

Persuasion in Written and Spoken Advertising: A Comparative Study

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Abstract

Language is everywhere, and we need it in almost everything. Language is used to connect, perform social actions, and provide a medium for social interactions. Language is organized and collaborative. Whether through verbal communication or written texts, as human beings, our means to successful interaction is through language. Nonetheless, according to linguists, there are not very fine differences between spoken and written language. Researchers agree that there are no fine differences between written and spoken discourse. How about persuasive language used according to the context? Are there fine differences between the persuasive language used in both written and spoken discourse? This study aims to investigate and answer this question. When it comes to successful marketing and advertising, it is evident that language plays a big role. The aim in this paper is to analyze persuasive language in both written (non-interactive) advertising and real-life (interactive/ engaging) advertising and marketing. The researcher, in this paper, aims to study the ways in which persuasive language varies according to the context in which it is used. And whether or not the strategies of persuasive linguistics are the same between written and spoken discourse. By studying and investigating the persuasiveness of language among written advertisements (non-interactive) and spoken (real-life) selling and marketing. By comparing written and spoken advertisements and ways of linguistic persuasion in both settings or contexts, these aims are, hopefully, to be reached through studying persuasive language and persuasive language strategies in written (non-interactive) advertising and real-life (interactive/ engaging) advertising or marketing. For as they say, "Language is a powerful tool!".

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أساليب الإقناع اللغوية في مجال التسويق المرئي والمنطوق: دراسة مقارنة

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المستخلص

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اللغة في كل مكان، نستخدمها ونحتاجها في كل شيء تقريباً فاللغة وسيلة للتواصل الاجتماعي والقيام بمهامنا اليومية. اللغة تعاون ونظام. وسواء كانت غايتنا التخاطب من خلال الكلمة المنطوقة أو من خلال الكتابة فإن وسيلتنا كبشر للتواصل الفعال هي عن طريق اللغة. ولكن مع ذلك فإن اختصاصي اللغة يؤكدون على أن الفرق بين الكتابة والكلمة المنطوقة غير واضحة المعالم. ولكن ماذا عن أساليب الإقناع اللغوية وفقاً للسياق؟ هل هنالك فروق بين أساليب الإقناع اللغوية في كل من التخاطب المباشر (الحي) وبين التسويق عن طريق الكلمة المكتوبة. هذا البحث يهدف إلى الإجابة عن هذا التساؤل. فعندما نتكلم عن الدعاية والإعلان في مجال التسويق فإن اللغة دوراً بارزاً ولذا يهدف الباحث هنا إلى تحليل الخطاب وأساليب الإقناع اللغوية في كل من الإعلان الحي والتسويق المباشر باستخدام الكلمة المنطوقة وما بين استخدامات اللغة في التسويق من خلال الإعلان المكتوب. الهدف من ذلك هو دراسة أساليب الإقناع اللغوية وحسب السياق المستخدم. وأيضا لدراسة إذا ما كانت أساليب الإقناع اللغوية تختلف بين التسويق الحي (المباشر) والتسويق المرئي (المكتوب). وذلك أولاً وأخيراً من أجل الوصول إلى غاية الباحث في تحليل الخطاب ومعرفة الفروق اللغوية بين الكلمة المنطوقة والمكتوبة وخاصة في أساليب الإقناع اللغوية في مجال التسويق.

الكلمات المفتاحية: أساليب الإقناع اللغوية، الحي (المباشر)، التسويق

1. Introduction

When it comes to successful marketing and advertising, it is evident that language plays a big role. Here is where the linguistics of persuasion plays its role. The effective use of persuasive language is apparent wherein researchers provide a framework that is easy to use to help marketers and advertisers to select the right language to persuade consumers (Lowrey & Shrum, 2019).

Language is a mean of communication and we interact with each other socially through language. However, when it comes to the linguistics of persuasion, what is the interest here is how persuasive messages are understood, processed, and obeyed. There are many studies on the role of language used in persuasion in interpersonal communication, but not many studies on the role of the linguistics in persuasion in everyday sales encounters or business negotiations. In these social obligations and interactions, persuasion occurs naturally, wherein the linguistics of persuasion is built into the fabric of the conversation. This research investigates the strategies of persuasion in both spoken (real-life) advertising and written (non-interactive) advertising. The role of language therein is also analyzed and studied (Huma, 2023).

Less attention has been put into how language is used to control settings of social conduct, like sales encounters, business meetings, or even diplomatic and political negotiations. Within these practices, the linguistics of persuasion is intertwined with co-occurring activities and is often disguised as advice giving (Huma, 2023).

Again, language is the medium through which individuals do activities, perform actions, and interact with each other. This is also perceived in sales between consumers and the salesperson. In real-life sales, language is present and, here again, the linguistics of persuasion is achieved also through details of speech production such as silence, emphasis, and pitch. These details, and many more, investigated in this research, are found to be consequential for the organization of sales interactions, marketing business, and advertising (Huma, 2023).

2. Literature Review

Brian Paltridge (2012) defines Pragmatics as the study of meaning in relation to the context in which a person is speaking or writing. (p. 38) There is, nonetheless, differences between spoken and written language. As put by Brian Paltridge (2012) An understanding of how language functions in context are central to an understanding of the relationship between what is said and what is understood in spoken and

written discourse. (p. 39) Paltridge adds on by saying that the context of situation or what someone says is, therefore, crucial to understanding and interpreting the meaning of what is being said. (p. 39)

As McCarthy and Paltridge (2012) stated, “there are no absolute differences between spoken and written language”. (p. 139) McCarthy (2001), cited in (Paltridge, 2012), argues that there is “no simple, one-dimensional difference between spoken and written discourse.” (p. 138) As Paltridge put it, spoken discourse may be more implicit than written texts. Spoken text may be more fragmented than written text, such as online chat room discussions. There is also, real time to lapsed time for spoken and most written discourse. Written text maybe more tightly organized. So, as mentioned above, and emphasized by both McCarthy & Paltridge (2012:139) “there are no absolute differences between spoken and written language”. But, what about language persuasiveness according to context, whether written or spoken? Are there fine differences between the persuasive strategies and the persuasiveness of the language used in both written and spoken discourse?

In sales and marketing, it has been seen that using “when” is linguistically more persuasive than using the conditional “if” in sales requests. The explanation for this is due to their preference mobilizing features. For example, “If you want, you can buy this color because it’s a trend this year” is seen as less persuasive than saying “When you buy this, you will be trendy” or “When you buy this color, you will be following this year’s trend”. Also, it has been found, in sales of tickets that “yes/no” questions, such as “Do you want a ticket today?” is more effective in getting a preferred response than offers that are formed as alternative interrogatives, such as “Would you like a ticket today?” It is explained that the latter offered consumers a morally safe alternative option and a safe way to choose not to pay. Nevertheless, choosing to refuse in the yes/no question required consumers to do additional interactional work to alleviate the risk of appearing tight-fisted. (Llewellyn, [2015](#)) cited in (Huma, 2023).

In sales, a salesperson will usually create favorable conditions to encourage consumers to accept a commercial offer by preceding an offer with various favorable pre-sequences of persuasive language that would normally lead to its acceptance. According to Schegloff (2007), cited in (Huma, 2023), usually adjacency pairs, such as “great bargain” or “affordable price” are expanded by language that precedes or follows them in order to pinpoint the exact moment when a person appears to “change their mind.” This is similar to the fact that salespeople do not run after a costumer, blurting out a commercial offer as soon as a potential consumer walks through the door. These opening moments, even though not exclusively language-based, are considered important for the success of persuasive language and persuasive strategies. (Cialdini, [2016](#)) cited in (Huma, 2023). As stated, in addition to adjacency pairs and preference associations, there are other interactional structures to persuade buyers, like attention-grabbing gestures such as a clap as he announces the final price of a product. Pinch and Clark (1986), cited in (Huma, 2023), considered these to be helpful body language gestures that accommodate spoken (real-life) advertising and are not present in written advertisements.

First of all, the persuasiveness of language can be maximized by using different linguistic devices such as metaphors, analogy and rhetoric. By selecting the correct language, words and sentences can carry stronger persuasive impact on listeners. Linguistic devices are exploited frequently in advertising and marketing. Linguistic devices, therefore, can be used to strengthen any argument. (Lowrey & Shrum, 2019)

Second, persuasive language in linguistics differs in its strength and how it influences interlocutors according to the power of the message, whether it is in powerful or powerless style. The use of hedges, tag questions, and intensifiers in messages is considered a powerless style. Whereas, powerful style is when

salespeople do without these features. So, the use of both powerless and powerful styles is known as linguistic persuasion. By using the linguistics of persuasion, we manipulate language to affect the listener. Salespeople and sales personnel use persuasive messages to convey either a powerful or powerless style.

Certain studies in the area of linguistics of persuasion found results that, most often in non-interactive marketing and sales (Written advertisements), participants hear the message in its powerful version, which is why the speakers perceive non-interactive marketing in a more positive way. The participants who heard the same message in an interactive setting or (real-life advertisement) heard the message, most often, in its powerless style, and were found to process the same message more negatively. (Holtgraves & Lasky, 1999)

Our language is a powerful tool in getting our message across and negatively or positively influencing listeners, interlocutors, and consumers. Linguistic persuasion is how language is styled, structured, and manipulated to influence others (Holtgraves & Lasky, 1999). Some language features are debatable regarding “powerful” or “powerless” style, such as politeness. Nonetheless, most researchers in this field agree that the three features of language (hedges, hesitations, and tags) are clear markers of “powerless” style. It is also revealed that previous studies of the linguistic power have set their attention on the power of manipulation, framing it with general perceptions such as speaker power, authority, speaker sex, subject sex, distraction, etc. (Holtgraves & Lasky, 1999)

There are guides and certain techniques to follow when attempting to use persuasive language. A framework, put forward by Ruth Pogacar, L.J. Shrum, and Tina M. Lowrey is developed for advertisers and marketing campaigns to adopt when attempting to implement linguistics of persuasion. Recently, there has been considerable research devoted to understanding how certain linguistic devices are to be implemented to persuade others. Researchers such as R. Pogacar, L.J. Shrum, and T. M. Lowrey developed their persuasive language framework, agreeing on the fact that when it comes to persuasion, “how language is said” is important, and it is not just “what is said” that is important. (Lowrey & Shrum, 2019)

Third, according to Pogacar, Shrum, and Lowrey, there is the effectiveness of the message. I.e., regarding language complexity and the processing mode. Pogacar, Shrum and Lowrey set a framework; according to this framework, linguistic devices were classified according to two dimensions: *language complexity* and *processing mode*. Pogacar et. al. reached the conclusion that whether automatic or complex processing is needed and, more importantly, whether communication needs to be more or less complicated, advertisers become more persuasive. This framework is, in turn, applied in the advertising and marketing system. These two dimensions ranged from automatic to controlled processing. The framework was used to base research on the effects of linguistic devices. By including the current research in the field, the framework also exposed gaps in knowledge. This persuasive language framework provides a guide to understanding how consumers perceive linguistic devices. Therefore, advertisers are capable of using language to persuade consumers more influentially. The framework can be used in the marketing system to simply and easily see the degree of processing effort needed on part of the consumer. So, by studying whether automatic or complex processing is needed and, more importantly, whether communication needs to be more or less complicated, advertisers become more persuasive. Therefore, advertisers and marketers become aware of the right words to persuade and influence consumers. (Lowrey & Shrum, 2019) Certain words, when well-chosen, can influence and affect consumers. Certain words make us want to buy something or even vote for someone (Smith, 2024).

The framework, by Pogacar et. al., also gives a guide on the importance of knowing how much consumers are to be engaged in the market before a linguistic device will be effective in persuading. However, there are certain knowledge gaps. For instance, the extent to which linguistic effects are to be generalized across cultures and the role of individual differences with regard to the effects of these linguistic devices (Lowrey & Shrum, 2019).

Marketers and advertisers are always looking for new language to persuade. As mentioned, the goal of Pogacar et al.'s framework is a concrete guide to facilitate the use of the correct language, in the correct way, with the correct audience. This framework was mainly designed for marketers and advertisers to use to direct their campaigns. This framework reveals which language devices necessitate more cognitive effort from the audience or targets. So, there are certain linguistic devices that necessitate no effort to process, influencing the audience or targets directly or automatically. Whereas other linguistic devices require their audience to be engaged in order for them to process the information (Lowrey & Shrum, 2019).

Therefore, the difference sometimes between spoken and written language and its persuasiveness effect is sometimes a matter of the conditions surrounding the language. The setting or the conditions surrounding the language being used to persuade are also important. Therefore, some particular language requires interaction to influence, while other language persuades with the use of just one word. Therefore, the simplest linguistic device to persuade is just "one word" and complexity increases with the number of words. Usually, in written ads simplicity of linguistic devices is required to achieve a better effect on the audience. It could be said, here, regarding the sentence length, that "the less, the better". The shorter the message or the sentence, specifically in a written advertisement, the better the outcome it has (Lowrey & Shrum, 2019).

As Pogacar et al. set out to create their framework, existing research on linguistic devices was analyzed in order to map out how much cognitive effort was required for each linguistic device to be effective. Linguistic devices used in written advertisements that are non-interactive in nature require the less cognitive effort. Mostly, non-interactive advertisements that required the least cognitive effort included pronunciation, processing of numbers, sound repetition, alliteration, rhyme, and phonetic symbolism. Nevertheless, on the other side of the scale, interactional advertising and marketing or real-life sales make use of linguistic devices that required more or heavy cognitive effort and audience engagement. These linguistic devices included: metaphor, analogy, the use of questions, and syntax (Lowrey and Shrum, 2019).

Fourth, we have the effectiveness of the message, which has three dependents. We have for one, "repetition". When a certain message or phrase is repeated over and over again, it is more likely to be remembered. Repetition makes words more memorable. Hearing something that is repeated makes it stick in your mind. Sometimes we may hear a catchy slogan and cannot get it out of our heads. That is what we call repetition at work! (Smith, 2024)

Then we have "loaded language". Using loaded language can be persuasive through the use of words with strong connotations to effectively affect how people feel about something. We have, for example, using the word "cheap" which makes something seem low quality. However, using the word "affordable" makes the same item seem like a bargain or a good deal! So, by selecting the right words and correctly choosing words, we can change how others perceive an idea or even a product. (Smith, 2024)

A third technique that can be used to make our language persuasive is through "storytelling". Telling stories is a good way to persuade. By storytelling, we engage people's imaginations and emotions. The

message we want to convey becomes more convincing when telling stories because listeners connect with the characters and their experiences. (Smith, 2024)

Real-Life Examples of Persuasive Language include: Advertisement, Political Speeches, and Social Media. Advertising is full of persuasive language. Words such as “best in class”, “guaranteed results”, “top offer”, and “a bargain” are words that aim to convince buyers that the product is worthy or will meet one’s needs perfectly. (Smith, 2024)

Politicians certainly use persuasive language to influence voters. Politicians usually use powerful phrases and promises to sway voters and appeal to their values and needs. So, a politician may use the sentence “Together, we stand” or “We united can build a brighter future” to inspire hope and unity. (Smith, 2024)

Influencers on social media also use persuasive language to get followers, to make you buy products, or even to join causes. They do this by using attractive hashtags, gripping stories or sensitive appeals to catch their audience. (Smith, 2024)

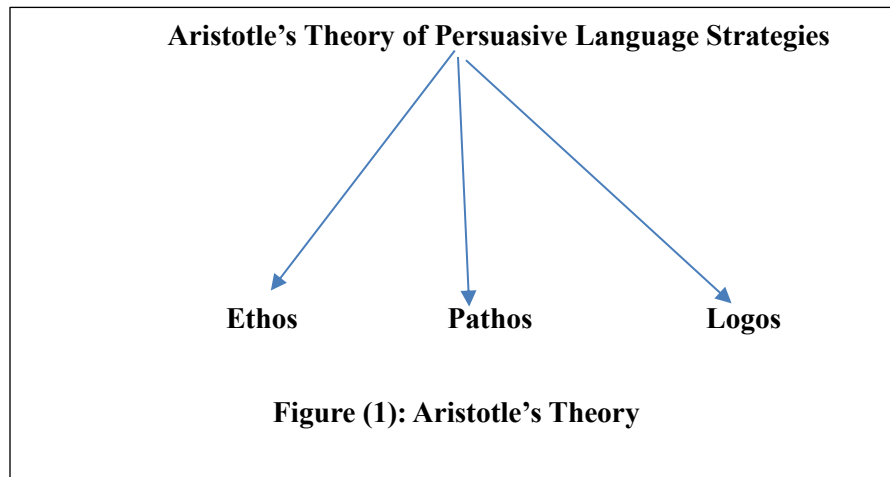
The linguistics of persuasion is similar to a secret recipe in which the words used are the ingredients. We need to be more aware of how we are being persuaded to understand how words influence our thoughts and actions. By realizing this, we can further use the techniques of persuasion wisely to get our message across. (Smith, 2024)

3.Methodology

This study has investigated the linguistics of persuasion in both interactional and non-interactional settings through the use of a qualitative approach. The study also focused on the linguistics of persuasion with regard to linguistic styles and linguistic structures, differentiating between spoken and written advertising. By studying fashion advertising, both written and spoken, on (Ebooks4fashion™) and (#womensupportingwomen). By comparing the persuasiveness of the language used in both spoken and written advertisement contexts, characteristics of both kinds of advertising discourse were listed and mentioned in this paper. This was basically achieved by following Aristotle’s approach to persuasive language as well as an application of Ruth Pogacar, L.J. Shrum, and Tina M. Lowrey persuasive language framework. Aristotle’s persuasive strategies include Ethos, Pathos, and Legos. The data collected, was a number of various advertisements, which were gathered from real-life interactions, in addition to written advertisements. The two settings of verbal (real-life)/ interactional advertising, as well as (written) non-interactional based advertising, were compared. The focus was on persuasion in interpersonal communication, with a focus on the role of language. There is certainly a distinction between approaches to theorize language as “message effects” and the emerging Discursive Psychological (DP) approach that treats language as a social action in interaction. By focusing on language as “message effects”, this research has stated a number of important facts on the study of research on linguistics of persuasion. This research has not deeply invested in the Discursive Psychological approach to language but mainly outlined the main advantages of the DP approach to language and persuasion.

As mentioned above, there is, in addition to Podcar et. al. framework, and Aristotle’s persuasive strategies, the Discursive Psychological (DP) approach to persuasion, which deals with details of real-life instances of language-in-use. It does not focus on how language operates within single minds and, thus, due to this perspective, shifts its focus to how individuals perform social action with others and how persuasion becomes, therefore, a collaborative achievement. This approach investigates persuasive activities in

coordination with all parties involved. (Huma, 2023)



4.Data Analysis and Discussion

Studies and research in the area of language of persuasion in authentic interactions give a sense of how language is built through sequences of talk and artful coordination between interlocutors. Sequential properties of talk provide the infrastructure for persuasion-in-interaction. When using language as a persuasion-in-interaction tool, individuals usually manage the reciprocity of each other's' conduct. Usually in real-life selling and marketing, salespeople usually create or attempt to forestall interactional language used by their customers. Because when attempting to use language to persuade buyers or even engage in interaction, persuasive attempts are adopted (Huma, 2023).

Marketing and sales that require less cognitive effort are usually non-interactive, such as rhyme, phonetic symbolism, sound repetition, processing of numbers, and alliteration (Lowrey and Shrum, 2019).

On the other hand, marketing and sales that required interaction were due to the fact that they needed more cognitive effort. These linguistic devices required heavy cognitive effort and audience engagement, such as metaphor, the use of questions, analogy, and syntax (Lowrey and Shrum, 2019).

The use of “when” as a “conjunction that connects two clauses” and “if conditional clauses” is found, abundantly used, in real life marketing but not in written advertisements, where it is almost rarely found. Examples include “If we deliver the product late, we will take full responsibility”. “When delivering items late, we will take full responsibility”. Here, using the “conditional if” gives perception that it is unlikely to happen, whereas using “when” as a conjunction gives perception that it is more likely to occur than using the “If conditional” and vice versa.

There are certain differences between interactional/ real-life advertising and the use of persuasive language in non-interactive advertising / written advertising. Non-interactive/ written advertising and marketing make an impact on consumers by using certain simple tactics. For example, certain simple devices, such as phonetic symbolism, complexity (or not), and the use of numbers, can be really influential when it comes to marketing and advertising. (Lowrey & Shrum, 2019). First of all, in advertising a certain product, whether in real advertisements or written advertising, the naming of the product is crucially important. The naming will automatically convey information or meaning to the consumer. Within phonetic symbolism, the sound of a word conveys meaning without demanding cognitive effort. Vowel sounds and

consonant sounds are both linked with sensory perceptions such as size, speed, weight, and color. So, for instance, low-pitched sounds, such as the low-pitched sound made by the letter “R”, convey “round”, “slow”, “soft”, and “large”. Whereas, high-pitched sounds, like the high-pitched sound made by the letter “E” conveys the opposite (Lowrey and Shrum, 2019).

Second is complexity. When advertisers add complexity to a simple word, this will have an effect on the perception of a product. By adding complexity, advertisers force consumers to put more cognitive effort, into the product, giving it more attention. So, for example, when naming a carnival ride, giving it a name that is harder to pronounce may give the ride the impression that is more dangerous and novel just by its sound (Lowrey and Shrum, 2019).

Then we have numbers. Numbers, to be more precise, are perceived to be more accurate and trustworthy. For example, when products are rated by consumers, changes of numbers from decimal values to integer values (e.g. 7.2 to 8) are seen more favorable than when the change is between two integers (e.g. 7 to 8). This is the case with numbers despite the fact that the change in the latter is larger than the change from the former (Lowrey and Shrum, 2019).

Persuasive language in written advertisements is carefully selected to influence the consumer. The language used in non-interactive advertising is crafted and studied well to influence the consumer’s behavior and motivate action. While the language used in real-life interactive marketing and selling is less strategic in its language because it requires interaction between the sales personnel and the consumer. So, for instance, we find an increased use of hedges (I think you should buy this, but...), (I’m not sure if this is clear, but...). The use of tag questions (You want to buy a car, don’t you), (You have a certain color in your mind, right?), ...etc. also the use of hesitation markers such as (Uhm..) all have a powerless style, which is a marker of real-life marketing language and not of written advertisements, which are strong, short and to the point.

Persuasive language in English ads is carefully crafted to influence consumer behavior and motivate action. It often involves the use of specific techniques that appeal to emotions, logic, or the sense of urgency. Below are some common strategies used in persuasive language for advertisements:

Aristotle declared that persuasion is achieved linguistically through what is known as “Pathos,” or appealing to emotions. For instance, “Improve your health with this product” or “Start fresh with this coffee maker”. Then again according to Aristotle, persuasive language appeals to “Logos” which is appealing to the consumers logic by presenting facts, statistics or the use of numbers. For example, “This eye product reduces wrinkles by 40%.” Thirdly, “Ethos” or establishing trust and credibility with the consumer, such as associating a product with authoritative figures, like doctors. For example, “This product is recommended by dermatologists.”

Usually as a strategy of persuasive language is to keep language simple and clear. By keeping language clear and easy to understand, cognitive effort on part of the consumer is lowered. So, advertisers avoid ambiguity and jargon in their style of language used and in their written advertisements. It is not that simple with real-life marketing; indeed, sales personnel are trained well, but the language they use is not as simple and right-to-the-point as with written advertisements. Real-life marketing requires more interaction much more and longer sentences, as well as more complex language (or not). With real-life marketing, persuasive language is not always that easy to put in an outlined frame.

The language used in written advertisements is likely to tell consumers what to do using imperative verbs. This is a persuasive language strategy that is used in written advertisements, but not likely to be used in real-life marketing or sales, as it will sound rude because they will appear to be ordering their consumers and challenging them, which is not an adequate style. However, in written advertisements we are very likely to see advertisements, such as “Call now”, “Order today”, or “Sign up quickly”. This is known as the “Call to Action” or (CTA) persuasive language strategy.

Repetition is a persuasive language strategy in linguistics that is found to be implemented in both written advertisements and real-life marketing. However, in written advertisement, the repetition is usually of similar sounds, such as the ad “Smaller, Smarter, Softer” where we have a repetition of the /s/ sound. Whereas when speaking, and real-life marketing, we do not intend to repeat sound but repeat our words, to persuade others and consumers, in particular. So, rather than repetition of the /s/ sound we are likely to repeat what we are saying such as “This is cheap. It is very cheap, isn’t it? Or “This is a new smartphone brand. It is the newest brand so far.” So, to create emphasis in language, we are likely to not find repetition of sound in real-life marketing, but it is very often used in written advertisements. Also, rhyming language is a persuasive language strategy that is used very plentifully in written advertisements, but not used in real-life marketing, only by coincidence. That is, it is not required of sales personnel to speak with rhyming words or letters even. But this is a persuasive strategy that is abundantly implemented in written advertisements. So, it is likely for advertisements to have ads with rhyming letters or words, such as “Pickups equal Power,” but we are not likely to hear a salesperson say that deliberately. Or, they will sound silly!

In Linguistics and language studies, rhetorical questions are a very useful strategy in persuasive writing. A rhetorical question speaks directly to the reader. It does not require an elicitation of an answer and therefore allows interlocutors to pause and think about the question posed. That is why it is considered an effective persuasive strategy in advertising. But, mostly in real-life marketing rather than written ads. That is why the use of rhetorical questions is a persuasive language strategy taken to hand in the advertising industry.

The language used to persuade consumers makes plenty use of rhetorical questions in real-life marketing, though this is not very plentifully used in written advertisements. In linguistics, as clarified by the BBC, a rhetorical question is a question that is asked to make a point rather than expecting an answer. For example, “This is really beautiful, isn’t it?”, or more clearly, “isn’t it obvious?”

Usually, persuasive language in real-life marketing makes plentiful use of questions and tag questions, in particular. This is not the case with persuasive language used in written advertisements. Sales personnel in real-life marketing ask consumers questions as a persuasive strategy to engage consumers and provoke their thoughts. Asking questions is certainly a frequently used persuasive strategy that makes sales personnel more aware of their customers’ needs. Also, asking tag questions, such as “Isn’t this your best offer for today?” or “This is your size, isn’t it?” makes consumers more likely to agree with the message.

Persuasive language used in real-life sales and marketing makes frequent use of quantifiers. Quantifiers, as defined by the Cambridge Dictionary” are adjectives or adjectival phrases that describe quantity, such as “much, many, a lot of, a few, several... etc.” This is not, as frequent, in written advertisements. For example, “Only this one is left in stock,” or “Do you want some of these delicious Donkin Donets?”, or “Not many people are thinking of buying this, but it’s a real bargain.” Using quantifiers makes use of the persuasive linguistic strategy of scarcity. This is the use of language persuasive techniques that make the

product appear rare. This, in turn gives the impression that the product is in shortage of. By doing so, quantifiers can be used to appeal to consumers' needs, manipulating their reactions by making the product appear to be urgent, encouraging consumers to buy quickly before they miss out on an opportunity.

Non-interactional advertising may, even though this is not all language-based, join persuasive language with imagery to strengthen the message and make it more influential.

While the use of comparisons and superlatives is used frequently in real-life marketing. So, for example, use of superlatives, such as "This is the newest brand in the market". Or the use of comparatives is also found to be used often in real-life advertising, whereas it is almost never used in written advertisements. Examples include, for instance, "Mercedes cars have more powerful engines than other cars", or "This Laptop is cheaper and more reliable than that one"

Language used in real-life sales and marketing makes more use of personification and personalization by speaking directly to the consumer. "Let me show you how this works", for example. Or, "I recommend that you try this product."

Usually, persuasive language used in written advertisements may appear to be narrative. For example, "Let us take you where no one has been before." Or "This is designed for your comfort. It is all you need to feel relaxed." Whereas, real-life advertising uses persuasive language that is engaging and that is tailored according to the consumers' needs. This is persuasive language that is used by the sales personnel to encourage consumers to take action and make a purchase. The linguistics of persuasion in advertisements is connected with "message effects". It must not be neglected that the environment in which language is used plays a role in persuasive conversations. So, similar to this are the effects of the advertisements, such as color, image, resolution, size, slogan, etc. (Huma, 2023).

Similarly to this is the sequential organization of conversations, such as speakers' turns, pitch, emphasis, silence, etc., but here, these interactional functions are to be overlooked. It is the talk and the writing that is treated as relevant for persuasion, in this study (Huma, 2023).

The linguistics of persuasion is applied through the use of certain speech styles, such as "powerless language," which is characterized through the use of particular linguistic patterns such as tag questions, disclaimers, hedges, hesitations, polite forms, and deictic phrases. There are also "powerful language" linguistic patterns which is characterized by the absence of such linguistic practices, as cited in (Huma, 2023). The use of these linguistic styles works as persuasive language and makes written or spoken messages influential. The above-mentioned linguistic styles become markers of powerless or powerful language and are set to affect attitudinal and behavioral changes.

2. Conclusions

Language is a means of communication and we interact with each other socially through language. However, when it comes to the linguistics of persuasion, what is of interest here is how persuasive messages are understood, processed, and obeyed. There are many studies on the role of language used in persuasion in interpersonal communication, but not many studies on the role of linguistics in persuasion in everyday sales encounters or business negotiations. In these social obligations and interactions, persuasion occurs naturally, wherein the linguistics of persuasion is built into the fabric of the conversation. Within this research, the structures of persuasion are investigated in both interactional/ real-life advertising and written/ (non-interactional) advertising and marketing. Within these practices, the linguistics of persuasion is knotted with co-occurring activities and is disguised, usually, as "advice giving". Last but not least,

understanding the linguistics of persuasion is more precisely accomplished through this examination and comparison between real-life settings and written (non-interactional) settings or context.

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