

# Advertising Language: Secrets of Persuasion

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*Advertising  
Language:  
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# Preface

*Advertising Language: Secrets of Persuasion* reveals the mileage gained through the strategic use of language in advertising to convince customers to purchase products and services. Emotions can sell, but not facts! Find out what research has unravelled.

This book starts with an analysis of slogans in Chapter 1. Wun-Chiew Pung and Nurin Nisa' Aminuddin uncovered the clever use of the emotional appeal to create anticipation of enjoying fast food, and the logos appeal to highlight speed and quality. From their five-level linguistic analysis of the slogans, they found a formula for writing slogans to engage customers and accentuate the advantages and uniqueness of the fast food products.

In Chapter 2, Fatin Izzati Mohd Izam and Kee-Man Chuah turn their attention to femvertising on Instagram. They found that women empowerment messages in the caption and the brand's stance need to be coupled with the right use of emotive words to sell the product or services. Read on to find out the double standards of combining activism and consumerism, including how some brands hide behind the "go green" façade to boost sales.

Chapter 3 presents Siti Marina Kamil and Alvenna Theay Ritchi's work on code-mixing in a Malaysian social influencer's YouTube videos, Bella Khann from Kuala Lumpur. Let the authors walk you through her videos to find out how she achieves psychological closeness with her viewers through her frequent outer code-mixing between Malay and English, and versatile inner code-mixing – often relying on single words in up to seven Malay varieties!

In Chapter 4, Su-Hie Ting and Siti Sarah Hosen delved into how code-switching is used in online advertisements for identity construction. By comparing advertisements in English and Malay, they show that the need for code-switching is greater in English advertisements to tap into certain identities to increase product appeal, often achieved using single words. Find out how inter-sentential code-switching juxtaposes formality and informality.

Chapter 5 focuses on a less-known type of advertisement. Nadia Husna Yusuf Anthony and Rosnah Hj. Mustafa revealed that public service announcements on mental health rely on the pathos or emotional appeal to create a strong connection with the audience. However, there is a place for logos or the rational appeal in poster-type advertisements and the ethos appeal in video advertisements!

**Professor Dr Su-Hie Ting (Editor)**

# Foreword

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# Magnifying Femvertising on Instagram: How Brands Sell Empowerment Through Emotive Words

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## Introduction

In the current consumer society, advertising plays a vital role in influencing our opinions and attitudes towards certain products or services. Equally important is its role in amplifying societal awareness on various issues, ranging from global warming and health campaigns to the controversial discourse of social movements and activism. Social advertising has become one of the favourable media for entities such as advertising agencies, governments, and business organisations, as it serves as an effective means to highlight their social responsibility while promoting their stance on specific social issues (Zayer et al., 2019). One of the movements that has

gained popularity through social advertising is femvertising (Becker-Herby, 2016; Feng et al., 2019; Varghese & Kumar, 2022).

The term “femvertising” was first introduced by SheKnows Media, a female-centric digital media company, in 2015. It is a portmanteau word that combines female and advertising. As stated in its iBlog Magazine, femvertising is essentially “advertising that employs pro-female talent, messages and imagery to empower women and girls” (SheKnows Media, para. 1). This advertising method does not only strive to support the dismantling of female stereotypes while empowering women and girls, but it also helps in selling the brand (Gwynne, 2022). It elevates the reputation of the brands as they are seen to be in support of women’s empowerment, which in turn increases their consumer base (Sterbenk et al., 2022). Realising these benefits, it is not surprising that many business organisations have adopted this social movement. It has thus become increasingly crucial for consumers to consider brands with a social cause before purchasing their products (Baxter, 2015).

As a social movement of the 21<sup>st</sup> century and with a specific appeal to the newer generations (i.e., Millennials and Gen-Z), femvertising relies heavily on social media in achieving its goals. Unlike traditional forms of advertising, the interactive features of social media platforms such as Facebook, Instagram, Twitter and YouTube, promote a higher level of consumer engagement and greater impact on purchasing decisions (Frick et al., 2021). According to Wojcicki (2016), femvertising on social media is more engaging than normal advertising, as his survey showed that advertisements containing femvertising elements are 80% more likely to be shared via social media. Dove and Pantene are among the brands that have reported successful use of social media in their femvertising campaigns (Hunt, 2017). They have inspired more brands to follow suit by making femvertising a part of their marketing strategy on social media.

However, the positive responses to femvertising via social media are not solely because of the platforms. One of the key factors in influencing its success is the representation of female empowerment through visuals and words. The most popular strategy is to use photos of successful female figures, but the power of words used in the caption for each photo should not be neglected. As reiterated by Kannan and Tyagi (2013), although visual content and design are vital in advertising, it is language that helps the consumer to identify and remember the product. Furthermore, Becker-

Herby (2016) stated that much of the research done on femvertising is geared towards visual analysis and less attention is given towards textual analysis. This leaves opportunities for studies to be conducted on linguistic features of the advertisements.

One of the language features that can be further investigated is emotive words. Stevenson (1944) defined emotive words as words “that involve a wedding of description and emotive meaning” (p. 210). Not only do these words convey emotions, but they also have the tendency to influence the attitude of readers or listeners as well as persuade them towards certain future actions (Macagno & Rossi, 2021). Emotive words can also determine the sentiment of the advertisement as the emotional content of a word can be detected through sentiment analysis which determine the attitude, whether positive, neutral or negative on the subject (Ptaszynski et al., 2014). While there are other tactics used in advertisements, emotional tactics are one of the effective strategies especially in women-targeted advertisements as women are in a higher need of affect when evaluating advertisements (Drake, 2017).

Although the measures to seek understanding on femvertising are ongoing, the current approach of analysing the sentiments on the textual component of femvertising specifically on emotive words is indeed insufficient. Hence, this chapter presents the outcomes of a study conducted on femvertising by focusing on the use of emotive words in related postings on Instagram and elicit its potential influence on the readers through sentiment analysis. It begins by providing additional information about femvertising and the linkage with emotive words and sentiments in advertising. It then outlines the steps taken in the study and followed by its major findings.

### **Femvertising: Feminism of The Digital Era?**

Prior to the popularised use of the term “femvertising”, marketing strategy that focuses on female-related activism and feminism was often known as feminist consumerism (Gwynne, 2022). Femvertising achieved its fame partly due to the rapid growth of social media. At its core, femvertising attempts to go against the stereotypical views of women in the society by highlighting their success and achievements in advertisements. It aims to promote female

empowerment through its indirect connection with a product or a service provided by a brand (Akestam et al., 2017; Sharma & Bumb, 2022). Though not a new concept, previous research focalised in this area were more inclined towards the generic component of femvertising.

Becker-Herby (2016), for example, focuses on the foundation of femvertising and how it has become a game-changer in the marketing industry. She discussed extensively the emergence of femvertising, the motivation and authenticity of brands in adopting femvertising. In the study, she reviewed 12 advertisements from 10 different brands. These advertisements contain female empowering messages and after undergoing content analysis, she established the five pillars of femvertising challenging the traditional stereotypes of female images portrayed in advertisements.

Narrowing down towards a more focused context, a study on femvertising in Spanish commercials was done by Pérez and Gutiérrez (2017). The study delves into the relationship between popular culture, gender and advertising by analysing Spanish advertisements. Two advertisements in the form of commercials are analysed according to Becker-Herby's (2016) five pillars of femvertising. The study employs content analysis in analysing the two Spanish commercials. Pérez and Gutiérrez (2017) concluded that Spanish advertising is slowly moving towards empowering women via advertisements. Apart from analysing the advertisements through the lens of femvertising, the advertisements were also linked to popular culture and gender studies. The connection to popular culture can be seen as the advertisements were made available for public's critics, hence giving the consumer to voice out their opinion. It is also related to gender studies as traditional stereotypes portrayed in advertisements reinforce sexism.

Baxter (2015), on the other hand, investigated whether femvertising is another faux activism which aims to get people to buy the product or if it is really empowering women. In the study, Baxter (2015) analysed advertising videos from six brands from two different parent companies, which are Procter & Gamble and Unilever. From the analysis, the researcher found out that the brands are not authentically supporting the movement, instead femvertising was adopted as just another trend in the marketing strategy. Baxter (2015) said that the companies do not necessarily believe in the cause they are using, but they intend to persuade their consumers to believe it in order to sell their products.



In the Malaysian context, there are very limited studies specifically in femvertising. One such study was by Malar and Ahmad (2015) on the consumers' perception on female role portrayals in Malaysian television advertisement. The findings showed that perceptions towards women portrayed in the advertisement is different between men and women. Female viewers think that the portrayals of women in advertisements are offensive, although subjected to non-traditional roles. The female viewers stipulated that a change is needed in the advertising industry. This study does not directly address femvertising, but the ideology of it is present as it displays the need to dismantle gender stereotypes, especially in women.

In social media platforms such as Instagram, femvertising is often employed through visual content. Photos and videos are widely used to convey the intended message, particularly when female public figures or celebrities are involved (Feng et al., 2019). Despite the dominance of visuals, the impact of word choice in those advertisements cannot be underestimated as it can influence the readers' or listener's attitude toward a product or a social cause (Michaelidou et al., 2022; Sharma & Bumb, 2022). There is an apparent need to examine femvertising through the lens of word usage in order to distinguish the sentiment that is perceived by the consumers.

### **Emotive Words and Sentiments in Femvertising**

Emotive words are words that evoke an emotional response on a subject. These words are a powerful tool as it has the capability to influence people's judgment (Sterbenk et al., 2022). Macagno and Walton (2010) discuss the persuasive aspect of emotive words. Macagno and Walton also stipulated that words are persuasive as they have values in them. Hence to achieve something, the definition of words is evaluated. The definition of words is also linked to the perception of reality and "when a person accepts a definition, he accepts also the evaluation and perspective it imposes on reality, and the course of actions and decisions it implies" (Macagno & Walton, 2010, p. 4). Thus, words can play a very powerful role in conveying the intended meaning of femvertising.

The words used in femvertising can influence the sentiments that an advertisement can project. In their study, Chen et al. (2021) ran sentiment

analysis of femvertising on the social media platform, Weibo, and found that female customers are more sensitive to femvertising as they can relate to the emotive words used. Similarly, Zayer et al. (2018) reported that words most frequently associated with femvertising convey positive sentiments. In their analysis of more than 2000 Tweets, users tend to respond better to femvertising campaigns that used positive words perceived as relevant to female empowerment.

However, using positive words alone does not guarantee effective delivery of intended messages. Though the use of negative words could potentially underestimate a woman's power (Yarimoğlu, 2021), such usage may reverse the meaning of those words. For example, a sentence like "girls are not stupid" can convey a positive meaning despite the use of the negative word "stupid". This ambiguity leaves more room for studies to be done in identifying the patterns of word use in femvertising. In deciding whether only positive words are impactful or not, it should be examined through its linkage with the overall sentiment.

## **The Study**

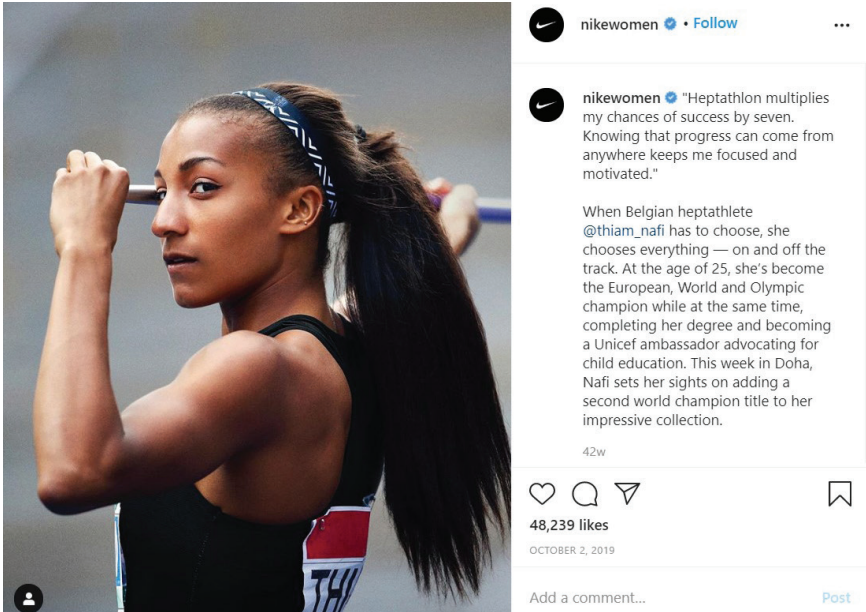
In examining the use of emotive words and its corresponding sentiments in femvertising, several steps were taken. Firstly, the advertisements related to femvertising were extracted from Instagram. They were selected based on the presence of women empowerment messages in the caption and the brand's stance on women empowerment. This was done with the help of Instagram's search engine and filtering functions. These advertisements were visible by the public and not restricted for viewing. Figure 1 shows an example of femvertising advertisement selected.

Secondly, the collected pool of advertisements was reviewed and screened according to the selection criteria. Only advertisements with a minimum of 30 words and relevant to femvertising were selected. This step is to ensure that the selected advertisement contains enough words to be analysed and does not solely rely on the photos presented.

Thirdly, the texts from the Instagram postings were copied to a new document, isolated from the photos. Only the text from the captions were

extracted, as to remain unbiased or influenced by any visual aspect of the femvertising advertisements. Apart from the visual, icons such as emojis and emoticons were eliminated as this study focuses on text analysis.

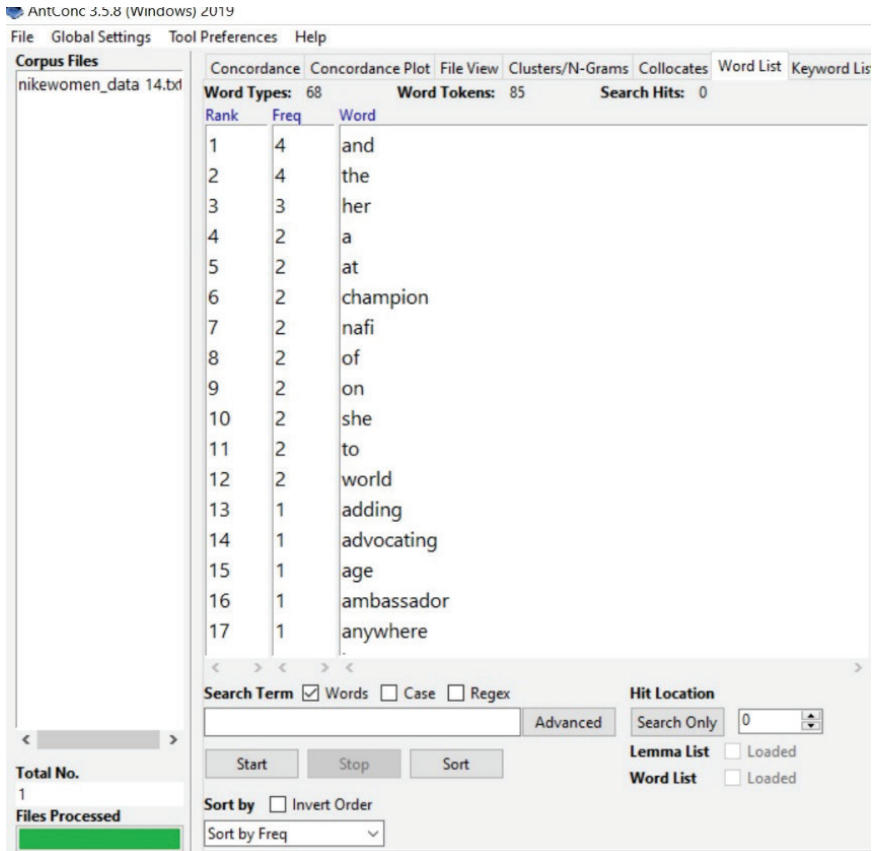
Figure 1. Sample of femvertising advertisement



(Source: Nikewomen's Instagram public post)

The analysis comprised the frequency count for emotive words, sentiment analysis, and patterns identification. The first analysis was carried out by using AntConc. AntConc is a multipurpose corpus analysis toolkit that analyses electronic texts in order to find and reveal patterns in language. In this study, it was used to generate the list of word frequency in order to identify the emotive words that are frequently used. Figure 2 shows the sample of word frequency count on AntConc in one of the selected femvertising advertisements. Once all the data was gathered and the corpus were generated, AntConc's word frequency count was used to identify the top 20 frequently used emotive words for further analysis.

Figure 2. Sample of word frequency count on AntConc

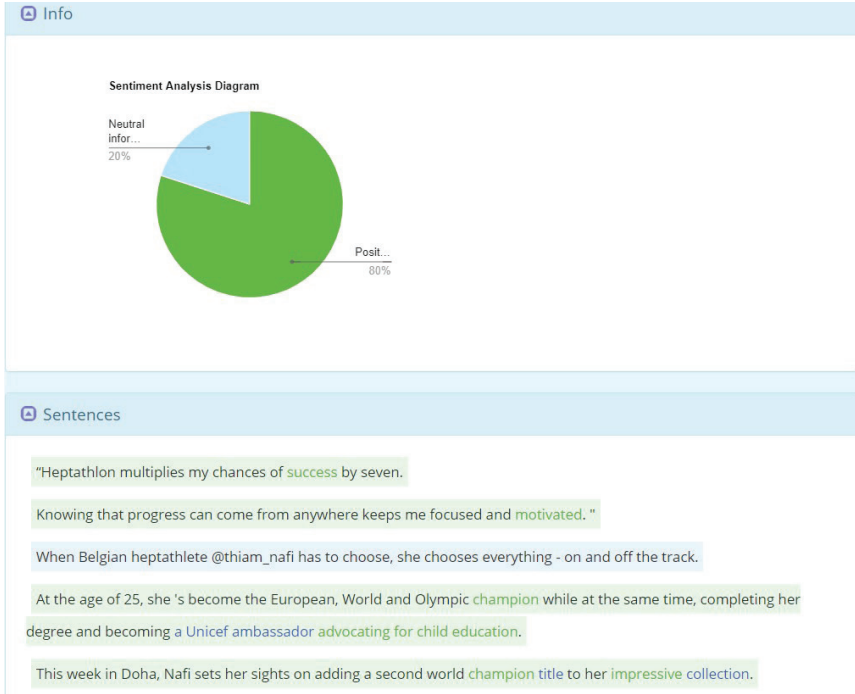


The next analysis was sentiment analysis. In this procedure, the tool used was Intellexer Sentiment Analyser. This tool is a sentiment engine that provides a detailed analysis of text by identifying sentiment content from the text analysed. In this research, the function used was analysing the attitude, especially the scale of positive and negative sentiments. Intellexer Sentiment Analyser used three colour tags to represent each sentiment: green for positive, blue for neutral and red for negative. Figure 3 shows the sample of text analysed by Intellexer Sentiment Analyser.

The third analysis was analysing patterns in the femvertising advertisements. After analysing the emotive words and sentiments of the advertisements, the data were tabulated to discover the patterns of emotive

word usage as well as the effect it has on sentiment analysis. The tabulated data consisted of the original femvertising ad text, overall sentiment analysis, list of emotive word found and the sentiment of the emotive word.

Figure 3. Sample of text analysed by Intellexer Sentiment Analyser



## Femvertising Advertisements

Instagram channels of ten brands were selected from five categories according to: 1) health and beauty, 2) food and beverage, 3) sports clothing, 4) feminine products and 5) sustainable clothing. The diversity in the brand categories shows that femvertising is not only adopted in companies that sell female products (Abitbol & Sternadori, 2018). From each Instagram channel, 15 femvertising advertisements were used for this research. The distribution of the femvertising advertisement is shown in Table 1.

Table 1. Distribution of femvertising advertisement

Brand Category	Instagram Channel	Number of Femvertising Advertisement
Health and Beauty	@dove	15
	@lushcosmetics	15
Food and Beverage	@lunabar	15
Sports Clothing	@adidaswomen	15
	@nikewomen	15
	@athleta	15
Feminine Products	@bobble.it	15
	@libresse_my	15
Sustainable Clothing	@eileenfisherny	15
	@mothererthinc	15
Total	<b>10</b>	<b>150</b>

The accumulated number of words from the femvertising advertisement is 12,965 words, with the average length of caption was approximately 86 words. The shortest caption contained 33 words, while the longest contained 239 words. Table 2 shows the summary of the total number of words analysed. Femvertising advertisement from @lushcosmetics contained the highest number of words, while @mothererthinc contained the lowest. In understanding the reasons behind difference of number of words in brand’s channels, Rothstein (2016) argued that captions on the advertisements should be kept short as social media user tend to gather as much information by reading as little as possible. Another reason for shorter caption is opted by Instagram channels is that social media users have short attention span; thus shorter captions creates better results in catching audience’s attention (Rothstein, 2016). However, this does not mean that longer captions are inefficient as longer captions are a good marketing strategy to build brand image (Martinus & Chaniago, 2017). Longer captions allow the advertiser to create a narrative in the form of storytelling. Storytelling connects brand identity and the philosophy behind the brand’s product or campaign (Pallas et al., 2014).

Table 2. Summary of total number of words analysed

Instagram Channel	Cumulative number of words
@dove	1,651
@lushcosmetics	2,255
@lunabar	1,170
@adidaswomen	906
@nikewomen	1,323
@athleta	960
@bobble.it	1,922
@libresse_my	844
@eileenfisherny	1,176
@mothererthinc	758
Total	12,965

### Emotive Words in Femvertising Advertisements

This study identified 720 emotive words throughout the femvertising advertisement used by the brands. There are several emotive words used frequently by femvertising advertisers. As the target market of the advertising is female, femvertising advertiser perused the fact that female is more emotional as compared to male (Cameron, 2005) and used emotive words in their advertisements to capture their target market's attention. This is due to female's cognitive processing and strategies in coping with emotional situations and circumstances (Ahmadi-Azad, 2015).

For the first phase, we self-identified and created a list of emotive words extracted from the femvertising advertisement. The second phase was conducted by cross-referencing the wordlist with Affective Norms for English Words by Bradley and Lang (1999). The wordlist then grew with additional emotive words after sentiment analysis were performed on the femvertising advertisements. Words that are flagged as valenced by either neutral, positive or negative were extracted and added to the emotive word list. After establishing a word list, analysis was carried out.

Based on the results, the average number of emotive words in a femvertising advertisement is approximately 15 words, and the range was

5 to 27 emotive words. The frequently used words were “world”, “body” and “love”. A total of 2,262 occurrence of emotive word usage throughout the femvertising advertisements were observed.

To observe the frequency of emotive words as per the objective of this study, researcher use the tool AntConc as described in the methodology of this research. However, this discussion is limited to 20 most frequently used emotive words. The top 20 frequently used emotive words identified are shown in Table 3.

Table 3. Top 20 most frequently used emotive words

No.	Emotive Word	Frequency	Part of Speech Tags
	World	39	Noun
	Mother	33	Noun
	Body	31	Noun
	Help	28	Verb
	People	27	Noun
	Feel	26	Adjective
	Love	25	Noun
	Together	23	Adverb
	Change	22	Noun/verb
	Care	22	Noun/verb
	New	22	Adjective
	Life	21	Noun
	Little	18	Adjective
	Family	18	Noun
	Better	18	Adjective
	Own	17	Adjective
	Matter	17	Noun/verb
	Thank	16	Verb
	Support	16	Noun/verb
	Safe	16	Adjective
	<b>Total</b>	<b>454</b>	



From the analysis as shown in Table 3, it can be observed that nouns dominate the list (11 words), followed by adjectives (7 words), verbs (5 words) and lastly adverb (1 word). However, it has to be mentioned that there are four words in the list classified as more than one category in the part of speech. Four of these words (change, care, matter and support) exists either as noun or verb in the data source.

As reported in Kwon's (2017) work which discussed the change of content in mass media after the emergence of a femvertising campaign, namely, Dove's Real Beauty, it is difficult to detect the impact of the campaign due to the unsystematic nature of the choice of word to refer to the campaign. However, the frequency of the words related to "real beauty" or "social cultural" change increased significantly. Kwon's (2017) segmentation of the advertisements into themes will be used to analyse the frequency of emotive words used in femvertising advertisement on social media. From the results, a common theme that can be observed is the use of words relating to women such as "mother", "body" and "family".

The relationship between women and family is inseparable due to the social norm of seeing women hold the primary responsibility for family (Galick, 2016). The result has also shown another theme such as emotion with the frequently used words such as "feel", "love", "care", and "better". This is due to the gender stereotypes in expressing emotion, which has always been pinned on women (Hess et al., 2000). Another notable finding is the frequency of words revolving around the theme of women empowerment. The results show high usage of words to empower women such as "help", "together", "change", "thank", "support", "own" and "safe".

### **Sentiments in Femvertising Advertisements**

The femvertising advertisements were classified according to the categories "positive", "negative" and "neutral" based on the sentiments that the advertisements carry. Table 4 shows the distribution of sentiment elicited from the gathered femvertising advertisements. Out of 150 femvertising advertisements, 97 advertisements were classified as positive, 47 as neutral and six are negative. The result tallies with the sentiment distribution of

emotive words as positive emotive words, are more frequently used in femvertising advertisements.

Based on a recent industry survey on femvertising, Dan (2016) reported that 51% of women enjoys the message femvertising advertisements convey. As mentioned by Samo et al. (2018), consumers will think positively of femvertising advertisement if they believe in diversity, liberty and women empowerment. This is where the role of advertisements come in—to persuade and make people believe in their product or campaign. Positive sentiment is also used in femvertising advertisement to satisfy the purpose of femvertising which is to empower, inspire and make women feel included (Pérez & Gutiérrez, 2017). These messages aim to provide consumers the sense of affirmation, confidence and motivation by offering a positive attitude through femvertising advertisements. From this finding, we can conclude that femvertising advertisements might use positive sentiment to persuade consumers into women empowerment, thus generating positive feedback from the consumers.

Table 4. Sentiments elected from the femvertising advertisements

Channel	No. of Advertisement per Sentiment		
	Positive	Neutral	Negative
@dove	15	0	0
@lushcosmetics	12	2	1
@lunabar	8	7	0
@adidaswomen	9	6	0
@nikewomen	11	4	0
@athleta	7	8	0
@bobble.it	10	5	0
@libresse_my	6	5	4
@eileenfisherny	10	4	1
@mothererthinc	9	6	0
<b>Total (n=150)</b>	<b>97</b>	<b>47</b>	<b>6</b>

## Pattern of Emotive Word Usage

Before analysing the pattern of emotive word usage, the content of femvertising advertisement must first be observed, as the content of the advertisement could explain the word choice. The words chosen need to be able to convey the message well to achieve the purpose of the message such as impart information, share interest and invoke emotions of the receiver is achieved. From this, we can infer that in order for the message to be conveyed, accurate word choice is important. Based on the analysis, all femvertising advertisements selected intend to empower women through its advertisements. However, some messages contain more than one subject matter such as educating, addressing issues concerning women and promoting either their product, campaign or brand.

Table 5. Distribution of subject matter in femvertising advertisement

Channel	Subject matter			
	Empower	Educate	Address issues	Promote
@dove	5	5	2	3
@lushcosmetics	8	2	4	1
@lunabar	4	0	5	6
@adidaswomen	5	0	1	9
@nikewomen	13	0	0	2
@athleta	11	3	0	1
@bobble.it	0	11	3	1
@libresse_my	1	2	1	12
@eileenfisherny	0	3	8	4
@mothererthinc	10	1	3	1
<b>Total (n=150)</b>	<b>57</b>	<b>27</b>	<b>26</b>	<b>40</b>

Table 5 shows the distribution of subject matter in femvertising advertisement with respect to their brands. Empowering women is the subject that most frequently discussed in the advertisements (67 advertisements), followed by promoting products, campaigns or brands (29 advertisements), educating women (27 advertisements) and addressing issues relating to women (27 advertisements). Although empowering messages score

the highest frequency, it is notable that every brand promote either their products, campaigns or brands at least once. According to Becker-Herby (2016), adopting femvertising helps to advance a brand's reputation and through this research, it is evident by the common act of promoting their product, campaign or brand through femvertising advertisement. Although the frequency of advertisement containing this subject is low in a number of channels such as @lunabar, @athleta, @bobble.it and @mothererthinc, the fact that it occurred should not go unnoticed.

Becker-Herby (2016) discussed that femvertising advertisement need to be authentic to speak to the consumers in order for the advertising to be effective. One strategy of advertising is to incorporate emotion into advertisements. Mizerski and White (1986) stated that emotional advertising materials such as themes and symbols can be effective to develop or conserve positive image towards a product or the brand.

Femvertising advertisements are full of positive emotive words. At least three positive emotive words appear in every femvertising advertisement, while negative and neutral emotive word may or may not be present in an advertisement. Garcia et al. (2012) studied the impacts of positive, emotions on communication and social links in three languages, namely, English, German and Spanish. Garcia et al.'s (2012) findings are similar to our findings on the frequent use of positive emotive words. The process of communication between humans which is to ensure information to be conveyed effectively is also bias towards positive emotive words. Positive emotive words heighten the communication level and improve social links in a society.

In addition, Garcia et al. (2012) validates our findings on the low frequency of negative words. Our analysis revealed that negative emotive words are used by the advertiser mostly in addressing issues faced by women such as racism, inequality, the pandemic COVID-19 and menstruation. Out of 150 femvertising advertisements analysed, only six advertisements contain high frequency negative emotive words. These advertisements belong to @libresse\_my, @eileenfisherny and @lushcosmetics which convey information and address issues on vaginal hygiene, environmental friendly clothing and the impacts of COVID-19 respectively. As for other femvertising advertisements, negative emotive words are mostly used to describe

obstacles and struggles faced by women to inspire readers and persuade them to empower themselves.

## Conclusion

Femvertising is indeed a suitable tool to represent women positively while helping brands to sell their products and services. This positive outcome, however, can only be achieved if it is done properly through the right use of emotive words to convey the message of female empowerment in advertisements. Brands can also utilise the information regarding the linkage between emotive words and sentiments that they elicited so as to develop effective advertisements for a social cause, such as femvertising. There are, however, some limitations that should be acknowledged. This study was specifically targeting Instagram postings of selected brands and may not be representing other brand categories. The sentiment analysis conducted in this study, though meaningful, was also limited by the tool used.

In magnifying femvertising on Instagram postings, this study has unpacked the double standards of combining activism and consumerism. On one hand, femvertising seems to be fulfilling its role of showcasing the inclusivity of women in various positions in the society. On the other hand, it can function like the “greenwashing” movement (Sterbenk et al., 2022) of making use of activism as the façade of brand’s social responsibility to boost sales. Some brands may be hiding behind the “go green” movement, while some feel more comfortable championing female empowerment. However, the true intention is ultimately based on increasing brand reputation that would convert to higher sales. Regardless of this paradox, this study has highlighted that brands would not be able to achieve its intended goals without considering the use of emotive words in any of their advertisements.

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# *Advertising Language:*

*Secrets of Persuasion*

This book exposes the secrets of persuasion embedded in advertising language used in various social media platforms. While you and I may be aware of the magnetism of vibrant imagery, we may not realise the surreptitious pull of wordplay. This book explains how slogans and emotive words are used to convince consumers that “This product is worth it!”. The book also reveals the power of weaving in and out of languages. Read and find out how code-switching is used by social influencers to carve out their desired profile and advertisers to construct identities that appeal to a range of consumers. “Advertising language: Secrets of persuasion” is not only about increasing sales. The book also goes into how rhetorics are used in public service announcements on mental health to spur actions towards social well-being.



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