



The Aristotelian Rhetorical Theory: A Framework for Analyzing Pakistani Beauty Products Advertising

Tehmina Firdous, Huo Fu Li, Al-Nahdi Yousef Ali Ahmed Saleh

Abstract: Advertising is one of the most basic forms of communication through media. Persuasion is one of the primary purposes of advertising. Customers are persuaded to buy products by advertising using different persuasive techniques. Both men and women increasingly rely on beauty products to look beautiful and have attractive spouses. Advertisements use rhetorical devices to persuade their viewers. Advertisements use language to achieve the purpose of persuasion. This paper analyzes advertising language considering Aristotle's rhetorical theory. The three primary persuasive means are logos (logical appeal), pathos (emotional appeal), and ethos (ethical appeal). We examined these three methods in this paper in terms of how they are used to persuade consumers, and how they are perceived by them. In order to determine how Pakistani media utilizes Aristotle's three means of persuasion in television advertisements, researchers studied beauty advertisements in Pakistani media for three months. There is a great deal of emphasis placed on persuasion in Pakistani advertising. Although Aristotle's rhetoric theory was presented over 2000 years ago, it has proven to be highly effective in persuasion today.

Keywords: Advertising, Beauty, Communication, Ethos, media, Pakistan, Pathos, Persuasion

I. INTRODUCTION

Nowadays, media has become a habit of people. It is a tool of communication to store and deliver data and information. Advertisements can be in the form of digital or printed ads. Advertisers use these mediums, with the help of signs and language, to convey their message in ads. Advertisements change the perspective and opinions of people. It gives information about a product or service and persuades them to buy things they do not need. Recently, the media have replaced all the old knowledge and information resources to understand the world. Media is a medium that highlights cultural values and norms, world realities, etc., and gives awareness to people. Different multinational companies use media as a tool in print media ads to convince their viewers so that they can influence their choices and attitudes.

Electronic media influence and dominate people's cultural values, ideologies, and beliefs. Advertisements are specifically made to target specific people for a specific purpose. Advertisements can be done by using language and visuals. According to the advertising association of the UK, ads are communication means between the advertiser and the user of a product or service. The ad's message is paid for by those who want to send a message to the consumer and inform or influence those who receive it. Today it becomes easier to advertise things because there are many mediums through which you can send your products or service messages to users, such as magazines, newspapers, journals, posters, visuals, contests, radio, TV, the internet, etc. Advertisers use the medium that suits them the most and helps them target the right audience. For instance, if the product or service wants to attract adults, the best source is the internet; if the target is women, then the best source is a magazine. Furthermore, these advertisements primarily target women because they use TV and magazines for entertainment. Many advertisements use beauty products to influence women and pressure them to use those products at any cost. According to Jhally (2015), advertisement is the most influential institution of socialization in modern society. These advertisements use audio, video, and textual context to present their "ideal" women to influence the audience. Through textual and visual aspects, advertisements present a stereotypical "ideal" woman to persuade their audience. It shows the power of advertisements and how these beauty ads can easily change the belief of women and manipulate them. Advertisements can be used for different products such as beauty products, cooking oil, food advertisement, etc. there are so many magazines and TV ads that advertise beauty products to influence women and persuade them to hold their beauty. These advertisers used different strategies and techniques to manipulate women and convince them to use those beauty products. These advertisers use different rhetorical devices to control the mind of people. These ads also endorse women's favorite celebrities to convince females to buy beauty products.

A. Statement of the problem

In recent times people have started believing more in digital and print media. They get easily influenced by ads, whether for food, beauty products, clothing, etc., and the advertiser benefits from it when they see their ads influence people's opinions and attitudes. Advertisers use different techniques to convince people to buy their products or services.

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Such rhetorical devices, but researchers have agreed that Aristotle's rhetorical elements are among the persuasive techniques used in the advertisement. Despite using rhetorical elements in most advertisements to persuade the public, the advertiser uses buying behavior judgment and sometimes these elements excessively. Sometimes, they neglect the facts and information to be delivered.

B. Research Objectives

There are two fundamental objectives of the current study. The first objective of the current study is to identify Aristotle's means of persuasion in Pakistani beauty product advertisements. These persuasion means are logos, Ethos, and Pathos. The second objective is that persuasion by Aristotle is extensively used in Pakistani beauty products advertisements.

C. Significance of the research

In Pakistan, most people are not media literate. Their illiteracy is an advantage for an advertiser. That is why they can easily manipulate people, primarily through electronic media. These advertisers use different rhetorical devices to change the beliefs and opinions of people, especially women because women spend most of their time at home watching TV. So these advertisers target women through beauty product ads and campaigns.

II. LITERATURE REVIEW

The word advertisement derives from the Latin word *advertentia*, which means to turn someone's attention towards a specific thing. It is publicly announcing or giving public notice (Ahmad, 2013) [2]. Formerly it was known as to inform, but in today's world, it is considered a means of communication. Advertisements allow the advertiser to communicate with customers, consumers, or target audiences to promote their offered products and services (Sicilia, 2010) [15]. Businesses, governments, and non-government organizations use these ads to convince the public and audience to buy their products or services. Ads' primary purpose is to inform the public or audience about the products or services.

Over time ads get more critical as they broadly impact consumers. The essential purpose of ads is to sell the products by offering them the best substitute (Janda, 2009) [6] [7]. Advertisement role cannot be denied because, without ads, the advertiser cannot influence and sell their products. There are many mediums through which you can sell your products or services, but TV is the leading promoting medium around the globe. Advertisers now strive hard to attract the audience to their products or services. They all depend on TV ads (Adeyeye, 2011) [1]. Strong messages through ads help advertisers communicate with audiences at a mass level and achieve sales volume and productivity (Kurup, 2014) [14]. Advertisers' big deal is to make those ads that capture the audience's mind and convince them to buy those products or services; for this purpose, they have to make convincing ads to increase sales volume (Khaniwale 2015) [12]. Advertisements with a combined sound, powerful message, and color attract people toward a product or service and force them to buy. TV ads are considered the most powerful tool to persuade the target audience as they involve audio, video,

and graphics. Print media also can get the audience's attention but has limitations. The advertisement may be a TV spot, billboard, along-hour video, a picture or a story, but its only purpose is to convince the audience towards a specific product or service. The first TV ad was on-air in July 1941 at New York station WNBT. Over time it evolves, and now TV ads have become common. TV is available in every house and primarily impacts human decision-making and buying decisions.

TV ads are considered the most effective because they use audio, and both visual stimuli can get more audience at once. Nevertheless, it is difficult for advertisers to make those ads relevant and can influence the audience. In TV ads, goods, services, and ideas are promoted through advertisement.

Advertising on television can give a product or service instant reliability and reputation (K. Venkateswara Raju & S., 2016) [10] [11]. Rhetoric is the art of speaking.

According to (Connors, 1999) [5] rhetoric is 'the art or the discipline that deals with discourse, either spoken or written, to inform or persuade or motivate an audience, whether that audience is made up of one person or a group of persons.' Rhetoric studies different techniques that advertisers or writers use to persuade, motivate or convince the audience toward a specific target. Rhetoric does not directly alter reality but changes reality through thoughts and actions (Bitzer 1968) [4].

Aristotle took an interest in rhetoric art. Moreover, under the influence of Plato, he was a critic of rhetoric practices at that time. He laid the foundation of rhetoric study and defined the perception of available means through persuasion. Rhetoric analysis is a persuasive technique a writer uses to achieve his aims and check their impact on the audience. Aristotle defines the artistic proofs that constitute the art of rhetoric, and these are logos (logical reasoning), Pathos (human emotions), and Ethos (human character).

Aristotle's rhetoric model explains the ability of the speaker to convince or persuade the audience with the help of three appeals: logos, which is an appeal to logic and reason of the message. The second is Ethos which appeals to the character and credibility of the speaker, and Pathos, which appeals to others' emotions and values of the audience. Aristotle's theory of rhetoric is a means for achieving persuasion in discourse, and it has been applied to many studies. His theory has been used in so many persuasive theories. Furthermore, the current study focuses on rhetorical devices used in a TV advertisement for persuasion purposes in Pakistan.

Logos is a Greek word that means logic. Logos studies arguments and reasoning related to logic. Aristotle uses logos to refer to proofs available in words, speech, or arguments. Logos is the writer's logical appeal which is of two types, inductive logic, and deductive logic. Inductive logic presents the audience with some illustrations and then draws a general idea from them. Deductive logic is writers present general propositions to the audience and then draw specific statements of truth. Logos in advertising is persuading an audience using reasoning such as argumentative text. Advertisement message is a logical reason that attracts the audience.



Such as using text in the advertisement of cream that shows women how to transform into beautiful faces or ladies' skin. According to Aristotle, every ad uses persuasion based on the argument made by the audience. The main idea of the ads that the advertiser wants to communicate with the audience is logos. Some ads are an emotional element, humor, or creative idea, but the primary purpose is to clear the message the advertiser wants to communicate to the audience. Because if the main idea is unclear in the audience's mind, the offered product or service cannot achieve the desired results.

The main idea is that advertisers need to put some logic or reason to communicate their message about the products because if there is no logic, facts, or figures in ads, then the advertiser cannot convince the audience. In simple words, logos use facts and logic to persuade the audience.

According to Aristotle, Pathos is a compelling appeal that has the persuasion power to move the audience to action. Given Aristotle's emotional appeal, ads can affect the readers' judgment. Moreover, when the reader responds to the writer's emotional appeal, it persuades the audience. Sometimes the writer creates a positive image through the word used in the image for the audience they are approaching. Pathos connects the audience emotionally and causes them to feel what writers feel. Pathos impacts the feeling and cognition of the audience. It also has a rhetorical impact on the decisions and actions of readers (John D Ramage, 2016) [8]. In ads, language is carefully used to appeal to the audience and target them, such as giving special offers, perfume ads, spare parts ads, etc. emotional attachment of the audience to ads makes them feel that they cannot live without a specific product or service. Humans are emotional creatures; most of the time, they make decisions based on their emotions. Pathos is advertisers use different emotional tactics in ads to persuade the audience to buy their products and services. Advertisers use emotions or humor to deliver the message to the audience. Pathos uses emotions, words, design, and models to persuade the audience emotionally. According to Aristotle, Ethos refers to how credible and trustworthy a writer is. According to Aristotle, how a reader perceives a writer's character determines how credible or persuasive he or she becomes in transmitting the information. It is essential to pursue people towards the product, but people must find the writer's character credible and trustworthy. The character of a writer helps in persuasion. Ethos is an argument's ethical appeal (Ramage & Bean, 1998).

Ethos appeals to the audience by highlighting ethics and credibility. In the advertisement, ethos techniques highlight the character of the speaker, writer, or brand to make the advertiser's message credible for the audience or consumer. Advertisers adopt different Ethos forms to attract the audience, such as you will become fair within six weeks. Sometimes, advertisers compare their products with other companies to show their credibility to the audience.

Another option is to cast models or famous personalities in ads to show the audience they are also using those products. Advertisements' trustworthiness and credibility highly impact consumers. An ad about a company's history and experience also adds trustworthiness and credibility to the message, making people perceive it as more credible.

III. METHODOLOGY

The current study aims to make people aware, especially women, of how these advertisers manipulate the language of ads to convince them to buy and use these beauty products. The current study makes people aware of how these ads use rhetorical devices to convince women by changing their minds and thoughts and pushing them to buy specific beauty products.

Unlike static propaganda posters, audio and video modalities, pictures, languages, music, and sounds are often used together to dynamically and vividly construct metaphors in Pakistan's beauty product ads. Through the viewing and analysis of these ads, there are distinctive features of multimodal metaphors that can be found in these ads: narratives, dynamics, concreteness, and vividness.

A. Research Questions

The current study has the following questions:

1. How are Logos used in the Pakistani beauty products advertisement?
2. How is Ethos used in the Pakistani beauty products advertisement?
3. How is Pathos used in the Pakistani beauty products advertisement?
4. What is Aristotle's means of persuasion that is dominantly being used in Pakistani TV Advertisements?

B. Operational definitions

Rhetorical devices

Kenny and Scott (2003) [9] state that rhetorical devices are an "exclusive province of verbal language." These devices are considered a linguistic tool that depicts a particular sound or sound structure or pattern of meaning to raise a particular reaction from viewers or audience. There are a lot of rhetorical devices, but the current study focuses on Aristotle's rhetorical devices, such as Logos, Ethos, and Pathos.

Beauty concept

According to (Kumar, 2002) [13] the beauty concept is defined as the characteristics that differentiate nice-looking women from handsome men.

Advertisement

Advertisement is a Latin word that means getting someone's attention towards a specific product or service. Formally, it is known as informing something, but today, advertisement means to communicate with consumers, customers, or users, target them, and persuade them to buy specific products or services (Ahmed, S. & Ashfaq, A., 2013) [3]. Advertisers use different strategies to capture the consumers' minds, capture their interest, and change their opinion and attitudes about the specific product they want to promote.

IV. RESEARCH DESIGN AND DATA

The current study used the qualitative approach design. For data collection, the current study uses Pakistani beauty products ads, which Aristotle means persuasion.

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For the data collection research, different beauty product ads were selected from one public and one private TV channel. The study aims to observe the use of rhetorical devices by Aristotle, which are logos, Ethos, and Pathos, used in Pakistani beauty products and how advertisers use these to pursue viewers to buy those products and services. The selected time frame was from January 2022 to March 2022. Random sampling is used to select the data. The present study answers the following research questions:

1. How is Logos used in the Pakistani beauty products advertisement?
2. How is Ethos used in the Pakistani beauty products advertisement?
3. How is Pathos used in the Pakistani beauty products advertisement?
4. Aristotle's means of persuasion is dominantly being used in Pakistani TV Advertisements

V. POPULATION AND SAMPLING

Data was collected from beauty products ads, which were taken from TV advertisements. The selected channels were ARY Digital, HUM TV, and PTV home over three months, i.e., January to March 2022. A total of 7 beauty products advertisement were selected using random sampling techniques. Selected advertisements were related to beauty creams, shampoo, hair color, and soaps.

A. Multimodality Types

Different from static propaganda posters, four modalities, pictures, languages, music, and sounds, are often used together to construct metaphors dynamically and vividly in the Pakistani beauty products shown on TV. Through the viewing and analysis of these videos, different distinctive features of multimodal metaphors can be found in these ads: visual and language features.

B. Image as Modality

Video is composed of frame-by-frame images, often used to describe visual perception, so images are the most dominant kind of modality in the video, and there would be no video without continuously playing images. Pictorial signs are important in expressing the theme and transmitting the information among the ads. In these videos, the images of roses, milk, crystal, different models' faces, etc., are shown to attract women to these beauty products.

C. Language as a modality

Language is an effective way to express emotions, especially non-verbal language. In many cases, it transmits information more directly than written signs. After analyzing all the selected ads, it is easy to find that non-verbal language plays a clue and connecting role in these ads, making them more complete and conveying more accurate themes. Here are some examples of non-verbal languages as a modality in the data. Such as, in the fair & lovely ad, the ad starts with a sentence that the model of ads says, "*Kia aap meri kamyabi ka raaz janna chahty hain?*" (Figure 1), the sentence provokes the women towards the beauty product that if an actress is saying that the beauty cream is giving her confidence which helps them in gaining the success. The language is mixed with the sounds and images. Another ad for Palmolive natural the ad starts with "*soft and moisturize*

skin k liay try kr skty hain milk and rose," (Figure 2) and she is referring to the soap that is made up of milk and rose, so the milk and it provoke women to use this soap for soft and glowing skin. Without these sentences, the video seems shapeless.



Figure 1: (Model Zara Noor); YouTube link: <https://youtube.com/watch?v=jfdsPkI7diM&si=EnSIkaI ECMiOma rE>

VI. DATA ANALYSIS

Private TV channels in Pakistan gave new dimensions to the Pakistani advertising industry at the start of the 20th century. Now advertisers use different TV channels to promote their products. They use TVC to generate revenue because their ads attract people, and they tend to buy the products they see on TV. The current paper will use the rhetorical devices of Aristotle to check how Ethos, Pathos, and logos are used in TV ads and which one of them is the most useable technique by advertisers to persuade people.

A. Discourse analysis

The present study uses critical discourse analysis (CDA) to analyze the advertisements, which means analysis of language uses and social practice as beauty products advertisement deals with language and sociocultural setting so they can be used as electronic media rhetoric devices. So the relationship between sociocultural practices and the properties of discourse employed in the media is being applied with the help of this theoretical framework.

B. Beauty creams (Fair and lovely)

The first beauty cream ad that the study chooses is fair and lovely. Fair and lovely is a well-known brand in Pakistan. In their ads, they use devices such as Ethos, celebrity endorsement and Pathos, targeting the emotions of the female with a dark complexion and logos (*crystal jesa nikhar bs Aik hafty main*).

In Pakistan, people judge others based on their complexion. The advertisement also shows that a person with a white complexion will always be successful and happy. The primary purpose of using Pathos is to hit the dark complexion of females so they can buy the fair and lovely cream. Likewise, fair and lovely ads use the ethos technique by adding celebrities in their ads. Such as Sajal Ali, Mawra Hussain, and Amna Ilyas, (Figure 2), the fundamental purpose of these celebrities is to gain the viewer's trust.



When they see celebrities using these products, they think the company is reliable and trustworthy. So viewers tend to buy those products.



Figure 2: (Mawra Hussain, and Amna Ilyas) YouTube link: https://www.youtube.com/watch?v=J_2epVPHjII

C. Faiza (beauty cream)

In the Faiza beauty cream ad, the advertiser uses a combination of Ethos and Pathos as the ad uses a famous actress from Pakistan, Aiza Khan (Figure 3). Moreover, in the ad, she told viewers that she is a successful person because of people's trust, and she gained trust by using Faiza beauty cream. Her journey as a successful person creates an image in viewers' minds, persuading them to buy the product. Celebrity endorsement is used to gain the viewer's trust. Women need the courage to start their careers, and they want people to trust and support them, so the ad does the same for female viewers by adding a convincing line, *pehchano khud ko*.



Figure 3: (Model Aiza Khan); YouTube Link: <https://youtube.com/watch?v=vitW5nQ5rdA&si=EnSIkaIECMiOm arE>

D. Shampoo (Head & shoulder)

Head & shoulder is one of the well-known shampoo brands in Pakistan. The ad uses three persuasion techniques as Ethos, Pathos, and logos. The product gains viewers' trust by endorsing celebrities like Sajal Ali and Aymen Saleem (Figure 4). The ad shows that you can get 100% dandruff-free hair by using shampoo. The ad uses the persuasion term *kandhy sy bojh hata do*. Females love their hair, and no one wants dandruff on them, so this ad is enough for them because it promises females that they can get rid of dandruff with 100% surety.



Figure 4: (Model Sajal Ali); YouTube Link: <https://youtube.com/watch?v=IwNvgWg3PUo&si=EnSIkaIECMiO marE>

E. Sunsilk

The ad of Sunsilk uses all Ethos and Pathos of persuasion theory as they use famous actress Sohaili Ali as a model for the ad. (Figure 5). The ad convinces females that whether they are working outside in extreme summer if they use Sunsilk, the hair shine never goes and gives 24 hours shine to your hair. They use Baal sambhalen gy, Shan Sy shine Bhi Krngy to convince women, especially working women, to use Sunsilk shampoo and not get worried about the summer or sweating in their hair soaps.



Figure 5: Sunsilk (Model, Sohaili Ali Khan); YouTube link: <https://youtube.com/watch?v=pLqKRYawbBY&si=EnSIkaIECMiO marE>

F. Lux

Lux is a famous brand in Pakistan. They use many ads and techniques to build their image in viewers' minds. The ad uses so many famous actresses of Pakistan in their ads, such as Saba Qamar, Mahira Khan, Maya Ali, Mawra Husnain, Reema Khan, and so many others (Figure 6). Lux invented their soap in every flavor, such as red rose, purple lotus, perfume collection, essential Jasmine, sandal, and cream, etc. they set the mind of viewers that all these flavors are made up of original flowers, vitamins, and almonds, so they endorse these celebrities for gaining people's trust. It uses different persuasion terms such as *Khobsorti Jo Rokay Na Rukkay*, and *bas Zara Sa lux* to hit the emotions of females that beauty is everything.



Figure 6: Lux (Model Maira Khan); YouTube link: <https://youtube.com/watch?v=E1AgoLWIKxk&si=EnSIkaIECMiOmarE>

G. Palmolive naturals

The Palmolive soap uses celebrity endorsement, famous actress Hania Amir, and also convinces people by using pathos techniques and manipulating the audience by telling them that the soap is made up of milk and rose petals extract (Figure 7). They convince females that when they use soap, their body will become so soft and smooth by using a term you can feel.



Figure 7: (Model Hania Amir); YouTube link: https://youtube.com/watch?v=I0H_PiYhuyE&si=EnSIkaIECMiOmarE

H. Hair color products (Garnier color naturals)

The hair color product Garnier also uses celebrity endorsement by adding famous host Juggan Kazim and actresses Hania Amir and Sara Khan (Figure 8). The ad targets females with white hair. It is a problem for females when their hair starts turning white, so they use the term Sehatmand Bal, Behtar color because they claim that their product changes your white hairs to your favorite color without damaging them.



Figure 8: (Models Hania Amir, Juggan Kazim); YouTube link: <https://youtube.com/watch?v=b0mf4yEz0Q&si=EnSIkaIECMiOmarE>

VII. CONCLUSION

The current research paper discussed the essential element of electronic media: advertising. It discusses how effective is Aristotle's theory of persuasion in advertisements such as beauty product ads. The study answers different questions about how Ethos, Pathos, and logos are used in beauty product ads to persuade people, especially women. The analysis of the study shows that every ad uses two or all means of persuasion to attract viewers so they can buy specific products. It is also shown that advertising uses different aspects such as language, sound, images, etc. in beauty product ads to attract women as women are more beauty conscious, so it is a positive point for an advertiser to show them how they can make their skin white and glowing. Research shows that Pakistani ads are full of persuasion statements, promises, etc., to attract buyers. They use famous Pakistani models and actresses so that females trust the advertiser because these actresses and models are using the same product. Moreover, the most used and effective technique is also Ethos because every ad endorses a celebrity in their ads to gain the trust of females. The main aim of the advertiser is to persuade women by adding these celebrities so that females buy those products and can generate their revenues.

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