

## ARTICLE

# Advertising Cleanliness: A Cross-Cultural Linguistic Analysis of Persuasive Strategies in Detergent Advertisement

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## ABSTRACT

Advertisements play a crucial role in enhancing sales and marketing for a wide range of products and ideas. Defined as commercial messages designed to promote and sell goods, advertisers often craft meticulous and strategic language in their advertisements to convert viewers into consumers. This study undertakes a contrastive linguistic analysis of persuasive appeals in TV advertisements from Algeria, France, and Saudi Arabia, focusing specifically on detergent products. The research is grounded in Aristotle's rhetorical framework and Grice's cooperative principles to analyze and compare the language used across these three countries. A purposive sample of fifteen detergent TV commercials (five per country) was selected for analysis. The findings reveal that while all three countries employ a variety of persuasive strategies, there are significant linguistic differences that contribute to both shared and distinct advertising practices. Results indicate that Algerian detergent TV advertisements rely mainly on pathos. French commercials focus on both pathos and logos. Saudi Arabia uses a combination of all three appeals (logos, pathos, and ethos). This study provides insights for advertisers regarding the importance of adhering to strategic appeals. This work explains how following these communicative principles can encourage advertisement designers to enhance the persuasive power of their messages. Hence, advertisers ensure greater effectiveness of their promotional efforts by

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optimizing the linguistic and pragmatic elements of their advertisements.

## Highlights

- This study undertakes a contrastive linguistic analysis of persuasive appeals in TV advertisements from Algeria, France, and Saudi Arabia, focusing specifically on detergent products.
- The research is grounded in Aristotle's rhetorical framework and Grice's cooperative principles.
- There are significant linguistic differences that contribute to both shared and distinct advertising practices.

**Keywords:** Advertisement; Cooperative Principles; Cross-Cultural; Detergents; Linguistic Analysis; Persuasive Strategies

## 1. Introduction

Technology is now regarded as a primary tool people rely on to achieve various goals and objectives. It simplifies life worldwide, reducing the effort needed compared to the past. With technology, industries and companies carefully target specific audiences and personalize advertisements based on their audience preferences and behavior according to Salah and Alzghoul <sup>[1]</sup>. Additionally, the global market continuously introduces a variety of products and services, largely driven by tailored commercials and advertisements as stated by Egieya et al. <sup>[2]</sup>. Companies use crafted discourse and visuals in their commercials to ensure greater sales efficiency. Blair et al. <sup>[3]</sup> clarified that TV commercials are a set of organized methods of informative communication about a product that a company wants to sell as also explained by Albarq et al. <sup>[4]</sup>.

The influence of commercials on consumer behavior is complex and requires thorough investigation. Advertisements today blend psychological, social, cultural, and linguistic elements. This paper aims to explore how advertisements are designed to meet consumer needs and identify the significant similarities and differences between Algerian, French, and Saudi television detergent advertisements, specifically related to detergents. These countries, recognized as economic forces, differ in social, educational, religious, and cultural aspects, all of which may impact their advertising strategies as stated by Agag et al. <sup>[5]</sup> and Rachmad <sup>[6]</sup>.

Moreover, this study seeks to analyze how these factors influence advertisement design in each country and to provide data on effective strategies. The research uses quantitative and qualitative approaches, guided by Aristotle's Rhetoric framework, to categorize appeals such as gender, celebrity, music, colors, and puns. Each advertisement

will be analyzed in detail, and quantitative data will assess the frequency of these appeals in each country, identifying commonalities among Algeria, France, and Saudi Arabia. It seeks to answer the following questions:

1. What are the main persuasive strategies used in Algerian, French, and Saudi TV advertisements?
2. What are the differences and similarities between them?
3. How have the advertisements made use of Grice's Maxims to persuade the audience?

These questions have led the researchers to suggest two hypotheses. First, music and gender might be the most commonly relied upon strategies. Second, it is expected that Arab advertisements employ more appealing strategies compared to French advertisements. Also, the language used in the advertisement is more likely to be culturally bound.

## 2. Literature Review

Several studies have closely examined the linguistic aspects of advertisements, focusing on the various persuasive strategies employed within them. They mainly explore how advertisers use language, visuals, and emotional appeals to influence consumer behavior and effectively convey their messages. Heath <sup>[7]</sup> explored the use of emotions as a persuasive strategy in advertisements, highlighting their effectiveness in promoting products or ideas. He found that advertisers often employ various emotional appeals to capture attention, noting that emotional significance in advertisements functions not only as a tool to increase attention and support message communication but also as a persuasive mechanism. Emotional appeals are widespread globally, used to attract attention and promote specific ideas or products.

Furthermore, gender appeal has become one of the most prominent appeals in advertising, either on its own or in combination with other appeals. It has proven to be strong enough to attract diverse audiences, including children, adolescents, and adults of all genders. Blair et al. [3] focused on gender appeal in advertising, noting that it is increasingly used to capture attention, whether explicitly or implicitly. However, the impact of this appeal remains a topic of debate, with uncertainty about whether it is ultimately positive or negative.

Many researchers have compared and contrasted advertisements across different countries or contexts. For example, Zhou and Sun [8] compared the language use of Chinese and English advertisements. Their study primarily focused on the explicit cohesive devices in both languages, revealing that English advertisements rely more on reference and conjunction devices. Meanwhile, Chinese advertisements frequently use ellipses to attract viewers and play on curiosity, a crucial factor in product promotion.

Similarly, Rababah and Khawaldeh [9] conducted a contrastive study on the advertising appeals used in Arabic and English television commercials, specifically focusing on electronics such as televisions, air conditioners, and cameras. Their research aimed to identify the primary advertising appeals in each language and uncover significant similarities and differences. The findings reveal that TV advertisements implicitly employed emotions, rationale, and play on words strategies to persuade viewers, with emotional appeals being the most frequent.

In another contrastive study, Biria and Hassani [10] examined the advertisement techniques used in single-gender and coeducational institutes. Their qualitative analysis focused on the discourse differences in advertisement techniques, particularly the lexicon used to attract attention, by comparing advertisements from English language institutes with their mixed-gender counterparts. The results indicate that the stimulating phrases in both cases were remarkably different. These differences are associated with gender, education, and the financial background of the viewers.

Kaynak et al. [11] compared the functions of advertisements within agencies and their relationships with clients in Canada and Turkey. Their study highlights the value of cross-cultural research in advertising, especially given the different developmental stages of the two countries. They

sought to clarify and understand the dynamics between clients and agencies concerning advertising strategies. The findings indicate that the personal relationship between the advertising agency and the client is very important in a developing country like Turkey. They also highlight significant differences in terms of certain advertising functions. These differences are attributed to the different levels of the industry and its competitive situation.

Farrall and Whitelock [12] contributed to comparative linguistics in advertising by comparing global and national brand advertisements through different frameworks, including creative strategies, advertising forms, and styles. Their study revealed both the similarities and differences between these two types of advertisements, while also emphasizing the unique functions each type serves.

Furthermore, Brunel and Nelson [13] examined the interaction between gender, values, and message sequencing in shaping responses to various types of advertisements. The findings indicate that both gender and message order significantly influenced persuasion, with women demonstrating a more pronounced modernity effect than men when exposed to two types of charitable advertisement: self-benefit (help-self) and other-benefit (help-others).

Numerous studies have scrutinized the linguistic features of TV advertisements. Karsita and Apriana [14] focused on the syntax of the advertisement, Boltz et al. [15] investigated the phonetic symbolism and memory for advertisements, and Sidiropoulou [16] examined the cultural encounters in advertisement translation. However, there are limited studies that have examined cross-cultural aspects of advertising. Beyond mere curiosity about what exactly advertisements are, how they function, and what effects they have, several factors have driven the researcher to investigate advertisements in a variety of contexts. Advertising is a complex field that integrates various social, cultural, psychological, and intellectual elements. The primary objective of this research is to examine the structure of different advertisements, analyze the appeals employed within them, and conduct a contrastive study to highlight the significant similarities and differences that may emerge between Algerian, French, and Saudi detergent advertisements. This analysis would reveal how language reflects a cultural feature occurring in a particular culture [17-19].

### 3. Methodology

#### 3.1. The Framework of the Study

It is crucial to theoretically explore different aspects related to advertising to better understand and analyze the data presented in this work. This study employs Aristotle's rhetorical framework, as presented in Reeve <sup>[20]</sup>. Aristotle states that rhetoric is "the faculty of observing in any given case the available means of persuasion" and classifies these means into three appeals: *ethos*, *pathos*, and *logos*. *Ethos* accounts for the speaker's credibility and the extent to which they are perceived as trustworthy by their audience. *Pathos* is concerned with the strategic use of emotions to evoke feelings that support the argument. *Logos* employs logical reasoning and rational argumentation as the basis of persuasion. This tripartite model provides a fundamental framework for investigating persuasive strategies through understanding how advertisements appeal to emotions, establish credibility, and employ logical reasoning in different cultural contexts, making it a valuable tool for cross-cultural linguistic analysis.

Grice's <sup>[21]</sup> cooperative principle is also adopted in this study to analyze the tools that companies use to influence the targeted audience. Grice's cooperative principle describes how people achieve effective communication in various social situations. He proposed four conversational maxims: quantity addresses the appropriate amount of information—neither insufficient nor excessive; quality emphasizes truthfulness and accuracy in communication; relevance requires focusing on the topic and supplying information relevant to the discussion; and manner entails clarity and avoiding ambiguity. These maxims function as guiding principles for successful communication, ensuring coherence and enhancing the overall efficiency of interactional exchange. In other words, Grice explains how interlocutors (speaker and listener) cooperate to facilitate discussion, ensuring mutual understanding. Geis <sup>[22]</sup> applied Gricean principles to television commercials in his paper: *The Language of Television Advertising*, where he demonstrated how advertisers exhibit various features of the Gricean tenets. Geis pointed out that while advertisers strive for intelligibility, their commercials are not always fully cooperative, as they are often

driven by "economic self-interest." He distinguished between natural speech and commercial language, noting that while viewers interpret commercials using familiar strategies from natural speech, advertisers often use structured language to create strong-sounding claims, which may be misleading and lack credibility.

In 1991, Partridge Beale called Thomas J. Barratt the "father of modern advertising." Barratt, a key figure in 18th-century advertising, worked for the Pears Soap company in London and created numerous effective campaigns using catchy slogans. He introduced several crucial ideas that laid the foundation for successful advertisements, emphasizing the importance of carefully chosen words and puns. Beale <sup>[23]</sup> believed that effective word choice could sell anything within the right context. He also understood the need to constantly reevaluate the market to keep consumers engaged with something new, different, and interesting rather than repetitive and boring. Lawrence <sup>[24]</sup> famously stated, "Tastes and fashions change and the advertiser must change with them," a concept that remains influential today, as contemporary advertisements require a significant level of pragmatic competence to align with consumers' evolving tastes and needs.

#### 3.2. Data Collection and Analysis

This study analyzed 15 detergent advertisements randomly selected from YouTube, comprising five each from Algeria, France, and Saudi Arabia. The selected advertisements were recent, spanning from 2014 to 2019, with durations ranging between 20 and 65 seconds. This selection aimed to reflect contemporary advertising appeals, taking into account the rapid technological advancements and the implementation of innovative strategies in recent advertisements. Detergents were categorized into five subgroups: hand-washing soap, machine-washing liquid, bleach, air freshener, and dishwashing liquid.

Aristotle's *The Art of Rhetoric*, as well as Grice's cooperative principle, were employed to address the research questions. The advertisements were viewed multiple times to identify and assess various strategies. The collected data was thoroughly examined to extract the linguistic elements where persuasion was taking place. Then, these elements were classified according to Aristotle's rhetorical types,

and the persuasive strategies employed were deduced. Additionally, this research underscores the complexity of advertising as a phenomenon. The paper includes a statistical analysis of the different appeals used and their frequency across the selected advertisements. Aristotle's framework will guide the analysis, and it will be further expanded into specific advertising appeals such as gender, celebrity, statistics, scarcity, music, and humor appeals. The goal is to gather detailed data to support a thorough analysis and discussion. Also, this research uses Grice's cooperative principles to analyze the effectiveness of the language used in the

advertisement under scrutiny.

## 4. Results and Discussion

### 4.1. Persuasive Strategies in the Advertisements

This section presents the different types of persuasive strategies used in Algerian, French, and Saudi TV advertisements. It also shows the similarities and differences between them. **Table 1** shows the overall frequencies of the persuasive strategies.

**Table 1.** Frequencies of persuasive strategies used in Algerian, French, and Saudi detergent advertisements.

Persuasive Strategies	Algerian Advertisements	French Advertisements	Saudi Advertisements	Total
Emotional	3	2	4	9
Gender	5	4	5	14
Music	5	4	2	11
Colors	5	2	3	10
Assertive	4	4	2	10
Scientific	1	3	1	5
Code-switching/mixing	3	0	0	3
Puns	1	2	0	3
Celebrity	2	0	0	2
Statistical	1	1	4	6
Jokes	2	1	0	3
Snob	3	0	2	5
Providing precautions	0	3	0	3
Rhyming and catchy language	0	1	1	2
Providing instructions	0	3	0	3
Total	35	30	24	89

#### 4.1.1. Algerian Advertisements

##### (1) Hand-washing soap: Winet

The advertisement presents its product in a colorful musical show (Ethos). It features no human figures, focusing solely on the various scents that this hand-washing soap offers to its users. Notably, the advertisement incorporates both Arabic and French languages to address as many viewers as possible, as seen below:

- Original slogan: “صابون سائل لليدين” and “savon à main liquid”
- Translation: ‘hand-washing liquid soap’

It also provides statistical information about the safety of the product in both languages as follows: “100% برابيين paraben “ “*protection contre les bactéries/حماية ضد الجراثيم*” which indicates that the soap is free from parabens, substances known to cause allergic reactions in some people. Additionally, it offers protection against bacteria. This feature provides soothing relief for those concerned about their delicate skin. The advertisement also highlights the available scents in both Arabic and French, as follows: “*citron glace, miel, rose, l’huile d’olive...*” “ليمون- عسل- ورد- زيت” “...زيتون ‘lemon, honey, roses, olive oil’”. Finally, it includes a slogan in both languages as shown in **Figure 1**: “وينات لحياة” “*winet pour une vie saine*” ‘winet for a safe life’.





Figure 1. Hand-washing soap: Winet.

Note. <https://www.youtube.com/watch?v=Qkh7jAhy-oY>.

Translation: Hand-washing liquid soap: Winet. For a healthy life.

### (2) Machine-washing liquid for clothes: Ariel

This advertisement for “Ariel” demonstrated in **Figure 2**, is emotional to a certain extent. It tells, with some music in the background, the story of a child who adores “Fouzi Chaouchi” the Algerian goalkeeper in 2009, who helped qualify the Algerian team for the 2010 World Cup. This celebrity appeal (Ethos) attracts a wide range of Algerian viewers who consider *Chaouchi* a national hero, just like the kid in the advertisement. The story depicts how the kid wears the T-shirt of the Algerian team without any name on the back; however, he always writes on the T-shirt with the permanent autograph of the goalkeeper. Nevertheless, this never angers his mother. She always encourages her son to

do better in football and never gives up on his dreams. She keeps his T-shirts clean and smells good thanks to “Ariel” powder. The end of the advertisement shows how the mother got him a T-shirt with Chaouchi’s autograph, which made the boy excited and happy (Ethos). This advertisement demonstrates how the celebrity appeal can be strong and effective enough to attract different kinds of viewers. The advertisement provides comfort and relief to the mothers in similar situations. It also offers children hope and encouragement to pursue their dreams (Ethos). Remarkably, the appeals used in this advertisement are so effective that they attracted viewers, even those who are not familiar with the daily challenges that mothers face.



Figure 2. Machine-washing liquid for clothes: Ariel.

Note. <https://www.youtube.com/watch?v=49og2Rm3-el>.

### (3) Bleach: Top

The story in this advertisement shows a mother and her

son going to see a girl whom the son intends to be engaged to. At the beginning of the video, you can notice how the

mother is not quite happy with the whole situation. However, the turn of events starts right when she enters the house and observes the remarkably clean and white floor of the girl's house. The video then shows how the mother becomes curious and inspects the bathroom and the kitchen as a detective searching for evidence to cancel the engagement. Nevertheless, the mother ends up feeling happy and satisfied with the girl and permits her son to proceed with the engagement. At the end of the video, the mother started laughing and having a nice chat with her future daughter-in-law (Ethos) before turning to her son and saying:

- Original slogan: “*top* طفلة”
- Translation: ‘a top girl’.

The advertisement also provides information (pathos) about bleach, such as how it cleans and whitens different kinds of floors and eliminates all bacteria and germs, making you feel safe and comfortable in your home. Overall, this advertisement relied on humor and provided an account of the Algerian culture, without dismissing other anonymous bleach brands. The language used in the Algerian advertisement was purely Algerian dialect (see **Figure 3**), including the rhyming and catchy slogan that appears at the end of the video, which says:

- Original slogan: “دارك ديما نقيّة عائلتك ديما هانيّة”
- Translation: ‘Your house is always clean, and your family is always safe.’



**Figure 3.** Bleach: Top.

Note. <https://www.youtube.com/watch?v=fv6S6-wNuR8>.

Translation: Top bleach. Your house is always clean, and your family is always relieved.

#### (4) Air freshener: *L'orange*

Similar to the previous advertisement, the *L'orange* air freshener company uses humor to promote its product. The video features a moody wife who seems to dislike her daily life. Suddenly, her husband called, telling her that his mother (her mother-in-law) was coming to visit. The wife panics over cleaning the house to properly welcome her mother-in-law; she feels that something is still missing. The son calmly comforts her by saying: “*l'orange* ماتقلقيش روحك يما” “Do not worry, mom. We have *l'orange*”. She then feels relaxed enough to host her mother-in-law with a happy face and enjoy the fresh air that makes the house feel lively and full of energy. When the husband arrives, the mother and her son are surprised to see him alone, and when they ask

him about his mother, he replies with a playful answer: “لازملك يما باش تهيو الدار” ‘so you need my mother to clean the house?’. At the end of the video, the advertiser chooses an Algerian Arabic slogan that delivers an effective message: “دارنا باهية وريحتها هائلة” ‘we have a bright home that has a lovely odor.’ This advertisement (displayed in **Figure 4**) demonstrates how Algerians often rely on humor (Ethos) to promote their products. It illustrates the importance of employing humor to attract the audience’s attention and to serve the discourse it occurs in Tawalbeh et al. [25]. This advertisement also reveals the use of the musical appeal, as the music shifts from suspense to comfort in parallel with the events of the comedic advertisement.



Figure 4. Air freshener: *L'orange*.

Note. <https://www.youtube.com/watch?v=NNWOHPj1pyo>.

Translation: Our home is beautiful, and it smells wonderful.

#### (5) Dishwashing Liquid: Pril ISIS

The dishwashing liquid Pril ISIS advertisers try to convince and persuade viewers using several strategies and appeals. The video (displayed in **Figure 5**) opens with a musical atmosphere showing a lovely garden party, where “Samira Sahraoui” (who played the role of Meriem in the popular Algerian comedy TV show Djemei Family) welcomes the viewers. The celebrity strikes up a conversation with the chef responsible for the food at that party and thanks him for the delicious variety of dishes they enjoyed. She then explains how difficult and tiring for her team to clean all those large plates. Samira suggests that the only solution is Pril ISIS, which, unlike other dishwashing liq-

uids, contains a powerful lemon-based formula that effectively removes all dirt: “مع تركيبته الجديدة يقضي على الدهون.” و البقايا اللاصقة.” At the end of the advertisement, the chef dismisses all other dishwashing liquids, emphasizing in Algerian dialect that Pril ISIS is the best:

- Original slogan: “مهما يقلولو يبقى هو المخير”
- Translation: ‘whatever they say, it remains the best.’

To sum up, it can be deduced that this advertisement relies on several appeals to persuade viewers, namely music (Ethos), celebrity (pathos), snub appeal, and providing an account (logos).

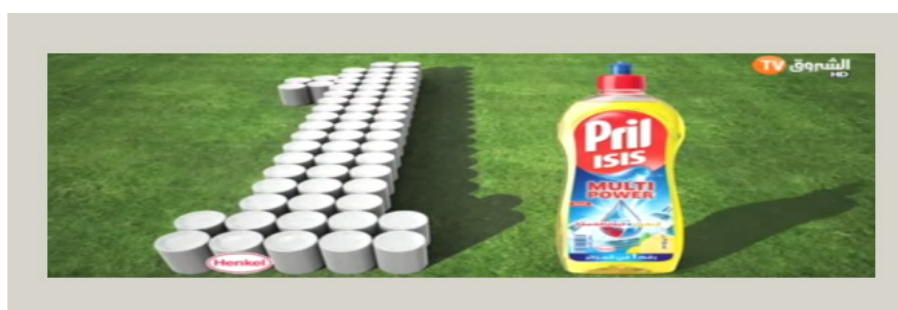


Figure 5. Dishwashing Liquid: Pril ISIS.

Note. [https://www.youtube.com/watch?v=0F\\_mjcM5u24](https://www.youtube.com/watch?v=0F_mjcM5u24).

### 4.1.2. French Advertisements

#### (1) Hand-washing soap: Dettol

In the French advertisement for hand-washing soap,

Dettol is promoted clearly and concisely. The video, which lasts only 21 seconds, features soft music (Ethos) while showing how important it is to have our hands clean all day long, especially for women who have many responsibili-



ties like cooking, cleaning, and teaching. The French advertisers of Dettol aim to emphasize the importance of being healthy and protected from disease. Furthermore, the advertisement tries to convince viewers that this hand-washing is soft for the skin and does not cause allergies that could threaten human health (Ethos). The strategy highlights that Dettol contains antibacterial agents that help eliminate all kinds of dirt. The advertisement also promotes the new Dettol No-touch, an automatic dispenser that releases sprays of Dettol soap to keep the house and its occupants as safe as possible.

To conclude, it is worth noting that this French advertisement is simpler than those discussed earlier. However, it still delivers a powerful and effective message. Being concise and providing valuable scientific pieces of information, Dettol makes a strong impression with its final rhyming slogan (Ethos):

- Original slogan: “*Doux pour la Peau*” (see **Figure 6**).
- Translation: ‘soft for the skin’.

The advertisement includes a product’s website for anyone wanting more information. This appeal was not present in the advertisements previously analyzed.



**Figure 6.** Hand-washing soap: Dettol.

Note. <https://www.youtube.com/watch?v=V5V8Som42w0>.

Translation: Dettol, soft for the skin.

## (2) Machine-washing liquid for clothes: Ariel

Ariel is creative in promoting their products. The advertisement (**Figure 7**) shows a little girl imitating her mother, pretending to be cleaning the house and washing clothes just like her mother does. The video, accompanied by calm, soft music, depicts the father watching his daughter enjoying her role-playing. Suddenly, he notices his daughter pick up a toy phone and pretend to talk to someone, saying: “*Je suis désolé, mais je ne peux vraiment pas te parler car j’ai plein de choses à faire.*” ‘I am really sorry, but I cannot talk to you right now because I have a lot to do.’ This conversation touches the father emotionally (Ethos), as he realizes how tiring the job his wife does truly is. At that moment, the husband goes to check on her and helps with the laundry using Ariel’s machine-washing

detergent. At the end of the video, the following is said:

- Original slogan: “*tout ce qu’ils voient ils copient, mais est ce-qu’ils savent que la lessive n’est qu’un travail de femmes*”
- Translation: ‘They copy everything they see, but do they know that laundry is not just women’s work?’

This statement aims to be effective by delivering a clear message: women should receive help and support with household chores in general, and laundry in particular. The advertisement implicitly appeals to emotions (ethos) with the hashtag “*#partagesDesTaches*” (#ShareTheTasks). Another distinctive feature of this advertisement is the caution notice at the end of the video, which says, “*Toujours conserver hors de portée des enfants*” ‘keep out of reach of children’ because it contains harmful chemicals (pathos).



Figure 7. Machine-washing liquid for clothes: Ariel.

Note. [https://www.youtube.com/watch?v=wM7JwyBPK\\_A](https://www.youtube.com/watch?v=wM7JwyBPK_A).

### (3) Bleach: Mr. Proper

The Mr. Proper bleach advertisement displayed in **Figure 8** presents several appeals. The first is the lively music throughout the video. Second, the story features a group of unknown bleaches that come together to witness the arrival of the new bleach. The product is distinguished by its power, which can be achieved using only a few drops from Mr. Proper, giving it the advantage of economy (logos). The third appeal is the use of a foreign language for the product's name, which is in English, Mr. Proper (rather than Mr. Propre). The only difference between the two is in the final syllable: /per/ in English, and /pre/ in French. The fourth appeal highlights the competitive rivalry, showing how Mr. Proper is the best at cleaning and whitening floors. The final appeal is the use of scientific facts. The advertiser pro-

vides scientific data (logos) claiming “*pénètre et décolle la saleté plus facilement*” ‘penetrates and removes dirt more easily.’ This information demonstrates how this bleach destroys bacterial cells and germs instantly. To snub other bleach brands, the advertiser uses the following slogan:

- Original slogan: “*il va y avoir de la jalousy dans le quartier*”
- Translation: ‘There will be some jealousy among the neighbors.’ (Ethos)

Overall, the combination of cultural elements, storytelling, and scientific evidence makes the Mr. Proper bleach advertisement highly effective in highlighting the product's superiority. These carefully crafted strategies successfully establish Mr. Proper as a powerful brand in the French bleach market.



Figure 8. Bleach: Mr. Proper.

Note. <https://www.youtube.com/watch?v=jxoS8SYL2A>.

Translation: The new Mr. Proper liquid gel.

#### (4) Air freshener: Air Wick Pure

Music is consistently one of the appeals that is present in advertisements. The air freshener Air Wick Pure advertisers in France opt for a brief video to attract viewers. The video depicts several events that may cause unpleasant odors, such as diapers, fish meals, dirty laundry, pet waste, and garbage. The advertisement promotes Air Wick Pure to eliminate those unpleasant odors that disrupt the mood and atmosphere inside the house. Unlike other advertisements, this video demonstrates a step-by-step guide to use the air freshener Air Wick (logos): “insérer, fermer et régler” ‘insert, close, and adjust’. Another appeal is the selection of scents tailored to the audience; Air Wick offers many scents

such as “*Roses, Jasmine, vanille et lilies*” ‘Roses, Jasmine, vanilla, and lilies’, all floral varieties as presented in **Figure 9**.

Furthermore, it has also been noticed that this advertisement includes a cautionary warning (pathos) at the end of the video. This element appears to be crucial in preventing chemical accidents and injuries among consumers. It is conveyed through the expression: “*Dangereux, respecter les précautions de l’emploi*” ‘dangerous, respect the precautions of the use of the product.’ This technique is absent in the Algerian and Saudi advertisements. This may serve as a strategy to enhance the company’s trustworthiness (pathos), thereby facilitating the promotion of the product.



**Figure 9.** Air freshener: Air Wick Pure.

Note. <https://www.youtube.com/watch?v=LbDMWHYach0>.

Translation: Essential oil perfumes.

#### (5) Dishwashing liquid: Finish

The Finish Protector company in France delivers a more scientifically oriented advertisement to promote their dishwashing liquid product. The video features a scientist who systematically explains how Finish Protector works (see **Figure 10**). Step one is the prewashing stage, where the dishes are dirty, as he explains: “*regardez ce verre, il est entièrement blanchis, et ce problème concerne la majorité des gens*” ‘look at this glass, it has become completely pale and faded, and this problem affects the majority of people’. In step two, he places the glass under the microscope to test and analyze it through a scientific procedure: “*observations le microscope, ce n’est pas un calcaire, c’est de la corro-*

*sion*” ‘let us observe under the microscope, it is not limestone, but corrosion.’ However, this can easily be remedied with the Finish Protector in step three, which prevents and eliminates corrosion effectively, especially when used with warm water. Additionally, precaution serves as an appeal that is used in this advertisement, expressed in this statement: “*dangereux, respecter les précautions de l’emploi*” ‘dangerous, adhere to the product usage precautions.’ Finally, competitive rivalry (pathos) with other dishwashing liquids is evoked in the advertisement by displaying a note saying:

- Original note: “*N°1 recommandé*”
- Translation: ‘N°1 recommended.’

At the conclusion, the advertisement highlights a partnership with Finish and other reputable brands, such as Beko, Siemens, Bosch, and Villeroy and Boch, aiming to attract the viewers and customers of these sponsors.



Figure 10. Dishwashing liquid: Finish.

Note. <https://www.youtube.com/watch?v=dMcknNMu8II>.

### 4.1.3. Saudi Advertisements

#### (1) Hand-washing liquid: Dettol

Dettol hand-washing soap in Saudi Arabia promotes the product through an emotional appeal. The narrative of the video presents three types of mothers: 1- “الأم المذعورة” ‘the terrified mother’ who does not allow her children to play anywhere and is constantly fearful of germs and contamination. 2- “الأم الموسوسة” ‘the meticulous mother’ who feels compelled to verify everything before permitting her children to play. And 3- “الأم التي تستخدم ديتول” ‘the mother who uses Dettol’, who is constantly at ease and joyful with her children. This confidence is attributed to Dettol, which is the only soap that Saudi mothers trust to provide 100% protection against germs and bacteria (“كوني متأكدة” ١٠٠%, meaning ‘be 100% sure’). Music is also employed

as a persuasive appeal in this advertisement, transitioning from tones of terror (associated with the terrified mother) to suspense (the meticulous mother), and finally to calm and relief (the mother who uses Dettol). The advertisement concludes with a rhyming and emotional slogan, tailored to evoke the profound love and concerns (Ethos) mothers have for their children:

- Original slogan: “كي يخف قلقها فيزداد حبها”
- Translation: ‘so that her worries decrease and her love increases.’

This slogan effectively captures the intense fear that mothers experience regarding the health and safety of their children (as displayed in **Figure 11**), which the Dettol company addresses by basing the campaign on authentic experiences.

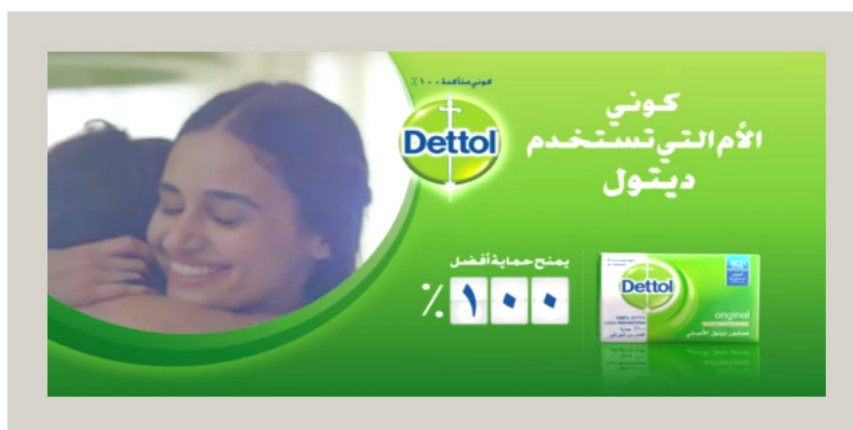


Figure 11. Hand-washing liquid: Dettol.

Note. <https://www.youtube.com/watch?v=K4nuLbZnSGU>.



Translation: Be the mother who uses Dettol.

### (2) Machine-washing liquid for clothes: Vanish

The video in this advertisement depicts the story of two young kids playing together, and one of them tries to impress his friend by making pizza, rolling it high in the air, and accidentally staining his T-shirt. The mother then appears perplexed and asks herself: “كيف راح اتخلص؟” ‘How am I supposed to remove these stains?’. While thinking aloud that she should use bleach to clean the dirty shirt, she recalls that the bleach could damage colors and ruin the T-shirt. Suddenly, the Vanish expert offers a logical (logos) solution and reminds her of the instruction on the T-shirt that says: “يمنع استخدام الكلور” ‘do not use bleach’ because: “تضعف الألوان و تخرب القماش” ‘it fades colors and damages the fabric.’ Therefore, the new Vanish

is recommended, which is twice as strong on stains while protecting the fabric. It can be observed that several appeals have been employed so far, including scientific, musical, gender (female), colors (pink), providing an account, and snubbing. The latter is conveyed at the end of the advertisement through a slogan that evokes credibility (pathos): “جربي افضل مزيل للبقع-فانش” ‘try the best stain remover, Vanish’. The use of the word ‘the best’ (as shown in **Figure 12**) implies that Vanish advertisers are providing accounts and conveying a sense of superiority over other competing brands. The Vanish company clearly positions itself as superior in this advertisement and conveys a dismissive attitude towards its competitors.



**Figure 12.** Machine-washing liquid for clothes: Vanish.

Note. <https://www.youtube.com/watch?v=fJV5xslZAW8>.

Translation: Try the best stain remover.

### (3) Bleach: Clorox

The creativity of the advertisers of Clorox Bleach in Saudi Arabia is easily demonstrated in this advertisement. First, two women are questioned about the reasons that motivate them to use Clorox over other bleaches available in the market. In a musical setting, the first woman responds: “أحبه” ‘I love it, in a Saudi dialect’ while the second enthusiastically replies: “عن جد” ‘for real’ indicating that she shares the same affection for Clorox as the first woman. Following this, the advertiser explicitly presents facts and information (pathos) about the product, such as: “حقائق ستفاجئك” ‘astonishing facts about the whitener Clorox.’ Furthermore, a particularly effective strategy is the

inclusion of the real names of the interviewees. The first woman, named Meriem, states:

- Original *slogan*: “ما توقعت أنني راح استخدم نفس المبيض لي. كانت تستعمله أمي عشان اطهر و أبيض ملابس ولدي احمد وبعد كل هالسنين لازال كلوروكس الخيار اللأمن.”
- Translation: ‘I never expected to use the same bleach that my mother used to use, but to clean my son Ahmad’s clothes, and after all these years, Clorox remains the safe choice.’

This statement illustrates the emotional appeal of nostalgia by invoking the word mother, which resonates with viewers and evokes comfort. Subsequently, the advertise-



ment provides clear instructions for use: “امزجي كوب من ‘mix a cup of Clorox with 5 liters of water’ to facilitate correct usage for consumers unfamiliar with the product. The advertisement also shares statistical claims about its efficacy: “يقتل 99.99 من الجراثيم و يحافظ” ‘kills 99.99 of germs and protects your children and their toys.’ The second woman, Nour, reveals how Clorox helps her flours stay fresh: “عندي سر لي” ‘I have the secret that keeps my flours fresh longer...Clorox’. Ultimately, the

advertisement features real interviewees sharing their experiences and reasons for preferring Clorox, enhancing its ethos and appeal to pathos (credibility and emotion). At the conclusion, consistent with many prior advertisements, the slogan implicitly disparages competitors (as presented in Figure 13) by stating:

- Original slogan: “كلوركس المبيض رقم ١ في العالم”
- Translation: ‘Clorox, the number one bleach in the world.’



Figure 13. Bleach: Clorox.

Note. [https://www.youtube.com/watch?v=E4s5BmE-u\\_Q](https://www.youtube.com/watch?v=E4s5BmE-u_Q).

Translation: Clorox, the number one bleach in the world.

#### (4) Air freshener: Air Wick

The Air Wick advertisers in Saudi Arabia strategically begin the advertisement by sharing what inspired them to choose the Air Wick fragrance. The video opens with the following statement (by a soft-spoken female voice): “الطبيعة تنقل عطورها عبر الرذاذ الرقيق و هذا ما ألهم فواحة الزيوت العطرية الجديدة من ايرويك” ‘Nature transfers its scents through delicate sprays, and that is what inspired the new Air Wick air freshener.’ The use of a delicate voice effectively attracts viewers’ attention and encourages them to listen attentively to the message conveyed. Moreover, the evocative imagery of nature evokes a sense of comfort and tranquility. The video depicts a woman inviting her friends for a coffee to enjoy a pleasant evening together, highlighting the friends’ fascination with

the enchanting scent upon entering their friend’s house:

- Original slogan: “ايرويك تحول أوقاتك الى لحظات مميزة مع ‘الاصدقاء و العائلة’”
- Translation: ‘Air Wick transforms your moments into memorable times with friends and family.’

Employing a musical appeal (Ethos), as commonly observed in previous advertisements, Air Wick emphasizes the exclusivity of the new automatic sprayer as illustrated in Figure 14, offering different scents, such as برتقال-ورد-خزامى- ‘orange, roses, lavender, and pomegranate’. This variety provides consumers with different options, thereby increasing the advertisement’s appeal and persuasive power.

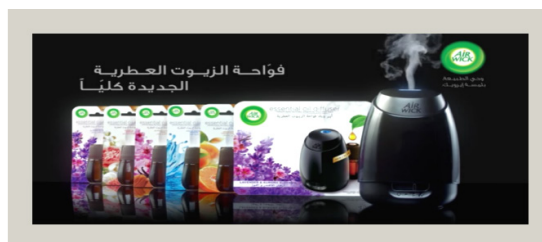


Figure 14. Air freshener: Air Wick.

Note. [https://www.youtube.com/watch?v=v\\_gnP9rVV-E](https://www.youtube.com/watch?v=v_gnP9rVV-E).

Translation: The all-new essential oil freshener.

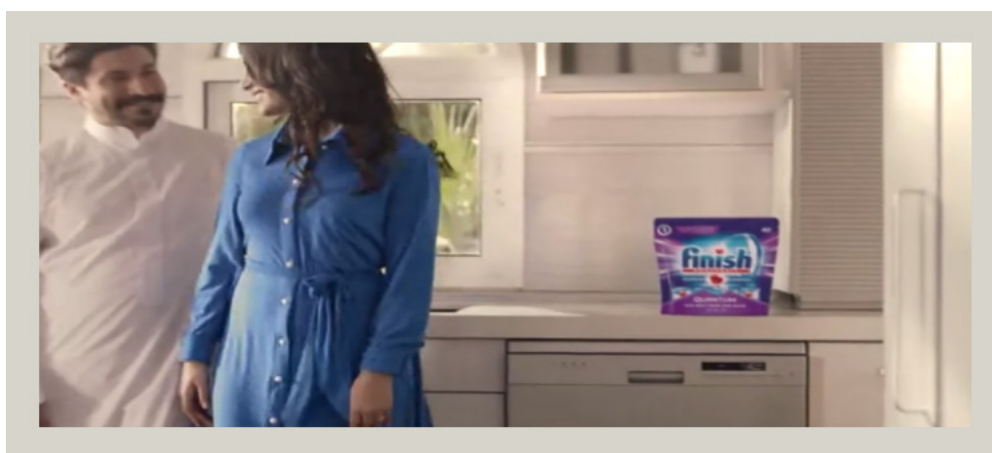
(5) Dishwashing liquid: Finish

As usual, music is the primary appeal used in the Finish dishwashing liquid advertisement in Saudi Arabia. The advertisement presents facts and statistics indicating the substantial amount of time women spend washing dishes, stating: “كل عيلة بتقضي ٥١ يوم في السنة تغسل الصحون” ‘each family spends around 15 days washing the dishes’. Finish dishwashing liquid presents itself as a solution to this problem, using an emotional statement (pathos) that says:

- Original slogan “انسى الجلي و عيشي حياتك”
- Translation: ‘Forget about washing the dishes and live your life.’

The statement provides a moral encouragement specif-

ically targeted to women, as evidenced by the use of the inflectional feminine marker in the Arabic letter (ي, y). The music transitions from a somber tone to a lively one as Finish is introduced as a solution. **Figure 15** shows the amount of happiness mothers have gained since they began using Finish and the joyful time they spend with their kids, husbands, and family members. By the end, the video depicts the happiness mothers have experienced since they started using Finish and engaged in more pleasant activities like reading, painting, and having romantic dinners with their husbands. In conclusion, the advertisement demonstrates the effectiveness of emotional appeals (pathos), highlighting their persuasive power, especially among women.



**Figure 15.** Dishwashing liquid: Finish.

Note. <https://www.youtube.com/watch?v=uPnVLX4Rr9I>.

The analysis so far highlights significant results. It shows how each advertisement embodies its culture and the variation in appeals in TV advertisements. However, many simi-

larities were also observed regarding the persuasive appeals. **Table 2** displays the frequencies of persuasive appeals used in Algerian, French, and Saudi detergent advertisements:

**Table 2.** Frequencies of persuasive appeals used in Algerian, French, and Saudi detergent advertisements.

Persuasive Appeals	Algerian Advertisements	French Advertisements	Saudi Advertisements	Total
Ethos	3	2	4	9
Pathos	5	4	5	14
Logos	5	4	2	11
Total	35	30	24	89

The results indicate that Algerian advertisements prominently feature appeals related to gender, music, and celebrity endorsements. The celebrity appeal was unique to Algerian advertisements, notably those of the dishwashing liquid Pril ISIS. The finding aligns with previous studies highlighting celebrity endorsements as a strategic tool to

enhance product appeal in North African contexts Fleck et al. [26]. Additionally, the reliance on both Algerian Arabic and French to target diverse demographic segments (children, youth, elders, educated, and illiterate) supports the notion that multilingual advertising can effectively reach various social strata, as evidenced in Berenger’s [27] study. The

excessive use of color appeals in Algerian detergent advertisements reflects a trend noted in similar studies, where visual elements are employed to emphasize product efficacy, as demonstrated by Romeh et al. [28]. Algeria's use of 35 appeals in five advertisements surpasses both France and Saudi Arabia, highlighting its distinctive advertising approach.

French advertisements, utilizing 30 appeals, demonstrate a strategic focus on gender and color appeals, mirroring some practices observed in Algerian advertisements by Almeida-Santana and Moreno-Gil [29]. However, contrary to expectations, French advertisements do not employ celebrity endorsements and use exclusively French, indicating a more localized approach as highlighted by Whitelock and Rey [30]. Notably, French advertisements incorporate appeals that provide precautions and instructions, a strategy shown to enhance consumer trust and perceived product safety. This contrasts with Algerian advertisements, where such appeals are less prominent. The emphasis on consumer protection and clear usage instructions in French advertisements aligns with research by Taylor and Bower [31], suggesting that these elements can significantly influence consumer behavior.

Saudi Arabian advertisements, however, exhibit distinct characteristics. The use of local dialect instead of classical Arabic suggests a targeted strategy to resonate with the

local audience, consistent with findings reported by Papadima et al. [32]. The frequent use of statistical appeals to address consumer concerns about germs and bacteria is noteworthy. Research indicates that statistical evidence can be a powerful persuasive tool, especially in markets with prevalent health and safety concerns, as Parrott et al. [33] highlighted. In contrast to Algerian and French advertisements, Saudi advertisements do not feature celebrity endorsements or humor, which reflects a more conservative advertising approach, as noted in Abdul Cader's [34] research.

The observed similarities between Algerian and French advertisements, particularly in their use of gender and color appeals, may be attributed to historical and geographical influences, such as the colonial legacy of the French presence in Algeria pointed out by Boukreris and Boucheegra [35]. Conversely, the distinct characteristics of Saudi advertisements, such as the use of statistical appeals and local dialect, highlight a divergence in advertising strategies, likely influenced by different cultural and societal norms, which aligns with Kalliny and Ghanem's [36] findings.

## 4.2. Grice's Maxims

The analysis revealed the use of Grice's maxims in the advertisements, as highlighted in **Table 3**.

**Table 3.** Frequencies of Grice's Maxims used in Algerian, French, and Saudi detergent advertisements.

Maxims	Algerian Advertisements	French Advertisements	Saudi Advertisements	Total
Quality	19	13	16	48
Quantity	24	16	19	59
Relevance	11	9	2	22
Manner	9	6	7	22

The analysis of the use of Grice's maxims in Algerian, French, and Saudi detergent advertisements reveals meaningful patterns in advertising strategies across different cultures. The table highlights that all advertisements employ Grice's maxims, underscoring the universal relevance of these communicative principles in the field of advertising.

### 4.2.1. Maxim of Quantity

The maxim of quantity emerged as the most frequently employed across the advertisements, with a total of 59 instances. This finding aligns with the fundamental objective of advertising, which is to provide adequate information to

persuade potential customers. The prominence of the maxim of quantity indicates that advertisers prioritize conveying detailed information about their products, ensuring that potential buyers are well-informed about the product's features, benefits, and usage. The reliance on quantity can be traced back to the necessity of creating a comprehensive narrative that effectively portrays the product's value proposition, which is critical in influencing consumer behavior [37,38]. For example, in the Dettol ad, the Saudi Arabian version focuses on describing the types of mothers with regard to their attitude towards their children, while employing this as a strategy to claim that mothers who use Dettol are confident their children are protected from germs and bac-

teria. Conversely, the French ad for Mr. Propre Bleach opts for a direct introduction of the product, thus avoiding distracting viewers by including unnecessary details.

#### 4.2.2. Maxim of Quality

In contrast, the maxim of quality was the second most used, appearing in 48 instances. This reflects advertisers' cautious approach when making claims about their products. For example, when examining the ad for the dishwashing product 'Finish' in Saudi Arabia claims that people spend 15 days per year washing dishes, but with their product, washing is eliminated, freeing up time for leisure. This can be misleading since cleaning without washing is implausible, thereby violating the maxim of quality. Conversely, the Air Wick ad provides a concise description of the product and how it offers a fresh scent, thereby satisfying the maxim.

Geis <sup>[22]</sup> emphasizes that exaggerating or providing misleading information can lead to consumer dissatisfaction, which may result in negative feedback and reputational damage for the company. Hence, advertisers appear to balance effective promotion with maintaining credibility, avoiding claims that could be easily disproved or diminish consumer trust.

#### 4.2.3. Maxims of Relevance and Manner

The use of the maxims of relevance and manner is relatively consistent across the advertisements, with totals of 22 each. Adherence to relevance ensures that advertisements remain focused and pertinent to the consumer's needs and expectations, a critical factor in maintaining engagement and enhancing the persuasive strength of the message, as mentioned in Sperber and Wilson <sup>[39]</sup>. Meanwhile, the maxim of manner, which emphasizes clarity and brevity, aligns with cultural norms and expectations, as different societies may have varying thresholds for what constitutes clear and concise communication. For example, most advertisements in the Arab context tend to be significantly longer than those from Western countries. In the Clorox advertisement, advertisers devote most of the airtime to people giving testimonials about the product rather than giving concise presentations. By contrast, the Air Wick ad in French is straightforward, highlighting how the product neutralizes

bad odors and providing usage instructions, thereby satisfying the maxim by remaining relevant and clear.

The data also reveal that Algerian advertisements employ Grice's maxims more extensively compared to their French and Saudi counterparts. This could be attributed to cultural differences in communication styles. In some cultures, such as Algeria, there is a stronger emphasis on providing comprehensive information and ensuring that the message is clear and detailed, which explains the higher frequency of maxim usage. The cultural context in which advertisements are produced plays a significant role in shaping message content and style, reflecting the values, norms, and expectations of the target audience <sup>[40,41]</sup>.

The analysis of Grice's maxims in detergent advertisements from Algeria, France, and Saudi Arabia illustrates how these principles are employed to enhance advertising effectiveness. The varying frequencies of maxim use suggest that advertisers tailor their communication strategies to align with cultural expectations and consumer behavior patterns, ultimately aiming to maximize the persuasive impact of their advertisements while maintaining credibility and relevance.

## 5. Conclusions

This contrastive study examines and discusses the persuasive appeals in Algerian, French, and Saudi detergent TV advertisements. It seeks to uncover the main strategies each country relies on to effectively convey the intended message and identify the commonalities operating simultaneously between the three countries. Furthermore, this work outlines the main similarities and differences that confirm universal principles for persuading consumers in distinct sociolinguistic landscapes.

By employing both qualitative and quantitative approaches, this research effectively addresses the research questions at hand. It is found that Algerian advertisements rely heavily on pathos-driven appeals, particularly through appeals to celebrity, music, and gender (females). The findings reveal a significant pragmatic utilization of bilingual patterns (Algerian Arabic and French) to ensure a broader audience. French advertisements, on the other hand, tend to emphasize logos and pathos, often through the appeal of providing scientific facts, music, and subtle emotional strat-

egies.

Unlike their Algerian and Saudi counterparts, French advertisers include precautionary advice, especially given the chemical nature of detergents, to prevent serious incidents or fatalities. Saudi advertisements are characterized by a balanced use of Ethos, pathos, and logos, with a notable emphasis on gender (females), music, and diminutive strategies. Despite the different persuasive appeals employed across the three countries, they share several common strategies, namely music, gender, color, and snobbery.

Furthermore, the analysis of Grice's maxims in these advertisements adds another layer of understanding regarding the effectiveness of these strategies. The study revealed that the maxim of quantity is most frequently employed, providing detailed information to persuade consumers. In stark contrast, the maxim of quality exhibited less frequent adherence, likely due to advertisers' cautious approach to making claims. The consistent use of the maxims of relevance and manner across advertisements underscores the importance of clarity and focus in maintaining consumer engagement.

This research paper offers readers a new perspective by introducing and analyzing valuable strategies used in advertisements. It underscores the importance of possessing significant pragmatic competence to understand and analyze the full scope of an advertisement, which reflects the linguistic and cultural systems of a given society. The study also highlights the crucial role of pragmatic and socio-cultural competence in grasping the deeper meanings behind advertisements, regardless of the strategies used or the cultural context in which they are embedded. We demonstrate that socio-cultural awareness and pragmatic competence are essential for understanding the complex nature of advertisements, which are loaded with linguistic, cultural, and ideological components.

Moreover, the findings of this study provide valuable insights for marketing professionals, brand managers to be better communication strategists, particularly regarding the importance of adhering to Grice's maxims to build credibility and trust with their audience. By following these communicative principles, advertisers can enhance the persuasive power of their messages, thereby increasing the effectiveness of their promotional efforts.

To conclude, this work offers practical guidelines for cultivating consumer credibility and fostering enduring brand trust. We also believe that this work will prompt advertisement designers to adhere to both frameworks (Aristotle's rhetoric and Grice's Cooperative principles) to foster brand recall and improve consumer attention. We trust that the findings of this work will significantly improve the persuasive efficacy of advertisements by optimizing their promotional return on investment.

## Author Contributions

Conceptualization, O.A.D.; methodology, O.A.D. and A.I.T.; software, O.A.D. and A.I.T.; validation, O.A.D., A.I.T. and M.A.A.; formal analysis, O.A.D. and A.I.T.; investigation, O.A.D., A.I.T. and M.A.A.B.; resources, O.A.D., A.I.T. and M.S.; data curation, O.A.D., A.I.T. and M.S.; writing—original draft preparation, O.A.D. and A.I.T.; writing—review and editing, O.A.D., A.I.T., M.A.A. and M.A.A.B.; project administration, O.A.D. and A.I.T.; funding acquisition, all authors. All authors have read and agreed to the published version of the manuscript.

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## Data Availability Statement

The data used in this study were obtained from publicly available YouTube videos. All videos analyzed are publicly accessible on the YouTube platform at the time of data collection. The links of the dataset supporting this study is available within the manuscript.



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The authors declare no conflict of interest.

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