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VERBAL AND NONVERBAL MEANS OF PROMOTIONAL APPEAL  
IN EDUCATIONAL ADVERTISING

To attract potential consumers, advertisers should master both verbal and nonverbal communication means. This paper sheds light on the persuasive tactics of emotional appeal, rational appeal, authority appeal, and value appeal in

educational advertising, as well as verbal and nonverbal means of their manifestation. The aim is to identify the connection between verbal and nonverbal means and estimate their role in achieving the overall communicative goal of messages that advertise educational services.

Advertising is aimed at promotion, which is essentially persuasion. Therefore, in advertisements persuasive strategy takes shape of promotional appeal. The latter can be defined as a communication strategy employed by advertisers to catch the attention and interest of their target consumers and persuade them to perform a specific action, such as purchasing a product, trying a service, or altering their behaviour. It is a creative method used in marketing campaigns to make a product or service more appealing and memorable to consumers, ultimately leading to purchase.

A successful persuasive strategy (or, as said above, promotional appeal) includes various tactics to engage customers at each stage of marketing process. According to manifold ways of its manifestation, promotional appeal can be further divided into rational appeal, emotional appeal, authority appeal, and value appeal. Rational appeal adopts the method of rational persuasion and highlights the content of presentation. It is specifically manifested in the advertising to convey the advantages of the product in terms of price, quality, technology and function as the core content, focusing on the product's ability to bring material satisfaction to customers, so that customers decide whether to buy it or not through rational thinking. Emotional appeal is a persuasive technique that triggers the emotions of an audience rather than using logic or facts. It seeks to stir up feelings in viewers or listeners so that they are more likely to respond positively to a message. Authority appeal is carried out by using methods such as citing authoritative opinions or authority figures as evidence to support the argument, so as to gain consumers' trust and thus reach the ultimate goal of persuasion. Value appeal is the pursuit of value, i.e. people's evaluation and selection standard for objective things. It tries to gain consumers' compliance by pointing at central and joint beliefs that should guide what they do. As a tactic used in advertising, value appeal can firmly grasp the minds of consumers.

All humans communicate on two levels: verbal and nonverbal. Communication with words is known as verbal communication, which can be written or oral, while nonverbal communication consists of physical gestures, facial expressions, posture, eye and vocal behavior, the usage of objects, pictures, colours, and other nonverbal cues, which are also an integral part of communication. Both verbal and nonverbal means of communication play a vital role in advertising as a creolized message to achieve its goal of persuasion.

In this paper, educational advertisements published on Belarusian advertising platform family.by were examined as research material. In the empirical research, the use of verbal means and their interaction with nonverbal means are considered in reference to each persuasion tactic through discourse analysis method.

Let's turn to the examples of educational advertisements which contain both verbal and nonverbal means of persuasion.

First, we focus on rational appeal as a communicative tactic. The advertising analyzed is composed of text and image. The text is as follows: *МЕНТАЛЬНАЯ АРИФМЕТИКА. БЫСТРО И ПРАВИЛЬНО СЧИТАТЬ. 1. Быстрый счет на ментальном уровне. 2. Аналитическое и творческое мышление. 3. Скорость восприятия информации. 4. Фотографическая память. 5. Концентрация внимания. 6. Развитие логики*. 'Mental arithmetic. Count quickly and correctly. 1. Fast mental arithmetic. 2. Analytical and creative thinking. 3. Speed of information perception. 4. Photographic memory. 5. Concentration. 6. Development of logic'. The image behind the text is of a little boy, holding an abacus in his left hand and making a gesture meaning 'number one' with his right hand. To stimulate consumers' rational thinking, some letters are capitalized, highlighting the key information about the advertised service, and the advantages of mental arithmetic are objectively described in the form of short phrases listed. Thus, the language of the advertisement is simple, clear and focused. In terms of nonverbal means, the picture of an abacus corresponding to the word *считать* 'count' and 'number one' demonstrated by the boy's hand gesture have a further influence on the recipient's rational thinking as they draw attention to the content of the educational course, i.e. the advertised product itself.

Second, we come to emotional appeal as a tactic. The advertising analyzed in this paper consists of text and image. The text runs: *«НеСТРАШНЫЕ каникулы» в ITeen. Изучаем самые популярные IT-направления в компании веселых монстров* 'Not terrible vacations at ITeen. We study the most popular IT areas in the company of funny monsters'. The accompanying image is a sphere, in which the text *нестрашные каникулы* 'not terrible vacations' is repeated, and is surrounded by several happy monsters. Vacations are supposed to be enjoyable, and in this case, studying during vacations is not likely to make students feel terrible. In terms of verbal means, the capitalized word *НеСТРАШНЫЕ* 'not terrible' and words *компания* 'company' and *веселый* 'fun' appeal to students' emotions. In terms of nonverbal means, the cute monster pattern echoes the text *веселые монстры* 'funny monsters' and the spherical background emphasizes reference to the IT sphere. As a result, verbal and nonverbal means are integrated, and the positive image complements the emotionally appealing text.

Then, let's consider the authority appeal tactic. The advertisement analyzed includes both text and image. The text on the left is: *Профориентация с психологом для школьников. Индивидуальный подход. Персональные рекомендации. Выбор профессии* 'Vocational guidance with a psychologist for schoolchildren. Individual approach. Personalized recommendations. Choice of profession'. And the image on the right shows a woman appearing as an expert with a book in her hand. Appealing to authority figures is a common way of achieving promotional appeal in advertising. In this text, the word *психолог* 'psychologist' highlights authority as a verbal means. Further, *индивидуальный подход* 'individual approach', *персональные рекомендации* 'personalized recommendations' and *выбор профессии* 'choice of profession' corroborate the

authority, as they refer to specific professional skills of a psychologist. In terms of nonverbal means, an expert image of a woman seems to make the advertising text more authentic.

Last, our attention comes to value appeal as a tactic. The advertising analyzed also consists of two parts – verbal and nonverbal. The text says: *Никакой зубрёжки и скучных учебников! Мы помогаем английскому языку стать частью твоей жизни, ведь каждый challenge – шаг к твоей победе!* ‘No cramming or boring textbooks! We help English become a part of your life, because every challenge is a step towards your victory!’ The image next to the text shows eight confident young adults sitting in front of the British national flag. Obviously, this English-language training course advertising appeals to success. As regards verbal means, exclamatory sentences enhance the message, and describing *challenge* as a step on the path to *победа* ‘victory’ helps students develop courage and ability to overcome obstacles. As for nonverbal means, the confident gestures and facial expression of each young adult reveal an atmosphere of success, which is echoed in the text. The British national flag behind the young people emphasizes the fact that the advertised course is English-language learning. Thus, verbal and nonverbal means are intertwined throughout the advertising, strongly highlighting the value of success.

From the above analysis, it can be seen that there are various tactics to achieve the overall promotional appeal in educational advertising, and for each tactic (rational appeal, emotional appeal, authority appeal, value appeal), both verbal and nonverbal means are important. When only verbal means are used, words might be unlively and uninspiring, and when only nonverbal means are used, the information lacks a vehicle to convey it accurately. It can be concluded, that the combination of verbal and nonverbal means can effectively enhance the advertising appeal and make educational ads more persuasive.