reader's
curiosity" by which advertisers make their ads more memorable
(Garnham & Oakhill 1992, McQuarrie and Mick 1996). Geis (1982),
drawing attention to elliptical comparatives (e.g. "our oranges are
sweeter"), calls them vague and states that advertisers use ellipsis in
order not to make claims they cannot defend. Cook (2001) considers
ellipsis to be a cohesive device, which has two major goals: to save
space and omit some features that are not of interest to the advertiser
and that may distract the audience's attention.

Ahmed Abdel Tawwab

In addition, Cook (2001) suggests that through ellipsis advertisers try to avoid direct appeal in the age of the 'soft sell' (not-imposing like "you ought to use/buy", "we recommend", etc.). Ellipsis might indeed be used to attract attention and awaken the recipient's curiosity, particularly in printed ads when the lexical content is stripped to a bare minimum. However, in TV commercials, where the wealth of information is conveyed not only linguistically, but also visually, attracting viewers' attention is only one of the possibilities offered by this linguistic device, and the reasons for its frequent use in television advertising remain largely unexplained.

11.2 Manipulation and Exaggeration

Exaggeration in language can be a form of puffery. Puffery is the term used linguistically to denote the exaggerations reasonably to be expected of a seller as to the degree of quality of his product, the truth or falsity of which cannot be precisely determined (Berinato 2010). Meanwhile, Danciu (2014) shows that puffery is advertising claims that ordinary consumers do not take seriously. Claims such as "best deals, best network" for cellphones or "More control, more megabytes" are examples of puffery in the manipulation by advertising. The puffery seems to influence the people who are not major consumers of the product but turns away the consumers who are experts or have relatively high knowledge.
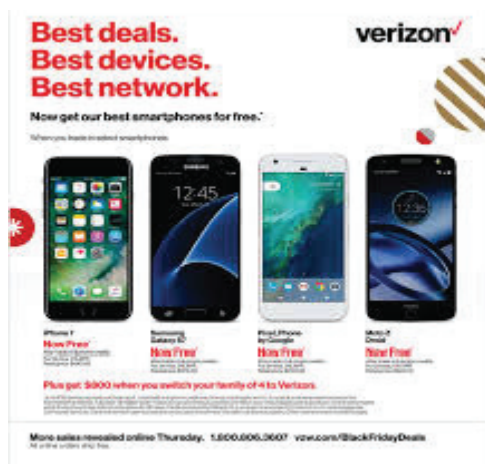
Ahmed Abdel Tawwab

Figure (1). Sample of American ad
Verizon Company
Best deals, Best devices, Best
network.

Figure (2). Sample of Egyptian ad
Eitsalat Company
Text in Arabic (كنترول أكتر- دقايق أكتر لكل
الشبكات),
translated
(More Control, More minutes for all
networks)

Figure (3). Sample of American ad.
AT&T Company
Best deals, Best devices, Best network

Figure (4). Sample of Egyptian ad.
Orange Company
Text in Arabic (كنترول أكتر- دقايق أكتر لكل
الشـبكات) In Arabic (more control, more
minutes for all networks)

Ahmed Abdel Tawwab

The above-mentioned example is a clear indication of exaggeration technique and also a deliberate repetition for further emphasis. Obviously, both Egyptian and the American advertising employ such technique. Therefore, it could be considered that exaggerations are not very useful for achieving the goals of advertising campaigns. The puffery could attract some new consumers but it could lose many consumers which are loyal to the product.

11.3 Manipulation and Emotional Appeal

Emotional appeals are the claims playing with consumers emotions both at conscious and unconscious level. Advertisements can include appeals to dominate, feel safe, nurture, satisfy curiosity, the need of affiliation, guidance, prominence, attention, autonomy, in addition to physiological needs such as food, drink, sleep and so

Figure (5). Sample of American ad.
AT&T Company
Switch and save today. Join the AT&T Family

Figure (6). Sample of Egyptian ad.
Orange Company
Text in Arabic (انـت مبـروك؟ موبينيـل أنـت
أورانـج. هدايـا لـكل النـاس)
Are you Mobinil subscriber, congrats you are Orange subscriber, gifts to all people

on

Ahmed Abdel Tawwab

In the above ads, it looks like that both ads employed emotions to grab the attention of their audience. In the American ad, it encourages the users to switch and save more money, Then it moves to the emotional side by mentioning the phrase (AT&T family), which gives the impression like it is a big family and any new user should join such family to become a member and enjoy the benefits of such family. On the other hand, there is a similar technique activated here in the phrase (هدايا لكل الناس) translated to English as; (presents for all people), which is another technique of manipulating the audience to become a member in this company.

11.4 Manipulation and Rhetorical Devices in Advertising

11.4.1 Parallelism

Parallelism is one of the forms of schematic pattering. It is defined by Leech (1972:186) as ''repetition of formal patterns''. Schematic pattering occurs in all levels of language. Anaphora, epiphora, alliteration, assonance and antithesis also belong to techniques of schematic pattering. Parallelism means the parallel presentation of two or more than two structures.

11.4.2 Anaphora

According to Leech (1972), parallelism is often accompanied by anaphora which is the deliberate repetition of the first part of the sentence in order to achieve an artistic effect. A clear example is, "my life is my purpose, my life is my goal, my life is my inspiration".

Ahmed Abdel Tawwab

11.4.3 Epiphora

Epiphora, on the other hand, is the repetition of the same word or words at the end of successive phrases, clauses or sentences", as in:

- See new. Hear new. Feel new.

Figure (7). Sample of Egyptian ad.

Vodafone Company

Text in Arabic (إختار، إختياراتـي نظـام مـع شـغلك، توقـف الكتيـرة الشـروط متخليـش الوقـت اللـي يناسـبك وإنجـز فيـه شـغلك), which could be translated to (don't let many conditions stop your work, with my choice system, choose the suitable time, and finish all your works.).

Epiphora is employed in the Arabic utterance (توقف شغلك-كل شغلك) (all your work-stop your work). The advertiser intends to send a message to the recipients that Vodafone has many ways/systems that would enable

Ahmed Abdel Tawwab

the customer to perform all his works without any stoppage. The ad
ends with Vodafone slogan, in Arabic (القـوة بيــن إيديــك) which could be
translated as (Power is in your hand). The chief function of the slogan
is to help identify the advertiser message to his audience. Such slogans
are very commonly employed by the Egyptian advertiser, and the same
slogan could be used throughout the entire advertising campaign.
Such slogan is a condensed sentence representing the epitome of the
advertising campaign, promoting a particular product. The slogan in the
above mentioned ad serves as a reminder of the product since a long-
standing connection has been connected between the slogan and the
advertised product in the minds of consumers. Slogan in the Egyptian ad
is clearly short, specific, original and interesting. It also made a specific
claim or promise a certain benefit. It also contained a direct appeal to
buy the product.

11.4.4 Antithesis

Antithesis is a figure of speech, which uses the same or similar
structure to express two opposite ideas so as to achieve the effects of
emphasizing the meaning of contrast. The figure has the characteristics
of a harmonious combination of sound and rhyme, and also balanced
syllables. The combination of pleasant senses of vision and hearing
often stimulates the good feelings of readers and arouses consumers'
buying desire

Ahmed Abdel Tawwab

Antithesis is " fundamentally, contrasting ideas sharpened by the use of opposite or noticeably different meanings" (Cuddon, 1999, 46). Antithesis relates to words, clauses or sentences. It is based on antonyms (words of opposite meaning or opposite ideas). As it is explained by Haddad (2001), such contrasting words play the role of lexical relations as opposites in meaning. This relation between words should imply the positive and negative dimension of a word, especially when the advertiser wants to show the advantages and disadvantages of any product service, or even an idea. So, when the recipient reads about a positive characteristic in an advertisement, s/he should immediately exclude the bad characteristics without seeing explicit words or mentioning its positive and negative aspects in the same context.

Figure (8). Sample of Egyptian ad, issued by Vodafone Company

Text in Arabic (الفكـة بتنفع وقت الزنقة), which could be translated as change money could help during the time of unchanging money). The Egyptian ad above in figure (8) employed the strategy of antithesis by using the Arabic words; الفكـة الزنقة Changing money VS unchanging money.

Ahmed Abdel Tawwab

Figure (9). Sample of American ad, issued by Verizon Company. Text in English (Don't settle, for slower speeds. Get America's Fastest 4 G Network).

The above mentioned ads (Figure 8, 9) employ the same strategy of antithesis by bringing two contrastive words like (Slower&Fastest) as a linguistic device to manipulate the audience. One of the common characteristics of advertising in the American side is that; it employs the following features;

A) Simple sentences of phrases.
B) Eye catching title or headline.
C) More emotional with less information.
D) Preference for photograph

Ahmed Abdel Tawwab

12. Cohesive Devices

12.1.1 Repetition

There is a very specific style that is used in writing any advertising and plays a great role in attracting the attention of consumers or recipients. Therefore, everything should be accountable to achieve the goal of advertising with a constructive aim. The advertiser achieves lexical cohesion by repeating lexical items and sometimes paraphrasing them. Repetition does not only help the recipient to form a lexical cohesion, but it also has a strong impression enhanced by the repetition of the key words or items.

Thus, it appears that repetition of the same word, its synonyms, or their derivations has a strong effect on the recipient. Repetition of the same words in an advertisement is an effective way to concentrate on the main word and its meanings and purposes. In Arabic discourse, the advertiser may use a word and repeat forms derived from the same root which consist of three consonants, four or five ones. According to Haddad (2001), it is important to shed lights on the uses of repetition to write an effective and attractive advertisement with different forms, with the same meaning and purpose. Therefore, the strategic function for using repetitions in advertising is to convince or to manipulate the reader or recipient to establish certain images about the truth of their proposition. They give the recipient examples to influence him/her of their interest, ability, and real hope.

Ahmed Abdel Tawwab

Figure (11). Sample of American ad, issued by Verizon Company. The original text (Goodbye slow downloads, Goodbye techs on speed dial, Goodbye not so lightning speeds)

Figure (12). Sample of Egyptian ad, issued by Vodafone.

In Arabic (قوتنا، قوتنا إننا بقينا رقم واحد مش قوتنا)
في قوة كل واحد
(Our power is not to become number one, our power in the power of each one).

This form of repetition, »واحدwahed« One-قوتنا our power "quwetna", strengthens and persuades the recipient by making the text more emphatic and rhythmic. Lexical repetition occurs in different cases as in the previous examples when two words or more in advertising are derived from the same root. Repetition in advertising draws the attention of the recipients to the key words which should help them grasp the purpose and meaning of an advertisement.

The advertiser in the above-mentioned example attempts to use different words which, of course, talk about the same meaning of being distinguished. In other words, we can say that the advertiser uses

Ahmed Abdel Tawwab

certain strategy while dealing with more than one way, that is the same idea is expressed in more than one arrangement or choice of words and structures.

Figure (13). Sample of Egyptian ad, issued by Etisalat Company
Text in Arabic (اللي تعمله في الساعة دي يجيلك في الساعة اللي بعدها ببلاش), which could be translated as (what could be done in one hour, will be returned to you in the following hour for free).

The Egyptian ad here employs the strategy of repetition by repeating the words (الساعة) which is translated (hour). Such repetition is strategic in manipulating the audience of what the advertisers attempt to convey.

12.1.2 Simple words/sentences and colloquial language

The advertiser may also present the information in an informal or an intimate way. Therefore, we see him or her talk refer to a product or idea by using simple words and sentences, in addition to the use of the colloquial language such as the examples below.

Ahmed Abdel Tawwab

Figure (14). Sample of American ad issued by T-Mobile Company The text is (the north pole's got nothing on the US)

Figure (15). Sample of Egyptian ad Mobinil (Orange) Company Text in Arabic (عيـش عـالنـت وأنـت مسـافر) (live on the internet while you 're travelling)

The words عيش عالنت (Live on the internet) is obviously an Egyptian slang term used to express the meaning of spending long time surfing online. On the other hand, the words (The awesome continues online) indicate the usage of American informal style in the word "awesome". This kind of style may help the recipient to follow and understand what an advertiser maintains as a friend as in this form, the advertiser opts for simplicity, informality, believability, and readability. By employing simple words with colloquial language, the advertiser intentionally develops a colorful, warm, human, and personal style. It is always said that since advertising is usually brief, the advertiser tries to use

Ahmed Abdel Tawwab

simple, lively, and personal words. This technique builds an intimate bond between the recipient and the producer of the ad, which helps in persuading and/or manipulating the audience.

In the above mentioned example, the anaphoric function, which is the use of a word which refers back to another word already mentioned, is used very frequently in Arabic either within or between sentences. In the Egyptian ad, the word نظــام "system" in the clause نظــام كلام النــت الشــهري refers to the previous same words; such as نظــام عايـز نظــام إيـه. In the American ad, there is the word "Goodbye" which is repeated to refer to the previous same words.

Parison / Isocolon

According to Hussain (2015), parison is a rhetorical term for a succession of phrases, clauses, or sentences of approximately equal length and corresponding structure. Isocolon is a figure of speech in which a sentence is composed by two or more parts perfectly equivalent in structure, length and rhythm: it is called bicolon, (two words) tricolon (three words), or tetracolon (more three words). An example for this is found in the following two ads.

Ahmed Abdel Tawwab

Figure (16). Sample of American ad, issued by
T Mobile Company. The original text (50$ Unlimited Talk, text & data)

Figure (17). Sample of Egyptian ad by Vodafone.

In Arabic ((قوتنــا مــش إننــا بقينـا رقــم)) قوتنــا مــش إننــا بقينـا رقــم
واحــد، قوتنــا فــي قــوة كل واحــد
(Our power is not to become number one, our power in the power of each one).

In the above mentioned ads, the technique of parison is employed as a succession of phrases, of approximately equal length is employed. The linguistic form of the message works simultaneously with non-verbal one. The speaker deliberately chooses such technique to achieve certain main functions: 1) to create short interlocutors' distance thus evoking trust; and 2) to acknowledge the emotional aspect for the audience 3) to convey their notions in a very indirect way, and therefore advertisers attempt to make the recipients forget the transparent proposition.

Ahmed Abdel Tawwab

Advertisers strongly rely on the objective of common knowledge, shared with the audience, which serves as a basis for the composition of the meaning of images, lexical items and other linguistic structures. Everything the viewers see on the screen becomes their reality and happens here and now, therefore visual impositions are easier to accept than verbal. By using verbal and visual rhetorical devices, advertisers shorten the distance with the viewers and thus overcome lack of trust and social co-operation between the speaker and the addressee. The poetic function of language is widely exploited by advertisers to make the audience active participants in the construction of meaning. It does much more than simply attracting the audience and entertaining them. It retains their attention and it creates message and succeeds in helping the advertisers to convince the audience.

13. Concluding remarks;

This analytical study of advertising texts revealed that advertisers widely use certain linguistic features in order to manipulate audiences. Ellipsis is an important feature used in advertising. Throughout this study of Egyptian and American advertising data, there seems to be similar tendencies and parallelism in syntactic structures of mobile phone ads. It seems that the use of the manipulative strategies investigated in this study, such as vagueness, omission and ambiguous claims and interaction of verbal and visual components of ads, are typical of a strong advertising discourse.

Ahmed Abdel Tawwab

Almost a large number of Egyptian and American advertisements, examined in this study contained at least one syntactic or stylistic irregularity. Incomplete sentences are a common feature of such syntactic irregularity. Often they are the result of omitted words in the sentence. Another important point observed in this study is the slang usage. Slang is often used in advertising in the Egyptian and American samples both to add a contemporary sound and to become closer to the audience and be successful in persuading the audience. Another clear feature employed in the ads is *personification* such as "*good bye slow downs*" which could happen as a result of syntactic or stylistic deviancy, causing a sense of ambiguity.

This study reveals that among the manipulative strategies generalization. It could be applied through very general and broad concepts with a strong impact on people's mental models. Another manipulative strategy is the repeated messages which could lead to persuading the audience of the advertiser's goals. This study reveals that there is a strong connection between manipulation and rhetorical devices in advertising through parallelism, anaphora, antithesis. All of these features are used so as to achieve the effects of emphasizing the value of the commodity advertised.

Obviously, advertisers in both sides employ some other linguistic techniques such as, simple sentences or phrases, eye catching titles or headlines, arousing emotion with less information. The study shows that

Ahmed Abdel Tawwab

advertisers employ synonymy to write an effective and show attractive advertisement with different forms, with the same meaning and purpose. Therefore, the strategic function of using synonyms in advertising where they try to manipulate or convince the recipient to establish certain images about the truth of their proposition. They give the recipient examples to convince him of their interest, ability, and real hope.

The study shows a cognitive dimension for manipulative strategies both at a linguistic and a non-linguistic level, and emphasizes the direct connection between the cognitive processes and the lexical and syntactic components of language, thereby contributing to understanding of the phenomenon of manipulation, particularly as it exists in the field of advertising: whether on the verbal and non-verbal levels and, at the linguistic level, through the use of ellipsis and other linguistic features and rhetorical devices.

Recommendations

The major goal of this research has been to investigate the linguistic manipulative strategies in the Egyptian and American mobile phones ads. Accordingly, it recommends for future research to handle the hidden relationships between advertising techniques and the deceptive claims from a consumer perspective. Future research could focus on mental perceptions of the consumer, exploring the relationships between the degree of deception from one perspective, and the linguistic variation in reaching the advertiser's goal.

Ahmed Abdel Tawwab

Experimental studies are recommended as long as qualitative studies that search more deeply into the underlying meanings delivered by corporate advertisements. The use of semiotic approach would help in this track. This could help in showing for the determining other elements of manipulation and deception and strategies that consumers could use as a way of evaluating the degree of deception. Researchers are recommended to continue the study of visual manipulative discursive ways within advertising and to explore the prevalence and nature of other forms as masks for underlying, deceptive claims.

Bibliography:

Abd Alhamid, A. (2007). "The Language of Egyptian Television Advertisements" in *Journal of Languages & Translation*, Al Azhar University. pp 1-31, Vol 41.

Berinato, S., (2010). The Power and Perils of Puffery, blogs.hbc.org/research/2010/05/ the power and perils of puffer. Html.

Chapman, A. (2001). *Constructing a gendered consumer identity in a pragmalinguistic*

model of advertising discourse: the case of Russian and Polish. Ph.D. dissertation, University of California.

Chilton, P. (2005). Manipulation, memes and metaphors: The case of Mein Kampf. In de

Saussure, L. & Schulz, P. (Eds.) Manipulation and ideologies in the twentieth century: discourse, language, mind. Amsterdam/Philadelphia: John Benjamins Publishing Company.15-45

Ahmed Abdel Tawwab

Cook, G. (2001). The Discourse of Advertising. London: Routledge.

Cuddon, A. J. (1999). *The Penguin Dictionary of Literary Terms and Literary Theory*. London: Penguin.

Danciu, V. (2014) Manipulative marketing: persuasion and manipulation of the consumer through advertising. "Theoretical and Applied Economics" Volume XXI, No. 2(591), pp. 19-34

Daugherty, T., Logan, K., Chu, S. C., & Huang, S. C. (2008). "Understanding consumer perception of advertising: A theoretical framework of attitude and confidence." In *American Academy of Advertising.* pp. 308-313

El-Hinnawi, A. (1992). A lexical study of headlines of advertisements in English. M.A Thesis. Yarmouk University

Garnham, A and Oakhill, J. (1992). "Aberrant ellipsis: advertisers do, but why?" *in English Today*, 8 (1), 37-40.

Galasiński, D. (2000). The Language of Deception: A Discourse Analytical Study SAGE Publications, Inc. UK.

Geis, L. (1982). *The language of television advertising.* New York/London: Academic Press.

Goddard, A. (1998). *The Language of Advertising: Written Texts*. London. Routledge.

Hartmann, R. k. and F.C. Stork. (1973). *Dictionary of Language and Linguistics:* London: Applied Science Publishers.

Haddad, M. (2001). The language of advertising in women's magazines in Jordan. M.A Thesis: Yarmouk University: Jordan.

Hussein, Abbas Lutfi (2015). Advertising Slogans: Rhetorical Characteristics. Journal of Arts Faculty, Faculty of Arts, Basra University. Issue 69, 758- 784.

Leech, Geoffrey, N. (1972). *English in Advertising: A Linguistic Study of Advertising*

Ahmed Abdel Tawwab

in Great Britain (English Language Series). London: Longman.

Medvedeva, V. (2003) Reklamnaya kommunykatsyya: monohrafyya [Advertising communication: monograph] / E. V.Medvedeva. – M.: Yzdatel′stvo LKY. – 280s.

McQuarrie, F. & Mick G. (1996). "Figures of Rhetoric in Advertising Language." Journal of Consumer Research. Vol.22. March.

Motes, H., C.B. Hilton and J. Fielden. (1992). "Language, Sentence, and Structural Variations in Print Advertising*". Journal of Advertising Research*. 63-77.

Nettel, A. Roque, G. (2011). "Persuasive Argumentation Versus Manipulation" *Argumentation* (2012) 26:55–69

Shavitt, S. Lowrey, T and Sang, P. (1992). "*Attitude Functions in Advertising: The Interactive Role of Products and Self-Monitoring.*" Journal of Consumer Physchology, Vol1, issue 4, 1992, Pages 337-364.

Shabbir, H. and Thwaites, D. (2007). "The Use of Humor to Mask Deceptive Advertising: It's No Laughing Matter." Journal of Advertising," Vol. 36, No. 2, Special Issue on Responsibility in Advertising, pp. 75-85. Published by: Taylor & Francis, Ltd.

Silverblatt, A. (1995). Media Literacy: Keys to Interpreting Media Messages. West Port: Greenwood Publishing Group.

Treasure, J. (1974). "How Advertising Works" in *Advertising and Society,* Yale Brozen Ed. New York. New York University Press. pp. 149-168.

Van Dijk, T. A. (2006). Discourse and Manipulation. *Discourse & Society* London*: SAGE Publications.*Vol 17(3): 359–383

Wrong, D. (1995). *Power, its Forms, Bases, and Uses*. London: Transaction Publishers.