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 the media. Persuasion is one of the primary purposes of advertising. Customers are persuaded to buy products through advertising that employs various persuasive techniques. Both men and women increasingly rely on beauty products to enhance their appearance and attract potential partners. 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 perceive them. To determine how Pakistani media utilises Aristotle's three means of persuasion in television advertisements, researchers studied beauty advertisements in Pakistani media over a three-month period. There is a significant emphasis on persuasion in Pakistani advertising. Although Aristotle's rhetoric theory was presented over 2,000 years ago, it remains highly effective in persuasion today.

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

I. INTRODUCTION

Nowadays, the media has become a habit for people. It is a tool for communication that stores and delivers data and information. Advertisements can be in the form of digital or printed ads. Advertisers utilise these media, aided by signs and language, to convey their message in ads. Advertisements can change people's perspectives and opinions. It gives information about a product or service and persuades them to buy things they do not need. Recently, the media have replaced many of the old knowledge and information resources that people used to understand the world. Media is a medium that highlights cultural values and norms, as well as world realities, and raises awareness among people. Different multinational companies utilise media as a tool in print ads to persuade their viewers, thereby influencing 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 particular purpose. Advertisements can be done by using language and visuals. According to the Advertising Association of the UK, ads are a means of communication 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 media 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 utilise the medium that best suits their needs and helps them target the right audience. For instance, if the product or service aims to attract adults, the internet is the most effective source; if the target is women, then a magazine is the most suitable source. 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), advertising is the most influential institution of socialisation 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 highlights the power of advertisements and how these beauty ads can easily influence women's beliefs and manipulate them. Advertisements can be used for various products, such as beauty products, cooking oil, and food advertisements. Numerous magazines and TV ads advertise beauty products to influence women and persuade them to maintain their beauty. These advertisers employed various strategies and techniques to target women and convince them to use their beauty products. These advertisers employ various rhetorical devices to influence their target audience's minds. These ads also feature women's favourite celebrities to encourage females to purchase beauty products.

A. Statement of the problem

In recent times, people have begun to place more trust in digital and print media. They are easily influenced by ads, whether for food, beauty products, clothing, or other products, and the advertiser benefits from it when they see their ads influencing people's opinions and attitudes. Advertisers employ various techniques to persuade people to purchase their products or services. Such as rhetorical devices, but researchers have

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agreed that Aristotle's rhetorical elements are among the persuasive techniques used in advertisements. Despite using rhetorical elements in most advertisements to persuade the public, advertisers often rely on judgment of buying behaviour and sometimes use these elements excessively. Sometimes, they neglect the facts and information to be delivered.

B. Research Objectives

The current study has two fundamental objectives. 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, as described by Aristotle, is extensively used in Pakistani beauty product advertisements.

C. Significance of the research

In Pakistan, most people lack media literacy. Their illiteracy is an advantage for an advertiser. That is why they can easily manipulate people, primarily through electronic media. These advertisers employ various rhetorical devices to influence the beliefs and opinions of people, particularly women, as women spend most of their time at home watching television. So these advertisers target women through beauty product ads and campaigns.

II. LITERATURE REVIEW

The word advertisement derives from the Latin word adventure, 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 a means of informing, but in today's world, it is considered a form 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-governmental organisations use these ads to convince the public and their target audience to buy their products or services. Ads' primary purpose is to inform the public or audience about theproductsor services.

Over time, ads become more critical as they have a broad impact on 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. Thereare many mediums through which you can sell your products or services, but TV is the leading promoting medium around the globe. Advertisers now strive to attract their target 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 colour attract people toward a product or service and encourage them to buy. TV ads are considered the most

powerful tool for persuading the target audience, as they incorporate audio, video, and graphics.Print media can also capture the audience's attention, but it has limitations. The advertisement may be a TV spot, a billboard, a long-hour video, a picture, or a story, but its only purpose is to convince the audience to consider a specific product or service. The first TV ad aired on July 1, 1941, on the New York station WNBT. Over time, it has evolved, and now TV ads have become commonplace. TV is available in nearly every household and has a significant influence on human decision-making and purchasing decisions.

TV ads are considered the most effective because they utilise both audio and visual stimuli, which can reach a larger audience simultaneously. Nevertheless, it is challenging for advertisers to create ads that are relevant and effectively 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 the art of rhetoric. 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. Rhetorical analysis is a persuasive technique a writer uses to achieve their aims and assess 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 rhetorical model explains the speaker's ability to convince or persuade the audience with the help of three appeals: logos, which is an appeal to the 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 serves as a means for achieving persuasion in discourse, and it has been applied to numerous studies. His theory has been applied in multiple persuasive theories. Furthermore, the current research focuses on the rhetorical devices used in a TV advertisement in Pakistan for compelling purposes.

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 a method where writers present general propositions to the audience and then draw

specific statements of truth. Logos in advertising persuades an audience using reasoning, such as argumentative text. Advertisement message is a logical reason that attracts the audience.

Such asusing text in an advertisement for a cream that shows women how to transform their faces into beautiful ones or achieve a lady-like complexion. 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 to the audience is logos. Some ads incorporate an emotional element, humour, or a creative idea, but their primary purpose is to convey 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 servicecannot achieve the desired results.

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

According to Aristotle, Pathos is a compelling appeal that has the power to persuade the audience to action. Given Aristotle's emotional appeal, advertisements can influence readers' judgments. Moreover, when the reader responds to the writer's emotional appeal, it persuades the audience. Sometimes, a writer creates a positive image through the words used in the image for the audience they are approaching. Pathos connects the audience emotionally and causes them to feel what the writer feels. 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 advertisements, language is carefully chosen to appeal to the audience and target them, such as through special deals, perfume ads, and spare parts ads. The 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 an advertiser's use of different emotional tactics in ads to persuade the audience to buy their products and services. Advertisers often use emotions or humour to convey their message to the audience. Pathos utilises 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 they become 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 refers to the ethical appeal of an argument (Ramage & Bean, 1998).

Ethos appeals to the audience by highlighting ethics and credibility. In the advertisement, ethos techniques underline the character of the speaker, writer, or brand to make the advertiser's message more credible to the audience or consumer. Advertisers adopt different Ethos forms to attract their audience, such as the promise of becoming fair within six weeks. Sometimes, advertisers compare their products with those of other companies to demonstrate 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. The trustworthiness and credibility of advertisements have a significant impact on consumers' purchasing decisions. An ad highlighting a company's history and experience also adds trustworthiness and credibility to the message, making it appear more credible to the audience.

III. METHODOLOGY

The current study aims to raise awareness, especially among women, about how advertisers manipulate the language of ads to persuade them to purchase and use these beauty products. The current study aims to raise awareness about how these ads employ rhetorical devices to convince women, influencing their thoughts and persuading them to purchase 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, distinctive features of multimodal metaphors can be identified, including 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, sound structure, or pattern of meaning to evoke a specific reaction from the viewer or audience. There are numerous rhetorical devices, but the current study focuses on Aristotle's rhetorical devices, specifically Logos, Ethos, and Pathos.

Beauty concept

According to (Kumar, 2002) [13] the beauty concept is defined asthe 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, but today, advertising refers to communicating with consumers, customers, or users, targeting them, and persuading them to purchase specific products or services (Ahmed, S., & Ashfaq, A., 2013) [3]. Advertisers employ various strategies to capture consumers'

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minds, interest, and influence their opinions and attitudes about thespecific product they want to promote.

IV.   RESEARCH DESIGN AND DATA

The current study used a qualitative design approach. For data collection, the current study utilises Pakistani beauty product ads, which Aristotle refers to as persuasive.

For the datacollection 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, specifically logos, Ethos, and Pathos, in Pakistani beauty products and how advertisers utilise these to persuade viewers to purchase those products and services. The selected time frame was from January 2022 to March 2022. Random sampling is used to choose 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 beautyproducts advertisement?
3. How is Pathos used in the Pakistani beautyproducts advertisement?
4. Aristotle's means of persuasion is dominantlybeing 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, from 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 colour, and soaps.

A.   Multimodality Types

Unlike static propaganda posters, various modalities — pictures, languages, music, and sounds — are often used together to construct metaphors dynamically and vividly in Pakistani beauty products shown on TV. Through the viewing and analysis of these videos, distinct features of multimodal metaphors can be identified in the ads, including visual and linguistic elements.

B.   Image as Modality

Video is composed of frame-by-frame images, often used to describe visual perception. Hence, images are the most dominant kind of modality in the video, and there would be no video without continuous image playback. Pictorial signs are crucial in conveying the theme and transmitting information across the ads. In these videos, images of roses, milk, crystal, and various models' faces are shown toattract 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 analysing all the selected ads, it is evident that non-verbal language plays a crucial 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. 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 encourages women to try beauty products because if an actress says that a beauty cream gives her confidence, which helps her achieve success. The language is mixed with the sounds and images. Another ad for Palmolive natural the ad starts with "*soft and moisturise 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 thesesoap 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. Advertisers now use various 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 utilise the rhetorical devices of Aristotle to examine how Ethos, Pathos, and Logos are employed in TV ads and which one is the most effective technique for advertisers to persuade people.

A.   Discourse analysis

The present study employs critical discourse analysis (CDA) to analyse advertisements, which involves examining the use of language and social practice, as beauty products advertisements deal with language and sociocultural settings, making them effective electronic media rhetoric devices. The relationship between sociocultural practices and the properties of discourse employed in the media is explored using this theoretical framework.

B.   Beauty creams (Fair and lovely)

The first beauty cream ad chosen by the study 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 women with a dark complexion, and logos (Crystal Jesa Nikhar, B.S. 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 appeal to the darker

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complexion of females so that they can buy the "fair and lovely" cream. Likewise, fair and lovely ads employ the ethos technique by featuring celebrities in their advertisements. Celebrities such as Sajal Ali, Mawra Hussain, and Amna Ilyas (Figure 2) have a fundamental purpose: to gain the viewer's trust.

Whenthey 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_2epVPHjlI

C. Faiza (beauty cream)

In the Faiza beauty cream ad, the advertiser employs a combination of Ethos and Pathos, as the ad features a famous Pakistani actress, Aiza Khan (Figure 3). Moreover, in thead, 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. 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=yitW5nQ5rdA&si=EnSIkaIECMiOm arE

D. Shampoo (Head & shoulder)

Head & Shoulders is a well-known shampoo brand in Pakistan. The ad employs three persuasion techniques: 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=lwNvgWg3PUo&si=EnSIkaIECMiO marE

E. Sunsilk

The Sunsilk ad employs all the elements of persuasion theory, utilising the famous actress Sohai Ali as a model. (Figure 5). The ad convinces females that whether they are working outside in extreme summer heat, using Sunsilk will ensure their hair shines without fading and provides 24 hours of shine. They use Baal smbhalen gy, Shan Sy shine Bhi Krngy toconvince 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, Sohai Ali Khan); YouTube link: https://youtube.com/watch?v=pLqKRYawbBY&si=EnSIkaIECMiO marE

F. Lux

Lux is a famous brand in Pakistan. They employ various ads and techniques to establish their image in the minds of viewers. The ad features numerous famous Pakistani actresses, including Saba Qamar, Mahira Khan, Maya Ali, Mawra Hocane, and Reema Khan, among 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 trusts. It employs various persuasion terms, such as

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Khobsorti Jo Rokay Na Rukkay, and bas Zara Sa lux, to target the emotions of females, emphasising that beauty is everything.

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

G.   Palmolive naturals

The Palmolive soap utilises celebrity endorsement, featuring famous actress Hania Amir, and also convinces people by employing pathos techniques and manipulating the audience by claiming that the soap is made from milk and rose petal extract (Figure 7). They convince females that when they use soap, their bodies will become so soft and smooth that they can feel it.

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

H.   Hair colour products (Garnier Colour Naturals)

The hair colour product Garnier also utilises celebrity endorsements by featuring 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 colour because they claim that their product changes their white hairs to their favourite colour without damaging them.

Figure 8: (Models Hania amir, Juggan kazim); YouTube link;
https://youtube.com/watch?v=b0mfm4yEz0Q&si=EnSIkaIECMiO marE

VII.   CONCLUSION

The current research paper discussed the essential element of electronic media: advertising. It outlines how effective Aristotle's theory of persuasion is in advertisements, such as those for beauty products. The study addresses various questions about how Ethos, Pathos, and logos are employed in beauty product ads to persuade people, particularly women. The analysis of the survey reveals that every ad employs two or all means of persuasion to attract viewers and encourage them to purchase specific products. It is also shown that advertising utilises various aspects, such as language, sound, and images, in beauty product ads to attract women, as they are more beauty-conscious. This is a positive point for advertisers, who can showcase how women can achieve a white and glowing complexion. Research indicates that Pakistani advertisements are replete with persuasive statements, promises, and other marketing tactics aimed at attracting 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 effective technique is also Ethos, as every ad features a celebrity to gain the trust of females. The primary objective of the advertiser is to persuade women by featuring these celebrities, thereby encouraging them to purchase the products and generate revenue.

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