

# Covert Persuasion in English Advertisements and Political Speeches

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## ABSTRACT

Persuasion has always been an integral aspect of human interaction that operates in different professional and lingua-cultural settings. The notion of persuasion as a key component of communication was brought into the world by classical rhetoric. Although, the art and science of persuasion has been of interest since the time of the Ancient Greeks, there are fundamental differences between the ways in which persuasion occurs today and how it has occurred in the past.

While previous studies have been conducted regarding persuasion in advertisement and political speeches, the current research, however, is a quest for the underlying covert persuasion strategies adopted by advertising agencies and political figures or parties. Moreover, while previous studies have concentrated on how language relates to power and what linguistic elements are used by politicians and advertisers to persuade their voters and costumers, the current paper has meticulously focused on the covert attempts and endeavors by politicians and advertisers who employ various elusive techniques to serve their concealed intentions. The scope of this research primarily focuses on two major fields - Advertisement and Political Speeches. Ten texts have been analyzed where persuasion plays a vital role in the way of getting customers and voters to change attitude, belief and act in certain ways.

It has been found that covert persuasion best functions within the trope category (mainly metaphor, allusion, and metonymy) which is primarily realized through the mediation of semantic meaning. Schemes have no function within covert persuasion as they are basically more blatant. Two persuasion strategies, three persuasion techniques, and the use of personal pronouns all serve covert persuasion purposes. And covert persuasion can be more effective than overt persuasion in that they batter serve positive face.

**KEY WORDS:** Covert Persuasion, Metaphor, Allusion, Metonymy, Overt Persuasion

## 1. INTRODUCTION

Persuasive strategies are based upon theories of human psychology. Persuasion has always been an integral aspect of human interaction that operates in

different professional and linguacultural settings; it is therefore inherently context-dependent and audience-oriented Virtanen & Halmari (2005, p.6-7). They are used in business, interpersonal relationships and politics. Three common types of persuasive strategies are cognitive dissonance, negative and positive motivation, and appeals to needs.

*Cognitive dissonance* is the mental anxiety which occurs when new information contradicts the current beliefs, ideas, or values. It is not easy to persuade people if they are resistant to change. The second type is *positive and negative motivation* which is used by stakeholders and public speakers to motivate their audience by relating the content of their speech to their audience's personal lives. On the contrary, failure to follow a speaker's

Koya University Journal of Humanities and Social Sciences (KUJHSS),

Volume 3, Issue 1, 2020.

Received 24 July 2019; Accepted 02 September 2019,

Regular research paper: Published 18 June 2020

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speech would result in negative motivation. This type of persuasion is in accord with the third type, *appeals to needs*.

The third type works on people's different needs (safety, social, physiological, etc.). Appeals to people's needs are often paired with positive and negative motivation which can increase the persuasiveness of the message. Speakers can increase the safety and security of the listeners by mixing appeals to safety with positive motivation.

According to Zollo (2014, p.15), the history of persuasion and its study dates back to the ancient times. Aristotle developed the first scientific approach to persuasion, and discovered the scientific elements of it. According to him, persuasion is based on three principles: the nature of the communicator, i.e. ethos; the emotional state of the audience, i.e. pathos; the message arguments, i.e. logos. Etymologically, the word persuasion is derived from Latin—*persuasiol*, means —to persuade, —persuasive (adj)" Palapah in Sunarjo (1983, p.32).

The very idea of persuasion – and the term itself – as a key component of communication was brought into the world by classical rhetoric. "For obvious reasons, modern studies of persuasion are informed by other disciplines too, notably social psychology, anthropology, marketing and advertisement studies, usability and IT design etc." (Christensen and Hasle, 2007, p.307).

The study of persuasion is conditioned by three shifts. First studies were held in ancient Greek and were focused only on the ability of how persuaders build their speech. The second shift, from the 16th up to the 19th century, concentrated on the receiver rather than on persuader. On the contrary, the third wave of contemporary scholars, for instance, Perloff believes that persuasion is a bilateral process, which involves both sides: the persuader as well as the receiver the so-called 'persuadee' (2003, p.452).

Rhetoric and its role in persuasion has been developed by some of the best minds of Western thought for a period of 2500 years. Aristotle (384-322 B.C.) systematically observed speakers and speeches and thus identified the persuasive appeals. Broadly speaking, logos refers to the clarity and integrity of the argument Holt & MacPherson (2010, p.20). It stresses logic and the appeal to reason. Ethos is the appeal meant to establish plausibility, and pathos is the appeal to emotions.

Though persuasion techniques have been studied and observed since ancient times. It wasn't until the early 20th-century that social psychologists began formally studying these powerful techniques.

## 2. PREVIOUS STUDIES

Due to its effective and powerful role in social, political and business affairs, persuasion has gained a

strong position in today's academic area; therefore, many studies have been conducted about persuasion and its role in the above mentioned fields, the techniques and strategies used to persuade people, how do politicians and advertisers sway their voters and customers to vote for them and promote their product sales.

Dastpak and Taghinezhad (2015) conducted a study entitled 'Persuasive Strategies Used in Obama's Political Speech: A CDA Approach Based on Fairclough's Framework' This research is based on Fairclough's presumptions in critical discourse analysis (CDA), and aims at uncovering Obama's influential methods. One of the conclusions of this study is that the most noticeable words utilized by Obama are country, new and America, and a general strength of the individual pronoun We, which is a proof of Obama's comprehensive impression of the American culture and a requirement for solidarity as essential factor in the season of national danger.

Another research was carried out in (2016) by Rizka under the title of 'Persuasive Strategies Used in Nike Advertisement' which primarily focused on two points: 1) What types of persuasive strategies are used in Nike Advertisement, and, 2) The mechanism of using these strategies in its advertisement. The researcher has found that Nike Advertisers used all the types of persuasive techniques referred by Gorys Keraf (1991) to persuade people and to be interested in the service or product they are exposed to.

The last study to present here is 'Persuasive Strategies Used in Hillary Clinton's Political Campaign Speech' by Shabrina (2016) which was conducted to thoroughly examine the persuasive strategies used by Hillary Clinton in her campaign speeches. The researcher uses the theory of persuasion proposed by Aristotle to better understand and analyze the data found from the speeches. The result of the study shows that Hillary Clinton used all persuasive strategies proposed by Aristotle i.e. Ethos, Pathos, and Logos.

What distinguishes the current research from the others, however, is the quest for the underlying covert and hidden strategies adopted by different advertising agencies and political figures or parties. In addition, these strategies come in a 'hidden form' by which advertisers and politicians influence their customers and voters to change attitude in their interest; therefore, the covert persuasion strategies serve the interests of the hidden purposes of politicians and advertisers.

Previous studies in the concerned field have concentrated on the strategies and techniques of persuasion, how language is related to power? And what are the linguistic elements used by politicians and advertisers to get their voters and costumers. The current paper focuses meticulously on the covert

attempts and endeavors by politicians and advertisers who employ various techniques to, indirectly, serve their concealed intentions.

### 3. PERSUASION

Although the art and science of persuasion has been of interest since the time of the Ancient Greeks, there are fundamental differences between the ways in which persuasion occurs today and how it has occurred in the past.

According to Perloff (2003, p.46), persuasion can be defined as "a symbolic process in which communicators try to convince other people to change their attitudes or behaviors regarding an issue through the transmission of a message in an atmosphere of free choice." Methods of transmitting persuasive messages can occur in a variety of ways, including verbally and nonverbally via television, radio, internet or face-to-face communication. Persuasion refers to "the intention, act and effect of changing an audience's thinking" Charteris-Black (2011, p.13).

Perloff (2003, p.6-15) outlines five major ways in which modern persuasion differs from the past:

#### 1. The number of persuasive message has grown tremendously

According to various sources, the number of advertisements the average U.S. adult is exposed to each day ranges from around 300 to over 3,000.

#### 2. Persuasive communication travels far more rapidly

Television, radio and the internet all help spread persuasive messages very quickly.

#### 3. Persuasion is big business

In addition to the companies that are in business purely for persuasive purposes (such as advertising agencies, marketing firms, public relations companies), many other business are reliant on persuasion to sell goods and services.

#### 4. Contemporary persuasion is much more subtle

Of course, there are plenty of ads that use very obvious persuasive strategies, but many messages are far more subtle. For example, businesses sometimes carefully craft very specific image designed to urge viewers to buy products or services in order to attain that projected lifestyle.

#### 5. Persuasion is more complex

Consumers are more diverse and have more choices, so marketers have to be savvier when it comes to selecting their persuasive medium and message.

#### 3.1 Persuasion Strategies

The Greek Philosopher, Aristotle, developed three rhetorical devices which have been used as persuasive strategies for thousands of years. The rhetorical devices developed by Aristotle are (ethos, logos and pathos).

More recently, however, persuasive strategies have broadly been based upon the theories of human psychology. Persuasive strategies like these have been employed and researched in communication for the role they play in marketing, politics, advertising and personal relationships.

Persuasive strategies based on human psychology include (cognitive dissonance, negative and positive motivation, and appeals to need). Written persuasive discourse has been considered by Connor and Lauer (1985, p.309) to be "that which integrates the rational, the credibility, and affective appeals (corresponding to logos, ethos, and pathos)".

The logical appeal of the speaker, which Aristotle referred to as 'logos', consists of two elements which are evidence and reasoning. In order to make a speaker's claim persuasive, these two elements work line by line with each other. Lucas (2009, p.357) states that to prove or disprove something, the speaker needs to provide some materials as evidences such as examples, statics, testimony that can be used to prove or disprove something. Moreover, evidence is considered to be complementary to reasoning because reasoning is drawing conclusion based on evidence.

Lucas (ibid) points out that two factors affect the credibility of the speaker i.e. ethos, these are: first, competence: refers to intelligence, expertise, sincerity and knowledge of the speaker, second, character: is about how the audience regards speaker's sincerity, trustworthiness, reputation, and physical appearance. Pathos refers to the feeling or passion a speaker conveys in his subject. The speaker needs to be committed to what he says and does, otherwise others wouldn't be committed. It shows the necessary for the orator to demonstrate his or her feeling and sympathy or suffering. Passion is the work of the heart Thompson (1998, p.9).

Based on the above-mentioned points, the most important persuasive strategies are categorized as the following:

##### a) Ethos

Ethos relates to the credibility of a speaker. Speakers develop ethos by:

- Appearing competent, trustworthy, and dynamic;
- Sharing their credentials and/or relevant personal experience;
- Presenting a balanced and non-coercive argument;
- Citing credible sources;
- Using appropriate language and grammar;
- Being perceived as likable; and
- Appearing engaged with the topic and audience through effective delivery.

To cite an example of Ethos, a speech delivered by Barack Obama in 2008 clearly shows how he appealed to the use of Ethos:

*"I will end this war in Iraq responsibly, and finish the fight against al Qaeda and the Taliban in Afghanistan. I will rebuild our military to meet future conflicts. But I will also renew the tough, direct diplomacy that can prevent Iran from obtaining nuclear weapons and curb Russian aggression.*

*"I will build new partnerships to defeat the threats of the 21st century: terrorism and nuclear proliferation; poverty and genocide; climate change and disease. And I will restore our moral standing so that America is once again that last, best hope for all who are called to the cause of freedom, who long for lives of peace, and who yearn for a better future."*

In this speech Obama is clearly perceived to be using Ethos, stating "I will restore our moral standing" since we are a free and powerful nation. He shows how competent and trustworthy is America in fighting terrorism and ending poverty and nuclear proliferation.

#### **b) Logos**

Logos relates to the reasoning and logic of an argument. Speakers appeal to logos by:

- Presenting factual, objective information that serves as reasons to support the argument;
- Presenting a sufficient amount of relevant examples to support a proposition;
- Deriving conclusions from known information; and
- Using credible supporting material like expert testimony, definitions, statistics, and literal or historical analogies.

An example of Logos is a speech delivered by Donald Trump, June 22, 2018:

*"So here are just a few statistics on the human toll of illegal immigration. According to a 2011 government report, the arrests attached to the criminal alien population included an estimated 25,000 people for homicide, 42,000 for robbery, nearly 70,000 for sex offenses, and nearly 15,000 for kidnapping. In Texas alone, within the last seven years, more than a quarter-million criminal aliens have been arrested and charged with over 600,000 criminal offenses. ... Sixty-three thousand Americans since 9/11 have been killed by illegal aliens. This isn't a problem that's going away; it's getting bigger."*

In his speech above, President Donald Trump frequently attempts to justify and apply logic to the creation of a border wall between Mexico and the United States. He also provides statistics on the number of crimes done by illegal immigrants since 9/11.

#### **c) Pathos**

Pathos relates to the arousal of emotion through speech. Speakers appeal to pathos by:

- Using vivid language to paint word pictures for audience members;
- Providing lay testimony (personal stories from self or others);

- Using figurative language such as metaphor, similes, and personification; and
- Using vocal variety, cadence, and repetition.

Politicians, advertisers or people around are continuously trying to get you persuaded, we encounter pathos on regular basis in our life. An example of Pathos would be:

*A teenager who tries to convince his parents to buy him a new car, as the old one continually breaks down, by saying if they cared about their child's safety, they'd upgrade him.*

#### **d) Cognitive Dissonance**

Cognitive dissonance as Festinger (1962, p.93) defines is the mental discomfort which occurs when new information contradicts the current beliefs, ideas, or values. He states that it has never been easy to persuade people who hold contradictory and immutable beliefs, attitudes, or values.

Stiff & Mongeau (2003, p.105) point out that having cognitive dissonance used as a persuasive strategy depends on three assumptions: (1) people need to be consistent in their thinking; (2) when inconsistency exists, they face psychological discomfort; and (3) this discomfort motivates people to address the inconsistency to restore balance.

Shampoo commercial is one of the fields where cognitive dissonance might be perceived. For example, if a person has a frizzy hair and uses a particular shampoo to fight it or at least make it more smooth; then s/he is exposed to another brand shampoo called 'Pantene Pro-V Smooth & Sleek' where the underlying message of the shampoo is 'Now you can say goodbye to frizz.'

Facing the advertisement of this shampoo, the person will definitely have cognitive dissonance; which means s/he believes if she does not start using 'Pantene Pro-V Smooth & Sleek', and continue using the old one, they will never get rid of frizzy hair.

#### **e) Positive and Negative Motivation**

The strategy that can be used by teachers, politicians, public speakers, parents and business people is labelled a negative and positive motivation. On one hand, audience motivation can be simply achieved when speakers relate the contents of their speech to their audiences' personal live. On the other hand, however, a negative motivation will be the outcome of the failure to follow the speaker's speech.

"Obesity is Suicide" was the title of an Ad created by art designer Brandon Knowlden, who launched an ad campaign to fight obesity. Here, the designer negatively talks about the outcomes of obesity which could lead to the death of people.

#### **f) Appeals to Needs**

Negative and positive motivation goes side by side with appeals to needs. Maslow talks about three layers of needs that are being targeted by people Maslow (1943,



p.370-396). These needs include physiological, safety, social, self-esteem, and self-actualization needs respectively. Appeals to needs along with positive and negative motivation, which are often paired together, have the potentiality to increase the persuasiveness of the message. Speakers can increase the safety and security of the listeners by mixing appeals to safety with positive motivation.

In a speech delivered by Muhammadu Buhari, a candidate of Nigerian presidential election on Feb. 22, 2019, Buhari felt that the political situation was getting complicated and people were afraid of the tensions during the election campaigns, so he tried to appeal to the safety needs of the voters and delivered a message "Do not be afraid of rumors of violence and unrest. Our security agencies have worked diligently to ensure that adequate security measures are in place." Through this message, Buhari gave powerful words and tried to influence them to go to the ballot boxes and cast their votes.

### 3.2 Persuasion Techniques

According to Johnstone (1989) persuasive techniques can be defined as the range of options from which a speaker selects in deciding on an appropriate tactic or combination of tactics for persuasion in a given situation (p.143). Persuasive techniques are used as the strategy of the way of doing things, so that people reach their goals that one has freely chosen among several options. Hart et al (1983, p.260)

The technique of persuasion is very essential in persuasion process to make people influenced towards what the communicator said. Keraf (1991, p.124-131) provides seven techniques of persuasion as follows: rationalization, identification, suggestion, conformity, compensation, displacement, and projection.

#### 1. Rationalization

Rationalization refers to a technique that can be used to influence others to believe that what is said or done was right. The advertiser should realize what the audience's or consumer's needs, their attitude and beliefs are. Rationalization can be found when advertisers or persuaders use mind process to provide justification for a certain problem. When using this technique, only few statements are needed to be given by the persuader in order to justify the quality of the product. In addition, truth is used in this technique as the basic to influence people so that they change attitude according to what the persuader said. Although the truth which is said can be accepted by readers consciously and it is logic, it has not been absolute yet.

#### 2. Identification

In order not to face any conflict situations and hesitant attitude, it is pivotal that the advertisers thoroughly analyze their viewers, readers or consumers

and the situation. To put it another way, identification can mean to whom the advertisement was addressed. This technique contributes to a greater part that advertisers can promote the products that are sold in accordance with the criteria of potential buyers.

In politics, individuals may identify with one another when their interests are joined. Day (1960, p. 270). In addition, according to Bruke (1969, p.20), identification is essential to being human and is facilitated through communication. He argued humans are born biologically separate and the need to identify with others arises out of the desire to overcome the feeling of being apart and disconnected. Potential buyers can be men, women, or both; or consisting of parents, youth, etc. Once the readers or viewers are identified, the advertisers will be able to show their product to the consumer easily.

For example, the advertising of baby diapers, *The consumers are the parents who have a baby, not the baby although the product is used for baby.*

#### 3. Suggestion

Suggestion can be described as an effort to persuade or influence people to accept the certain conviction without giving a principle or logical belief to the persuaded people. If the advertisers have the potential ability to master the language of advertising, the suggestion technique will run smoothly. The persuader will usually give suggestion by words and intonation.

In order to have the audience affected, they need to be addressed with a range of words that are attractive and convincing, with a tone full of dignity. The sentence which is used is about giving the advice to the audience or solution of certain problem. The process of suggestion, however, such as direction that involves getting the consumer to accept the product without thinking an idea, belief or action. For example, "in the beauty advertisements, the words which are used such as "as a woman, self-care is much needed".

To cite an example of suggestion is the advertising of a shampoo called "Kerastase Therapiste", on which a suggestion is written for solving the problem of those who have dry and damaged hair. The suggestion goes "Give Your Hair a Second Life"; which primarily tells the consumers that in order to have their hair as perfect and lively as before, they need to try this shampoo.

#### 4. Conformity

Conformity is a desire or an action to make something similar with something else. In advertisement, it is a way of thinking to adapt or adjust the advertiser with the consumer's condition. It involves attitude that is taken by the advertiser to adapt him with the condition (circumstances) or to do action for not arising strained situation. Conformity is usually also considered as an action that will bring positive influence up to progress.

In conformity, the advertiser will show that he is capable of doing and acting as the audience. For example, "the advertisers hire the famous soccer player in advertising their products, such as football players from famous clubs like Real Madrid, Barcelona etc. In this advertisement of Nike, conformity is clearly shown. Because it says that *we can be like Lebron James*. It says "You will notice. You will scream." because you want it to happen. On the right side of Lebron James's picture there is a Nike symbol with the slogan "Will to win", which obviously tells people to buy their shoes, clothing and gear, then you can be pretty much like Lebron James.

### 5. Compensation

Compensation can be seen as an effort to find a substitute for something that is generally unacceptable anymore or for indefensible circumstances. In persuasion, the presenters can push the consumers to do an action that is wanted by the presenters by convincing them that they have the ability to do what the presenters have done. Advertisers use compensation to influence consumers that they will find new and better features by using the new product which is far different from the product before.

For example, when Apple Company released iPhone 3G in July 2008, the new product came with the slogan 'Twice as fast. Half the price'. The new launched product 'iPhone 3G' had many distinguished features from the former product 'iPhone 2G'. The most significant improvement in the new product was 3G connectivity which was faster and better than the product before. By releasing this new iPhone 3G, consumers are provided with a complete new product which is highly different from what they had in the past. Having the features of being twice as fast and half the price, the advertiser tried to compensate what the consumers were seeking for.

### 6. Displacement

Displacement is a process that attempts to displace an intention or a matter that faces obstacles with the certain purpose or intention which also displaces the emotion of original hatred or sometimes the emotion of original affection at the same time. In this persuasion technique, the advertisers will try to convince the audience to divert an object or a particular purpose to another purpose. In this technique, the advertiser uses the usual language or the language that is still acceptable to the public in order to displace rude language or the language that can discriminate one group.

### 7. Projection

It is a technique to make subject become the object. If someone is asked to describe somebody whom he hates, he will try to describe a good thing from himself. So, projection is a technique which presents the advantages and disadvantages of the product to show the differences with others.

In this technique, the advertiser will make the actors in the advertising becoming the object seen by consumers.

### 3.3 Rhetorical Figures Used in Advertisements and Political Speeches

According to Quinn (1993, p.6) rhetorical figures can be best defined as the intention to have the language being deviated from its ordinary usage. It has been considered as an effective way to use rhetorical figures in order to "strike that happy balance between 'the obvious and the obscure' so that the receivers can seize the ideas and be disposed to accept arguments, (Corbett and Connors, 1999, p.377). The following are the rhetorical figures appearing in advertising language and political speeches:

- **Alliteration:** Huhmann (2008, p.87) describes alliteration as the repetition or occurrence the same consonant sounds at the beginning of closely connected words.

"Somewhere at this very moment a child is being born in America. Let it be our cause to give that child a happy home, a healthy family, and a hopeful future." **Bill Clinton**, 1992 Democratic National Convention Acceptance Address

- **Anadiplosis:** repetition of the last word of one clause at the beginning of the following clause (ibid)

Kleenex **Ultra**. **Ultra** softness is all you want. Kleenex Facial Tissue (GH2)

- **Anaphora:** the repetition of a word or phrase at the beginning of successive clauses. Corbett (1999, p.390)

**What we need in the United States** is not division; **what we need in the United States** is not hatred; **what we need in the United States** is not violence or lawlessness, but love and wisdom, and compassion toward one another. **Robert F. Kennedy's** speech announcing the death of Martin Luther King, Jr. (1968)

- **Antimetabole:** is a rhetorical device which involves the repetition of words or phrases, in successive constructions, in transposed grammatical order. Cuddon (1976, p.44)

STOPS STATIC BEFORE STATIC STOPS YOU. **Bounce Fabric Softener**

- **Antithesis:** is a rhetorical device in which two opposite ideas are put together in a sentence to achieve a contrasting effect. Corbett (1999, p.382).

We need to show our kids that you're not strong by putting other people down - you're strong by lifting them up. **Barack Obama**, March 18, 2008.

- **Ellipsis:** Ellipsis belongs to cohesive devices and it is defined as "the omission of part of a structure." Goddard (1998, p.123).

I Keep My Hands Clean! Why Can't He? **Lava Soap**

- **Epanalepsis:** is the repetition of the initial part of a clause or sentence at the end of that same clause or sentence. Corbett (1999, p.392)
- Smart phone smarts. **AT & T Telecommunications**
- **Epanorthosis:** Making a claim to call that claim into doubt. Huhmann (2008, p.88)
- Chances are, you'll buy a Ranger for its value, economy and quality. Yeah, right. **Ford pickup truck**
- **Epistrophe:** is the repetition of a word at the end of successive clauses or sentences. Corbett (1999, p.391)
- The time for the healing of the wounds has come. The moment to bridge the chasms that divides us has come.
- Nelson Mandela**
- **Hyperbole:** use of exaggerated terms for the purpose of emphasis or highlighting the effect. (ibid, p.403)
- Laser beams move at the speed of light. Fortunately, our engineers move somewhat faster. **Uniden Laser and Radar Detector**
- **Irony:** the expression of one's meaning by using language that normally implies the opposite of the literal meaning of the words used, typically for humorous or emphatic effect. (ibid, p.405)
- We spent years developing this incredibly comfortable contact lens, and this is how you treat it (with a picture of a finger flicking a lens away). **Accuvue disposable contacts**
- **Metaphor:** a figure of speech in which a word or phrase is applied to an object or action of unlike nature. (ibid, p.396)
- "Homeowners are the innocent bystanders in a drive-by shooting by Wall Street and Washington." **Sen. John McCain**, presidential candidate October 22, 2008.
- **Metonymy:** substitution of some attributive or suggestive word for what is actually meant. (ibid, p.398)
- On May 2, 2011, the **White House** has killed Osama bin Laden, leader of Al Qaeda.
- **Paradox:** is a statement that, despite apparently valid reasoning from true premises, leads to an apparently-self-contradictory or logically unacceptable conclusion.
- This picture was taken by a person who didn't bring a camera. **Koda Film**
- **Parallelism:** it is also referred to as "Parison" Huhmann (2008, p.87), similarity of structure in a series of two or more related words, phrases, or clauses. Corbett (1999, p. 381)
- Let every nation know, whether it wishes us well or ill, that we shall pay any price, bear any burden, meet any hardship, support any friend, oppose any foe to assure the survival and the success of liberty. President **John F. Kennedy's Inaugural Address**
- **Pun:** a pun is a play on words that produces a humorous effect by using a word that suggests two or more meanings, or using words that sound alike but differ in meaning. Huhmann (2008, p.88)
- Atheism is a non-prophet organization. **in George Carlin's Comedy**
- **Rhetorical question:** asking a question, but the purpose of asking is not for getting information, i.e. the question is not meant to be answered. (ibid)
- Can anyone look at the record of this Administration and say, "Well done"? Can anyone compare the state of our economy when the Carter Administration took office with where we are today and say, "Keep up the good work"? Can anyone look at our reduced standing in the world today say, "Let's have four more years of this"? **Ronald Reagan's 1980 Republican National Convention Acceptance Address**
- **Rhyme:** Repeating sounds at the end of words or phrases. (ibid, p.87)
- KitchenAid. For the way it's made. **KitchenAid refrigerator**
- **Simile:** a figure of speech which compares two things directly. It is a form of metaphor that explicitly makes use of connecting words such as (*like, as, so, than, or verbs like resemble*). Ross et al (2003, p.447)
- We will not be satisfied until justice rolls down like waters, and righteousness like a mighty stream." **Martin Luther King, Jr.** American Minister and activist.
- As it has been clearly shown that the rhetorical figures are classified into the two categories of Scheme and Trope; those put in Scheme are realized through the repetition of sounds such as rhyme and alliteration, or repetition of words like anaphora, or repetition of structure such as parison. And those of the trope category are primarily realized through the mediation of semantic meaning which include metaphor, paradox or linguistic means such as rhetorical question, or meaning and form like pun.
- ### 3.4 Covert Persuasion
- The process of persuasion can, of course, happen between interlocutors through direct speeches and explicit messages, or it can be achieved via implicit messages and intentions that receivers are highly impossible to perceive. This process includes Overt and Covert Persuasion, where overt persuasion implies the fact that the speakers convey their messages openly; while in covert persuasion, speakers forward their messages in a hidden and an unnoticeable way.
- The real intention of the advertisers to buy their products is not obviously stated in every advertisement. Piller (2003, p.170) adds that there are many techniques used by advertisers to conceal such intentions: covert



persuasion is one of the effective ways used by advertisers to get costumers to buy their products.

However, participants or receivers of a message are sometimes provided with an opportunity to recognize that persuasion is intended when the more overt tactics are used in persuasion, and sometimes it might be of great help to let people know what one wants: 'I want you all to come to dinner on Saturday.' Mulholland (2005, p. xiii)

Contrary to overt persuasion, covert persuasion is a strategy, in which there are no direct verbal and written messages Milewicz and Herbig (1997, p. 46), and the nature of the communication is not explicit to the consumers Campbell et al (2012, p. 483). In overt persuasion "You are directly trying to make an argument to win someone over or you are framing the options to get them to act in a way that you want."

It is overt because one is directly influencing others in one way or another. For the vast majority of those tactics, you would be able to ask them if they thought you were trying to persuade them. They would be able to answer with a "Yes, I think so." You are both aware of it and trying to outmuscle each other.

Covert Persuasion is about bypassing the critical factor of the human mind without the process being known to the receiver of the message. This is accomplished when one person sends a message and the message is received without significant critical thought or questioning on the part of the receiver. Hogan and Speakman (2006, p.3)

The notion of covert communication is not uncontroversial. It seems to be incompatible or even oxymoronic with a view of communication Crook (2004, pp.721). As Sperber and Wilson (1995) state, people might think that communication is a process which is done overtly; either your body gestures imply that you are communicating or else you are not truly communicating (p.35).

According to Crook (2004, pp.718) communication is deemed to have an informative intention which is embedded within a second-order communication intention. Thus, Sperber and Wilson argue that *informative intention* implies that the addresser makes a set of assumptions clearly enough to the audience; and *communicative intention* is to make these set of assumptions mutually manifest, which means to show obviously to the audience that the communicator has this informative intention. (pp. 58-61)

Tanaka (1992, pp. 42) points out that 'overt communication' is the process of uncovering of these two layers of information, while 'covert communication' holds the informative intention unknown to the audience through making assumptions more manifest, but not mutually so. To put it another way, when there is a feeling that revealing the informative intention will

lead to a backfired result on the fulfilment of the process, speakers or advertisers will definitely hide their intentions.

#### 4. TEXT ANALYSIS OF COVERT PERSUASION

##### Text (1)

In a speech given by Barack Obama in 2008 election campaigns on May 5, he said these words against his rival Mitt Romney:

*"Governor Romney doesn't seem to get that. He doesn't seem to understand that maximizing profits by whatever means necessary -- whether through layoffs or outsourcing or tax avoidance or union-busting -- might not always be good for the average American or for the American economy."*

Here Obama tries to negatively put some points on his presidential election rival. He covertly tells the voters of his party and those of Republican Party that they would regret voting for Romney, as he has many flaws and cannot put the country forward economically. In this example, Obama does not tell voters whom they should vote for, neither him nor Romney; instead he talks about the negatives sides of his rival which can be interpreted as a covert persuasion technique to make voters vote in his interest.

##### Text (2)

ASICS Sports Equipment Company launched a campaign to inspire sportspeople and fitness enthusiasts to explore new territories and reasons to run. The slogan of the campaign was "**It is a big world. Go run it!**"

In this example of advertising, ASICS tells the audience that the world we live in is a huge place, it then encourages them and says "Go run it!" The company indirectly tells audiences that without their products and sneakers, it would be difficult to explore this world and walk into it. The advertiser covertly implies that it is by the virtue of their sports products that one can explore this big world; so in order to be one of those people, their products are ready to serve!

##### Text (3)

A speech given by Barack Obama March 18, 2008:

*"I am the son of a black man from Kenya and a white woman from Kansas. I was raised with the help of a white grandfather who survived a Depression to serve in Patton's Army during World War II and a white grandmother who worked on a bomber assembly line at Fort Leavenworth while he was overseas. I've gone to some of the best schools in America and lived in one of the world's poorest nations. I am married to a black American who carries within her the blood of slaves and slave-owners -- an inheritance we pass on to our two precious daughters. I have brothers, sisters, nieces, nephews, uncles and cousins of every race and every hue, scattered across three continents, and for as long as I live, I will never forget that in no other country on Earth is my story even possible."*



Looking at the text word by word thoroughly, one can perceive that Obama was indirectly trying to make himself a genuine member of the American society, to be seen equal especially by the white people. He says that his grandfather and grandmother were white to give the white American people a hint that Obama is just like them. Obama covertly tries to leave no room for white and black thoughts, and says that he has brothers, sisters, cousins and uncles of every race, his wife carries within her the blood of slaves and slave-owners. Thus, Obama covertly gets himself involved with each and every single person in USA to make them believe that 'Obama' does not let anyone of any race down.

#### Text (4)

The fourth example is an excerpt of Saddam Hussein's speech given for the withdrawal of Iraqi forces from Kuwait which was published in *The New York Times* Feb. 27, 1991:

*"We rejoiced on the day of the call when it was decided that Kuwait should be one of the main gates for deterring the plot and for defending all Iraq from the plotters. We say that we will remember Kuwait on the great day of the call, on the days that followed it, and in documents and events, some of which date back 70 years."*

In his speech above, Saddam Hussein adopts rationalization to legitimate Iraqi invasion of Kuwait once again, saying that Iraq attempted to secure its borders from enemies and protect Iraqi peoples through a land 'Kuwait' which Saddam deemed it to be part of Iraq and the ninetieth province of Iraq. But the consequences of the invasion were deadly enough for Iraq which literally cost its future.

#### Text (5)

The text is from advertisement. In an attempt to control birth and change public views of being pregnant and giving birth frequently in order to have more children, the Family Planning Association in London published a photo in the form of advertising for men and women to use contraception and warn men not to be that ambitious to have their wives pregnant. The slogan of the photo goes *"Would you be more careful if it was you that got pregnant?"* This ad clearly tells parents not to have lots of children and if men were in women's shoes, they would definitely use contraception and avoid getting pregnant.

In this ad, the technique adopted is displacement where the advertisers try to convince the audience to divert an object or a particular purpose to another purpose. In this technique, the advertiser uses the usual language or the language that is still acceptable to the public in order to displace rude language or the language that can discriminate one group.

#### Text (6)

The sixth text is from advertising language, about the product Nike Air Zoom 18, where the advertiser says *'Stability has never been faster'* which means that the advertiser wants to imply that this product gives a more stable ride and feels faster all the way through their runs. It also means that stable does not refer to slow, but when people run stably, they get faster than running unstably.

In this example the advertisers adopt the projection technique to make the actors in the advertisement become the object seen by consumers.

#### Text (7)

The seventh example is an excerpt from Ronald Rogan's Inaugural Address (Washington D.C., January 21, 1985) saying:

*- "But there are many mountains yet to climb. We will not rest until every American enjoys the fullness of freedom, dignity, and opportunity as our birth-right."*

Ronald Rogan was aware of the problems facing the United States in the mid-1980s. Tax problems, inequality, AIDS virus and the rise of communism were all major issues at that time in USA. So, he adopted the metaphor technique to compare these problems to high mountains that United States should focus on for the next four years. Thus, politicians resort to using metaphors for positive self-representation and negative presentation of their political opponents attacking their ideas.

According to Stanojević (2009, p.341) the essence of metaphor is understanding and experiencing one kind of thing or phenomenon in terms of another. This means that, conceptual (target) domain A is understood in terms of conceptual (source) domain B. Lakoff and Johnson (1980, p. 3-5)

#### Text (8)

This text is from Martin Luther King's "I Have a Dream", where he alluded to Abraham Lincoln by saying:

*I am happy to join with you today in what will go down in history as the greatest demonstration for freedom in the history of our nation. Five score years ago a great American in whose slymb-olic shadow we stand today signed the Emancipation Proclamation.*

King Martin avoided choosing Lincoln's name and thus alluded to him through imitating the opening of the historic "Gettysburg Address" ("four score and seven years ago..."). By using this allusion, King makes a link between his perspective on liberty and that of Lincoln's. Allusion carries an implicit reference from the speaker/author to the audience/reader. Bloom (1975, p.126) states that the word 'allusion' can actually be perceived in different senses and the broadest sense in which it may appear may refer to any brief or passing reference, either explicit or implicit. Or, as Perri (1978, p.289)

clarifies, allusion can also be used in political speeches to mean an indirect reference or hint. While allusion can be both covert and overt, thus, Perri (1979, p.295) stresses that the traditional definition of allusion is exclusively covert; which involves any implied, indirect, or hidden reference.

#### Text (9)

This text is George W. Bush's speech on the 11<sup>th</sup> September attack. THE RULER STANDS FOR THE STATE was used and had the role of justifying the invasion of Iraq in 2003. Charteris-Black (2005, p.175) explicates that here there exist a connection between the abstract noun *terrorism* and the proper noun *Iraq*, claiming that Iraq is a state which sponsored terrorism.

Beard (2000, p.26) says that metonymies can be of great help in political speeches as they can contribute to reduce or increase responsibility. Lakoff (2009, p.467-468) refers to a type of metonymy which called THE RULER STANDS FOR THE STATE, in which the whole state is represented by its ruler, as in the case of both Gulf Crises where the name of Saddam Hussein was often used to refer to Iraq. According to Nasciscione (2001, p.108) metonymy is considered to be a rhetorical device that is based on some kind of association connecting two concepts. A metonymy is when an idea or a concept is replaced by a single word or feature that is connected to it.

#### Text (10)

A number of excerpts are presented below to exemplify for the use of pronominals and personal pronouns as a covert persuasion strategy.

1- "I oppose amnesty, because it would encourage further illegal immigration and unfairly reward those who break our laws" (Bush 2004).

2- "Now, I'm proud that we passed a recovery plan free of earmarks, and I want to pass a budget next year that ensures that each dollar we spend reflects only on our most important national priorities" (Obama 2009).

3- "Many of **you** have talked about the need to pay down our national debt. I listened and I agree" (Bush 2001).

4- "For 7 years, **we** have been a nation at war. No longer will **we** hide its price" (Obama 2009).

5- "**They** talk about teaching to the best. But let's put that logic to the test" (Bush 2001).

Pronominal choices in political speeches differ depending on whether the politician who wants to share the responsibility with other people or colleagues or not. The choice of pronouns can also vary depending on how confident the speaker is that others will share his views and opinions Beard (2000:46)

The choice of personal pronouns can indicate the attribution of responsibility. In this regard, Wilson (1990, p.48) argues that the use of pronouns like (**I** and **We**) in

the same sentence will lead to different distribution of responsibilities. According to Karapetjana (2011, p.43) the use of personal pronouns can create an image of a politician both negative and positive.

Politicians use the pronoun (**I**) to present themselves as individuals and speak from their own perspective, preferably highlighting one's good qualities and accomplishments Bramley (2001, p.259). The studies claim that the personal pronoun **we** can be used by the politician if they wish to share the responsibility, and also to create involvement with the audience (Karapetjana 2011, p.43). The plural form of the pronoun (**We**) is used when the decisions are controversial, to give a sense of collectivity and sharing responsibility. However, (**You**) is more complicated, because it is also a generic pronoun that can be used in a very general way, where you is referring to anyone. As for (**They**), it is used in political speeches to create an image of others and to divide people in groups (Bramley, p.262). Bramley suggests that a politician's pronominal choice indicates his or her varied identity, more specifically his or her individual or collective identity (ibid, p.263).

## 5. CONCLUSIONS

The results of text analysis of the ten excerpts above indicate that though there are seven persuasion techniques, six persuasion strategies, and nineteen rhetorical schemes and tropes used to substantiate persuasion in advertising language and political speeches, only tropes and a number of the above strategies, techniques are adopted as covert persuasion strategies. Therefore, it can be concluded that:

- Covert persuasion seems to best function within the trope category which is primarily realized through the mediation of semantic meaning;
- Schemes have no function within covert persuasion as they are basically more blatant, so they suit overt more than covert persuasion;
- Among the schemes and topes only tropes (mainly metaphor, allusion, and metonymy) are adopted as covert persuasion figures;
- Two persuasion strategies can function as covert persuasion strategies, negative and positive motivation;
- Three among the seven persuasion techniques serve covert persuasion purposes (identification, rationalization, displacement, and projection);
- Use of personal pronouns and pronominals can also function as a covert persuasion device; and
- Covert persuasion can be more effective than overt persuasion in that they better serve positive face.

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