The Art of Selling Beauty: Analyzing Persuasive Strategies and Speech Acts
in Social Media Cosmetics Advertising

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Abstract :

Advertising represents the principle of persuasion across various contexts, with its primary aim being to attract consumers' interest in specific products or services and ultimately prompt them to make a purchase. To achieve this, advertisers skillfully employ language to engage consumers, often appealing to their desires, emotions, and needs. This study investigates the persuasive strategies and speech acts used in cosmetics advertisements targeting (young) women, particularly on social media platforms: Instagram and Facebook. By analyzing advertisements from well-known brands like Nawras Sattar, Vivian Cream, Huda Beauty, and VЁ, the research explores how persuasion is constructed through rhetorical strategies—namely ethos, pathos, and logos—to influence consumer's behavior. Additionally, the study identifies and analyzes various speech acts—assertive, directive, expressive, and commissive—to examine how language functions not only to inform but also to influence and motivate consumers.

The research is organized into three sections. The first section emphasizes the significance of persuasive language in cosmetics advertising and outlines the research questions, objectives, hypotheses, and methodology. The second section presents a brief literature review covering the concepts of persuasion, persuasive strategies, advertisements, pragmatics, and speech act theory. The third section offers a practical analysis of selected social media advertisements based on Lucas's (2009) model of rhetorical strategies and Searle's (1969) classification of speech acts, illustrating how influencers and brands employ persuasive appeals and speech acts to promote their products. The findings underscore the substantial impact of social media advertising on consumer's behavior and highlight the importance of strategic communication in digital marketing. Ultimately, the study demonstrates the effectiveness of persuasive language in online advertising and its pivotal role in shaping consumer decisions.

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Section One
Introduction

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1.1 Introductory Remarks

Language is often referred to as the "heart of human life" due to its crucial role in communication and interactions among people. A major function of language is persuasion, which is particularly important in various forms of communication, notably in advertising. Advertisements aim to make specific reactions from audiences through carefully selected language that fosters empathy and engages consumers. Persuasive techniques are commonly used not just in advertising but also in everyday conversations, political campaigns, public speeches, emails, and social media.

The following research questions will be answered throughout the study:

1- What is the significance of persuasion in advertisements in general and in cosmetic advertisements on social media in particular?

2-What language do influencers use to promote cosmetics?

3- How is persuasive language used in cosmetic advertisements by social media influencers?

4-What are the types of persuasion strategies and speech acts used in cosmetics advertisements on social media specifically Instagram and Facebook?

1.2 The Problem of the Study

In an era where consumers are constantly exposed to persuasive online contents, understanding the linguistic features of cosmetic advertisements has become crucial. It is vital to analyze how advertisers craft their messages linguistically to engage audiences and promote beauty ideals.

1.3 The Aims of the Study

The study aims at attaining the following:

1- Explaining the importance of persuasion in advertising in general and in cosmetics advertisements on social media in particular.

2- Explaining how persuasive language is used in cosmetics advertisements by social media influencers.

3-Discussing the different persuasive strategies used by influencers to promote cosmetics.

4- Analyzing the most commonly used types of persuasive strategies and speech acts found in the selected data.

1.4 Hypotheses of the Study

It is hypothesized that:

1- Cosmetics advertisements on social media use multiple persuasive strategies that significantly influence consumers purchase decision, such as emotional influence, influential testimonials, and aesthetic imagery.

2- There is a set of common words or phrases in cosmetics advertisement, such as "natural, amazing, and instant results" that are commonly used to enhance the products appeal and persuade consumers.

3- Influencers use specific language when promoting cosmetics, such as motivational phrases and personal testimonials in order to build trust with their followers and motivate them to purchase the products.

1.5 Procedures of the Study

In order to fulfill the aims of the study, the following procedures are adopted:

1- Surveying the different persuasive strategies used in selected cosmetics advertisements on social media.

2- Discussing how advertisers formulate compelling messages to engage and sway their intended audiences.

3- Choosing samples of cosmetics adverts to be analyzed to find out the different persuasive strategies used to convince consumers, as well as speech acts employed.

4- Conducting a qualitative (descriptive) method of analysis to explore and analyze the persuasive strategies used in the chosen advertisements by adopting Lucas's (2009) model of rhetorical persuasive strategies, as well as Searle's (1969) model of speech acts to gain a deeper understanding of their communicative functions.

5- Drawing conclusions and recommendations.

1.6 Limits of the Study

The study is limited to explaining persuasive strategies and speech acts employed in four social media advertisements from Instagram and Facebook, showcasing prominent beauty brands including Nawras Sattar's lipstick campaign (Instagram), Vivian Cream (Instagram), Huda Beauty's Icy Nude Eyeshadow Palette (Facebook), and VË hair care products (Facebook). These adverts, targeting (young) women, were chosen for their relevance and effectiveness in promoting beauty products on social media.They will be analyzed depending on an eclectic model based on Lucas's (2009) model of rhetorical persuasive strategies and Searle's (1969) model of speech acts.

1.7 Significance of the Study

The study is hoped to be significant for:

1) Students: this study helps students understand how persuasive strategies in cosmetic advertisements on social media influences consumer behavior. By analyzing these techniques, students develop critical thinking skills and improve their ability to evaluate the impact of media on their perceptions and decisions. This also enhances their understanding of digital marketing strategies and language use in advertising.

2) For educators: This study provides valuable insights into how language is used in advertising to influence consumers. It can be integrated into teaching.

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Section Two
Literature Review
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2.1 Introduction

The rise of Information and Communication Technology (ICT) has greatly transformed the advertising landscape. Today, advertising is seen as one of the most powerful methods for shaping public opinion. No matter the platform, the main objective of advertising is to encourage consumer purchases. Researchers have identified various advertising formats, including television, radio, print, and online adverts. However, with the growth of ICT, online advertising has come to the forefront, becoming a significant area of study. This study aims to uncover and analyze the most frequently used persuasive strategies used in online cosmetics advertising.

2.2 Persuasion

Many scholars and linguists have addressed the concept of persuasion according to their interests and purposes. Persuasion is commonly defined as "human communication that is designed to influence others by modifying their beliefs, values, or attitudes" (Simons, 1976:21). Similarly, Perloff (2017:8) defines persuasion as "a symbolic process in which communicators try to convince other people to change their attitudes or behaviors regarding an issue, through the transmission of a message in an atmosphere of free choice."

While some authors focus on attitude change as a result of the persuasion process, others do not require attitude or behavior change to occur, as they relate persuasion to verbal activity aimed at bringing about a change in belief or attitude. In this regard, Cegalal (1987:6) views persuasion as a transmitted symbolic act intended to form, modify, or strengthen the beliefs, opinions, values, attitudes, and/or behaviors of one or more individuals. Some scholars explain persuasion from a physiological perspective, considering communication as a means of effect. It is an attitude and a way of thinking, and does not involve threats, torture, or inducing people into hypnotic or helpless

states. Larson (2012) highlights that persuasion is a complex and evolving process. Persuaders use both verbal and nonverbal signals to influence their audience's behaviors, beliefs, and attitudes regarding a specific topic favorably. The persuaders' aim is mainly to convince others to change their behavior or attitudes to do an action or get a good result for their behalves.

2.2.1 Persuasion and Marketing

Marketing involves a series of activities aimed at convincing consumers to purchase products or services. As defined by Kotler et al. (2018:2), marketing includes "the sum of activities involved in directing the flow of goods and services from producers to consumers". It is commonly recognized as "presenting, advertising, and selling a company's products or services" (ibid:3) in an effective way . According to McCarthy(1960), marketing consists of four key elements, known as the marketing mix or the 4Ps: *product*, *price*, *place*, and *promotion*.

Persuasion plays a critical role in marketing, as it sustains business operations. Armstrong (2010:293) notes that the main aim of advertising is to persuade the target audience to purchase the advertised product. The exploration of how individuals are influenced to change their attitudes, beliefs, or behaviors relates to concepts like persuasion, influence, rhetoric, sales tactics, and cognitive biases. This field of study is situated within social psychology, which aims to understand interpersonal interactions and the ways social influences shape thoughts, emotions, and behaviors (Taillard, 2000). Understanding concepts of influence and persuasion is crucial for marketing, as it helps marketers gain insights into how to persuade customers to purchase their products or services. By grasping these concepts, marketers can develop advertising campaigns, messaging, and sales tactics that are more likely to resonate positively with consumers. For example, marketers might use rhetorical techniques such as emotional appeals or specific framing of messages to encourage purchases. Overall, the study of influence and persuasion significantly enhances marketing efforts by equipping marketers with a deeper understanding of customer interaction and decision-making. Moreover, Osman (1987) points out that effective persuasion tends to be implicit, although recent research suggests that it can occur both directly and indirectly. From a linguistic standpoint, persuasion is often indirect, avoiding overt declarations such as "I hereby persuade you". Therefore, one analytical approach to studying persuasion is through the pragmatic theory of speech acts as it will be illustrated later on in this study.

2.2.2 Persuasive Strategies

In persuasive speaking, ethos, logos, and pathos are powerful rhetorical strategies that speakers use to influence their audience. These concepts were originally outlined by Aristotle in his work *Rhetoric* and have continued to be central to effective communication today. Lucas (2009) argues that these appeals are significant for persuasion. He points out that a certain speech or written work can influence others for four reasons: "Because they perceive the speaker as having high credibility. Because they are won over the speaker's evidence. Because they are convinced by the speaker's reasoning. Because their emotions are touched by the speaker's ideas or language" (ibid: 316)

Ethos refers to the credibility, authority, and trustworthiness of the speaker. A speaker must establish themselves as a reliable source on the subject in order to gain the audience's trust. The more credible the speaker, the more likely the audience is to be persuaded by their argument. Lucas (ibid:319) points out that credibility is the 'audience's perception of whether a speaker is qualified to speak on a given topic' and that character and competence are the two variables that affect it . Cockcroft (2005:16) suggests that ethos consists of personality and stance. A person's personality during speech can instill confidence in listeners, while stance relates to a broader attitude framework and the persuader's position regarding the subject matter.

Pathos is another essential aspect of persuasion; it appeals to the audience's emotions, identity, and sense of self. Lucas (2009) illustrates that there are strategies used for arousing other's feelings, like speaking with honesty and conviction, discussing and making vivid examples and using expressive language full with emotions. However, delivering such appeals can be challenging as it requires strong verbal skills and the ability to use tone diversity, pacing, and repetition to evoke emotions effectively (ibid:335-337).

The third key term is logos, the logical appeal of a speaker as used by Aristotle,which pertains to the use of logic in persuasive efforts. According to Aristotle, logos, includes two elements: evidence and reasoning. It relates to the internal coherence of the message. Statistics often serve as evidence for various forms of logos, making it crucial to distinguish between statistics and facts and know how to use both effectively. Logos includes the use of numerical evidence to validate the quality of a product (Ibid:225-226). It represents verbal persuasion rather than physical proof, as it aims to convince the audience that the proposed conclusion is fitting for the context.

2.3Pragmatics

Pragmatics is the examination of how language is utilized in communication, emphasizing the speaker's intended message, the importance of context, and meanings that are suggested rather than explicitly stated. Yule (1996:3) identifies four key components of pragmatics: intended meaning, relative distance, contextual interpretation, and implicit communication. Levinson (1983:9), on the other hand, points out that pragmatics "is the study of those relations between language and context that are grammaticalized, or encoded in the structure of a language". Key topics within pragmatics include deixis, implicature, reference, entailment, and speech acts. Deixis depends on contextual indicators, reference deals with linguistic approaches to pinpoint objects or individuals, entailment relates to logical deductions, and speech acts refer to actions conveyed through spoken words.

A primary area of interest in pragmatics is the examination of speech acts, particularly those aimed at persuasion. Persuasion entails actions designed to sway others' attitudes or behaviors. Speech acts that elicit reactions from the audience, such as persuasion or humor, are characterized as perlocutionary effects. Persuasive speech acts often occur in an indirect manner and may contain elements of manipulation to influence opinions (Birner, 2013:187). Searle (1969) categorizes persuasion as a directive speech act intended to motivate listeners to undertake specific actions. Effective persuasion typically involves assertive, directive, and commissive speech acts. The analysis of persuasive speech acts illustrates how language is strategically wielded to influence and alter audience behavior, highlighting the significant relationship between language, context, and communication.

2.4 The Classification of Speech Acts

In 1969, Searle introduced the Speech Act Theory, which posits that speech acts are the essential components of language communication. He highlighted a psychological perspective that incorporates intentions, beliefs, and values. Searle (ibid:23-24) identified five types of speech acts: assertive, commissive, directive, expressive, and declarative.

1. Assertive Speech Acts: These involve the speaker articulating the truth about a situation using verbs like "believe," "affirm," "report," "deny," and "conclude." Assertive speech acts, or representative acts, aim to present a proposition that reflects a particular state of affairs, contributing to a fitting relationship between words and the world. The truthfulness of definitions, claims, and statements in this category is context-dependent. Babatunde and Odepitan (2009:301) suggest that assertive acts are essential for persuasion by providing information and establishing credibility.

2. Directive Speech Acts: These acts are employed to request, command, permit, advise, threaten, or warn. They aim to influence the listener's behavior. For example, saying "I'm hungry; please give me a piece of cake" indicates the speaker's desire for action from another person, seeking to align the listener's behavior with the directive's intent.

3. Commissive Speech Acts: According to Yule (1996), these speech acts express the speaker's commitment to perform specific actions in the future. They communicate intentions through promises, threats, and warnings, as in "I will be present." Commissives create a commitment to act according to what the statement suggests, establishing a world-to-world direction of fit. These acts are especially persuasive because they present either rewards or consequences, motivating the audience to respond appropriately.

4. Declarative Speech Acts: These acts use language to enact a change in the world. The illocutionary force of a declaration is to effectuate a change by asserting it has occurred. Thus, by declaring a state of affairs, one can actually bring that state into existence. Declarations possess a unique dual direction of fit, influencing both the world and the words used. For example, a marriage can be seen as a declaration that creates a new social reality.

5. Expressive Speech Acts: These acts convey the speaker's feelings, including emotions like happiness, sadness, or gratitude. Examples include congratulations, condolences, thanks, and apologies. In expressive statements, the propositional content typically does not require a specific direction of fit, as its truth is generally accepted as given. In summary, the interplay of assertive, directive, and commissive speech acts, enhanced by rhetorical strategies, amplifies the effectiveness of persuasive communication (Alkhirbash, 2016).

2.5 Online Advertising:

Advertising is a form of mass media content aimed at persuading an audience to take action regarding products, services, or ideas presented to them. As noted by Todri et al. (2020) advertising is a powerful marketing tool capable of changing people's thoughts and actions, which is why both major corporations and small businesses utilize it for varying purposes. Advertising serves to communicate information about products, services, or concepts to a targeted audience.

Sama (2019) emphasizes that marketing strategies will be ineffective unless organizations grasp consumer behavior and tailor their plans accordingly. As a potent communication tool, marketing allows companies to exert direct influence over their markets. Furthermore, as explained by Chen

et al. (2019: 53-64) advertising serves to enhance what consumers already perceive and know about a brand, with the main goal being to keep the product fresh in the minds of targeted consumers. It is emphasized that advertising is inherently persuasive and can significantly impact consumers' decisions when choosing brands, thereby increasing the market value of advertising companies.

There are different types of advertisements which can be employed to attain different purposes depending on the main intentions lying behind using each type. These include broadcast advertising, online advertising, print advertising and product placement advertising. The focus of this study is on online advertising. Recently, online advertising has developed into formats that provide significant benefits compared to traditional media like print, television, and radio. As the diversity and quantity of internet ads have expanded, businesses are increasingly allocating resources to online marketing. Companies that connect with consumers via platforms such as Facebook and Instagram are more effective in influencing purchasing choices, as today's customers tend to share their thoughts and experiences online rather than merely receiving adverts passively. Social media has become an essential resource for obtaining product information and behavioral insights. The relationship between consumers and advertisers has been transformed by the internet, especially through social platforms. The global nature of the internet allows businesses to reach a broader audience, simplifying the processes of browsing, selecting, and purchasing.

The study focuses on analyzing four selected cosmetics adverts from social media platforms, specifically Instagram and Facebook. The focus is on campaigns promoting products from prominent brands, including Nawras Sattar, Vivian Cream, Huda Beauty, and VË. These adverts were chosen for their strategic use of persuasive techniques aimed at influencing consumer behavior as it will be illustrated in the following section.

2.6 Previous Studies

A number of studies have investigated persuasive strategies used in different forms of advertising in different domains. In a paper entitled 'Persuasive Appeals in English and Arabic TV Advertisements: Implications for EFL Learners and Teachers', Rabab'h and Al-Khawaldeh (2016) examined persuasive strategies used in English and Arabic TV adverts for electronic products, including TVs, air conditioners, and cameras. Analyzing six adverts from YouTube, the research shows that both English and Arabic adverts rely on emotional, rational, and wordplay appeals to convince

viewers to buy their products. The study was based on Aristotle's rhetorical framework, and thus the analysis has revealed that pathos (the emotional appeal) was the most prevalent strategy employed in the advertisements studied, and it has been shown that most messages were conveyed implicitly. The study concludes by highlighting potential implications for English as a Foreign Language (EFL) learners and educators.

 Kedri and et.al. (2022) conducted a study entitled 'Rhetorical structure and persuasive features of advertising: An intercultural analysis of English and Arabic online advertisements' where they investigated the rhetorical structure and persuasive strategies used in online advertisements for skin care products in English and Arabic, addressing a gap in research on online advertising discourse.The study includes the analysis of 100 online adverts per language revealing both common and culture-specific rhetorical moves, with similar lexico- grammatical features used to varying extents. The study identifies online skin care adverts as a distinct sub-genre with unique macro- and micro-structures. It expands existing frameworks for analyzing advertising discourse and contributes to our understanding of intercultural rhetorical structures and persuasive strategies in online adverts, providing valuable insights for digital advertisers and marketers targeting English- and Arabic-speaking markets.

In another paper entitled 'Modes of Persuasion for Women in English and Arabic Advertisements' written by Yassen et al. (2022), the authors explored the modes of persuasion used in English and Arabic adverts targeting women, examining the role of language, rhetoric, and discourse analysis in shaping persuasive strategies. They analyzed 50 magazine adverts (25 Arabic, 25 English). The analyses have revealed that both English and Arabic adverts employ creative uses of ethos, pathos, and logos to persuade women to purchase products.The research shows the importance of language, particularly lexical and figurative aspects, in applying persuasive strategies within social and cultural contexts.

The present study examines the use of both persuasive strategies and speech acts used in cosmetics adverts, targeting (young) women, on social media (specifically Instagram and Facebook), It focuses on how language influences consumer behavior. The study reveals that combining rhetorical strategies with speech acts to understand persuasive language constitutes a powerful tool to analyze persuasive techniques used by advertisers to convince consumers buy

their products. It provides new insights into the strategic use of language in digital marketing, contributing to our understanding of consumer behavior and advertising effectiveness.

Section Three
Methodology and Analysis

3.1 Introduction

In advertising, language is essential for shaping how consumers perceive products and influencing their buying choices. Marketers strategically use language to connect with the psychological desires and needs of their target audience. The main objective of advertisements is not only to attract attention but also to persuade consumers to act, whether by making a purchase or forming a positive view about a product. This persuasion is accomplished through a mix of text, visuals, sound, and particularly compelling language that resonates with the intended audience (Losi et al., 2023).

Slogans are vital components of advertising, crafted to be memorable and influential. Effective slogans are usually brief, straightforward, and easy to comprehend, enabling consumers to quickly recognize the brand and develop an emotional connection with the product. Beyond their linguistic clarity, slogans often evoke emotional appeal, reinforcing the brand's identity and message. For instance, the slogans "Feel the beauty" and "Beauty moves you" from Wardah cosmetics are specifically designed to resonate with young women, fostering an emotional bond that aligns with the brand's emphasis on quality and empowerment.

This research seeks to investigate the persuasive techniques utilized in the slogans of beauty products, focusing particularly on social media platforms: mainly Facebook and Instagram. By analyzing these slogans, the study aims to uncover how language is used to sway consumer's behavior and enhance brand loyalty.

3.2 Data Description

The study includes a purposive sample of four advertisements from social media platforms, specifically Instagram and Facebook) featuring famous beauty and cosmetics brands: Nawras Sattar's lipstick campaign (Instagram), Vivian Cream (Instagram), Huda Beauty's Icy Nude Eyeshadow Palette (Facebook), and VË hair care products (Facebook)

The first prominent advert is Nawras Sattar's lipstick campaign on Instagram, where she leverages her love for makeup and artistic flair. She employs persuasive strategies—namely ethos, pathos, and logos—to make the product

appealing. The advert highlights the lipstick premium quality and thoughtfully chosen ingredients, which rationalizes its high price and enhances its popularity among her followers. The campaign features a combination of a written text and a video that visually represents the product, amplifying its persuasive effect. Nawras Sattar, recognized for her enthusiasm for makeup and art, effectively employs persuasive techniques to market her products online. The advert spotlights the product's superior quality and thoughtfully chosen ingredients, enabling it to be well-received despite its higher price.

The second advert is concerned with Vivian Cream, also on Instagram, which is endorsed by a well-known influencer, named Rasha. This advertisement is delivered in Arabic wherein the influencer describes the product's features and advantages, which was later translated and transcribed for analysis. The advert focuses on the cream's various benefits, particularly its ability to enhance skin health and diminish blemishes, highlighting the effectiveness of its natural ingredients.

The third advert chosen for the analysis is Huda Beauty's Icy Nude Eyeshadow Palette, shared on Facebook. Huda Kattan, a prominent figure in the beauty sector, lends her credibility to promote the palette. This advert is presented as a written post in Arabic with accompanying images showing the array of shades available. Persuasive strategies, like ethos and logos, are used to capture interest and encourage purchases.

The last advert features VЁ hair care products on Facebook, showcasing written content alongside product visuals. It advocates for natural, salt-free, and SLS-free products as safe, effective options for enhancing hair health, positioning these attributes as vital benefits for consumers seeking better hair care solutions.

The adverts were chosen due to their effective use of persuasive techniques, popularity and recognition of the brands, relevance to the beauty and cosmetics sector and availability on social media platforms. Additionally, the analysis includes the investigation of the different types of speech acts employed in these adverts as a means of persuasion where certain phrases act as commitments by advertisers to highlight benefits (like *better skin* or *hair*) and include calls to action urging consumers to buy. This underscores the significant role of social media communication in shaping consumer choices.

3.3 Model of Analysis

In this study, the analytical model investigates how persuasive language is utilized in cosmetics adverts on social media to influence consumer's behavior.

It integrates two key aspects: persuasion strategies and speech act theory creating a thorough framework for analyzing advertising discourse.

The model of analysis adopted in this study includes two parts. The first part deals with Lucas's three persuasion appeals, based on Aristotle's rhetorical principles—ethos, pathos, and logos. The components—credibility, emotional engagement, and logical reasoning—are crucial for how advertisers create messages that connect with their audiences. These techniques continue to be highly effective in digital marketing and influencer -driven content. To analyze the functional aspects of language, the second part of the model employs John Searle's speech acts (1969) focusing on expressive, assertive, directive, and commissive speech acts. This framework elucidates that advertisements do more than merely present information; they actually perform actions—persuading, directing, or committing—thereby influencing consumer behavior.

A powerful way to analyze persuasive language in cosmetics adverts on social media involves merging these two key theoretical frameworks. This combination provides a thorough framework for understanding how language impacts consumer's behavior in digital marketing. The model serves as a robust instrument for examining persuasive language in digital beauty adverts, highlighting the relationship between content and function. Thus, the adverts were selected based on the following criteria: the use of persuasive strategies (ethos, pathos, logos), employment of speech acts (assertive, directive, expressive, commissive), the presence of visual, oral and written contents, and popularity and engagement on social media platforms. Each advert will be analyzed in two parts: firstly, the persuasion strategies employed, and secondly, the speech acts utilized, as outlined in the following sections:

3.4 Data Analysis

- 1st Advert: Nawras Sattar's lipstick campaign on Instagram

- **Persuasive Strategies:**

1. Ethos

Nawras Sattar tapped into her fame and the affection of her audience to establish trust, especially when she mentioned, "I present to you shades that I blended with love... and with my knowledge and studies in art and colors..." This assertion underscores her academic background in makeup and color theory, reassuring the audience of the product's reliability.

2. Pathos

She employed resonant phrases emotionally like, "*I present to you shades that I blended with love...*" and "*I am able to create shades that harmonize and*

enhance the beauty of our skin... I'm so excited to see you all as princesses in my colors..."

She is connected emotionally with her audience by stating, "*Because I know that many of you are like me... blending practicality with beauty and femininity... I love you; you are an inseparable part of this dream that began and will never end.*" These sentiments foster a strong emotional connection making her followers feel appreciated and involved in her journey.

3. Logos

Nawras Sattar employed logical reasoning by articulating her product features: *"I combined the velvety and the matte textures... the comfort and look of the velvet, and the lasting power and practicality of the matte."* This clear description of the formula provides the audience with logical grounds to trust the product's quality and effectiveness.

- **Speech Acts Analysis:**

1. Expressive Speech Acts

Statements, like the following, express her emotions, like *"I love you... you are an inseparable part of this dream"* and *"I present to you shades that I blended with love..."*. They communicate her genuine affection for her audience, helping deepen the emotional connection and encourage product support.

2. Directive Speech Acts

Phrases that subtly encourage action to happen are present in her speech, such as, "I'm excited to see you as *princesses in my colors*..." This motivates the audience to purchase the lipstick to feel elegant and special.

3. Assertive Speech Acts

Declarative statements presented as truths, such as "*I am able to create shades that harmonize and enhance the beauty of our skin*" and "Because I know that many of you are like me..." express the speaker's views confidently,and strengthen her credibility.

4. Commissive Speech Acts

An example of this is her comment, "*This dream that began and will never end.*" Here, the speaker makes an implicit promise to maintain her connection with the audience, fostering a sense of trust and belonging that will last for ever.

- 2nd Advert: Vivian Cream

In this Instagram advert, the influencer presents Vivian Cream, a skincare product she has been using for an extended period. The main objective of this advert is to draw in customers and persuade them to buy the product by

highlighting its efficacy, gentle formula, and safety. It aims to establish trust with the audience while emphasizing the positive outcomes that Vivian Cream can provide. Although results may take time, the advert assures the audience that the product is a worthwhile investment.

The content creator employs persuasive techniques and speech acts to engage the audience making the advertisement more authentic and relatable.

- **Persuasive Strategies:**

1. Ethos (Credibility)

The influencer leverages her personal experience with the product to establish credibility. Her statement, "*I've been using it for a while,*" positions her as a trustworthy source. Her personal endorsement reinforces the product's effectiveness and encourages audience trust in her recommendation.

2. Pathos (Emotion)

The advertisement engages the audience's emotions, particularly those feeling disillusioned with their skincare routines. Phrases like "*We all want clear, healthy skin...*" and "*Try it for yourself—you'll see beautiful results*" resonate with the aspiration for perfect skin and offer emotional reassurance that using this product will lead to improvement. The advert tone conveys hope and enthusiasm for positive change.

3. Logos (Logic)

Logical reasoning is employed to demonstrate how Vivian Cream effectively addresses common skincare problems. Claims such as "*It helps reduce blemishes, dark spots, and sun-induced marks*" and *"It has a creamy consistency and absorbs quickly into the skin"* provide clear and factual benefits. This appeals to the audience's desire for an effective and efficient solution.

- **Speech Acts Analysis:**

1. Expressive Speech Acts

The influencer uses expressive speech acts to share her feelings and experiences stating, "I*'ve been using it for a while"* and *"You'll see beautiful results."* These remarks convey her satisfaction and positive emotions, fostering trust and confidence with the audience.

2. Directive Speech Acts

The influencer employs subtle directives to prompt the audience to take action. For instance, "*Try it for yourself...*" serves as an indirect call to action, motivating the audience to experience the product's benefits firsthand.

3. Assertive Speech Acts

Statements like "*It helps reduce blemishes, dark spots, and sun-induced marks*" and *"It has a creamy consistency and absorbs quickly into the skin"* represent factual information about the product reinforcing its effectiveness and reliability.

4. Commissive Speech Acts

By saying, "*Try it for yourself—you'll see beautiful results,*" the influencer makes a subtle commitment to the audience implying confidence that the product will yield positive outcomes, thereby enhancing trust.

- 3rd Advert: Icy Nude

In this Facebook advert, Huda Beauty introduces the ICY NUDE palette as its final release, now available globally. The advert aims to generate excitement and urgency by marketing the palette as a limited-edition item. Its main objective is to persuade the audience to purchase the palette promptly before it sells out, highlighting its versatility, luxurious qualities, and exclusive nature. The advert capitalizes on Huda Beauty's established credibility and creates hype around owning a distinctive product.

- **Persuasive Strategies:**

1. Ethos

Huda Beauty enhances its credibility through its well-known reputation and the exclusivity of the palette, as indicated by the phrase: "*Today our LAST EVER (big) ICY NUDE palette launches EVERYWHERE worldwide!*" This framing makes the product seem exceptionally valuable due to its scarcity. By claiming this is the *"last ever"* launch, the advert instills a sense of urgency, encouraging the audience to act swiftly to obtain the palette.

2. Pathos

The advert evokes emotions by generating excitement and urgency. Statements like "*It's about to get ICY*" and *"Don't miss out on the hottest palette of the SZN!*" foster anticipation and prompt the audience to respond quickly. The playful and trendy language appeals to the audience's desire to keep up with current beauty trends. Describing the palette as a "*frosty bestie*" and saying it is *"bringing the heat"* adds a lively and enjoyable tone.

3. Logos

The advert logically emphasizes the palette's features: "*11 Velvety, Pigmented Mattes,*""*3 Foil Shimmers,*" and *"1 Duo-chrome Metallic."* This logical approach enhances the audience's understanding of the product's offerings, making it more appealing to those who value diversity and high-quality ingredients in beauty products.

- **Speech Acts Analysis:**

1. Expressive Speech Acts

The advert utilizes expressive speech acts to convey enthusiasm about the product, exemplified by "*It's about to get ICY.*" This statement instills excitement, suggesting the product launch is a significant event. The language reflects Huda Beauty's exuberance, inviting the audience to share in that excitement.

2. Directive Speech Acts

The advert gently guides the audience toward purchasing the product with statements like "*Shop the Limited Edition drop online at Huda Beauty.com and @sephora...*" While the directive is clear, it is not overly forceful; it encourages a prompt action by employing urgency (*"while stocks last"*) to motivate the audience.

3. Assertive Speech Acts

The advert employs assertive speech acts to convey explicit information about the product: *"Packed with icy silvers, rich burgundies, and everyday mattes..."* This fosters a vivid mental picture of the palette, enhancing its appeal by illustrating the variety of available colors. These assertive statements strengthen the product's perceived value, making it more enticing for consumers seeking versatility and quality.

4. Commissive Speech Acts

Huda Beauty implicitly commits to providing a product that meets the audience's needs, as seen in the statement: "*This palette is your go-to, whether you're keeping it casual at brunch or making a bold statement.*" This suggests that the palette is versatile enough for any occasion, with the brand promising to deliver a high-quality product that fulfills this commitment.

- 4th Advert: VË Beauty Products

The advert under examination is for VË Beauty Products, shared on Facebook. This advert highlights hair care items that utilize vegan formulas and exclude harmful substances such as salt and SLS. The wording in the advert emphasizes providing optimal care and transformation for hair, targeting individuals seeking natural and safe solutions to enhance their hair's appearance.

- **Persuasive Strategies**

1. Ethos

The advert enhances brand credibility by including terms like "vegan" and "SALT/SLS-free." These expressions convey to consumers that the product

adheres to ethical and scientific guidelines, fostering trust in its safety and natural composition.

2. Pathos

Emotive phrases such as *"ultimate care"* and *"transformative care"* are employed to stir an emotional reaction in consumers. These terms imply that the product will greatly enhance their hair's health, tapping into their aspirations for beauty and self-nurturing.

3. Logos

By emphasizing "*natural ingredients,*" the advert appeals to logic, highlighting that the product is both effective and safe. This positions it as a choice that is both scientifically valid and ethically responsible making it a sensible option for consumers.

- **Speech Acts Analysis:**

1. Commissive Speech Acts

Expressions like *"ultimate care"* and *"transformative care*" serve as commitments that promise noticeable improvements in the health and look of the consumer's hair. Such promises encourage the audience to try the product, with the expectation of real results.

2. Assertive Speech Acts

Descriptions such as *"vegan"* and *"SALT/SLS-free"* serve as assertions that validate the product's characteristics. These affirmations aim to bolster consumer confidence in the product's safety and effectiveness.

3.5 Discussion and Results

The analysis of the selected adverts from Instagram and Facebook has revealed that persuasive strategies and speech acts are essential for the effectiveness of marketing campaigns on social media. Each advert showcased a deliberate and effective use of ethos, pathos, and logos to attract, engage, and convince viewers to buy the featured products.

In the Instagram advert for Nawres Sattar's lipstick, ethos was established by highlighting the advertiser's credibility as an artist skilled in colors and beauty. Pathos was utilized through emotional language that fostered a personal connection with the audience, while logos was demonstrated by showcasing the product's quality and carefully developed formula. Furthermore, expressive and directive speech acts were incorporated to enhance emotional ties and subtly encourage purchasing decisions.

The other advert for Vivian Cream, also on Instagram, featured a popular social media influencer, Rasha. Ethos was conveyed by emphasizing the cream's natural and safety ingredients , pathos was invoked by appealing to

consumers' desires for healthy, radiant skin, and logos was presented through evidence of the product's effectiveness. Commissive and assertive speech acts reinforced improvement promises and bolstered consumer's trust.

In the Facebook advert for Huda Beauty Icy Nude Eyeshadow Palette, the brand's strong reputation in the beauty industry was underscored. Pathos was employed by generating excitement for the product launch, while logos was clear in the thorough description of the product's high-quality features. Assertive speech acts, as well as commisives, helped create trust and instill a sense of urgency among potential buyers.

Lastly, the Facebook advert for VË Beauty products for hair care highlighted the brand's dedication to natural, salt-free, and SLS-free formulas. Ethos was represented through ethical claims, pathos through assurances of transformative hair care, and logos through sound arguments stressing safety and effectiveness. These appeals were further enhanced by the use of commissive speech acts, promising concrete improvements to foster consumer's trust.

The results of this study can be summarized in the following table showing both persuasive strategies and speech acts used in each advert highlighting the main points whereby persuasion is implemented:

Advert.	Ethos	Pathos	Logos	Speech Acts and their Uses
Nawras Sattar's Lipstick	Credibility as an artist, skilled in colors and beauty	Emotional language, personal connection	Product quality, carefully developed formula	**Expressive** Used to emphasize benefits and promises
				Directive Used to encouraging actions

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				Commisive Used to make promises and build trust with the audience
				Assertive Used to state facts and claims
Vivian Cream	Natural and safe ingredients	Appeal to desires for healthy, radiant skin	Evidence of effectiveness	**Expressive**
				Directive
				Commissive
				Assertive
Huda Beauty's Eyeshadow Palette	Strong brand reputation	Generating excitement	Thorough description of product features	**Expressive**
				Directive
				Commissive
				Assertive
VЁ Beauty Hair Care	Ethical claims, natural ingredients	Assurances of transformative hair care	Sound arguments stressing safety and effectiveness	**Commisive**
				Assertive

Table 1: Persuasive Strategies and Speech Acts in the Four Adverts

It is clear that the analyses of the four adverts (Nawras Sattar's lipstick, Vivian Cream, Huda Beauty's eyeshadow palette, and VЁ Beauty hair care products) clearly reveal the effective use of both persuasive strategies (ethos, pathos, and logos) and speech acts in influencing consumer behaviour. The analyses have shown the creative uses of ethos, pathos, and logos to persuade women, specifically young women, to purchase beauty products, and this may be driven by factors such as product characteristics, marketing goals, target audience needs, and brand tone. Due to the common features which have been noticed among these adverts, including their beauty and cosmetics theme, focus on product benefits, and the target audience of young women, it is not surprising that similar speech acts are employed except the last advert as it

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depends more on visuals related to the product rather than the oral or written contents.

3.6 Conclusions

This study focuses on examining the use of persuasive strategies and speech acts in cosmetic advertisements on social media, particularly on Instagram and Facebook. By analyzing adverts from brands such as Nawres Sattar, Vivian Cream, Huda Beauty, and VË Beauty, it has been found that advertisers skillfully use language to boost credibility, evoke emotions, and present logical arguments to influence consumer behavior.

The research shows that employing various analytical models can uncover the impact of advertising language on consumer behavior as the results indicate that ethos, pathos, and logos are systematically and strategically employed to engage audiences and foster trust in the products being advertised. Additionally, various speech acts, including assertives, directives, commissives, and expressives, are utilized to enhance persuasion by making promises, offering reassurances, and motivating consumers to engage with the products. By blending emotional appeals, logical arguments, and ethical credibility, along with the effective implementation of speech acts, social media advertising has emerged as a powerful influence on consumer choices. This research underscores the critical role of language in successful advertising and highlights the importance of strategic communication in the competitive marketing environment today.

To sum up, the results indicate that integrating persuasive strategies with speech acts is a potent method for influencing consumer's behavior. Advertisers on social media meticulously craft their messaging to establish credibility, evoke emotions, present logical reasoning, and utilize speech acts that make promises, express feelings, and direct actions, significantly enhancing the effectiveness of their advertisements in reaching marketing objectives.

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Appendix
- **1st Ad:**https://www.instagram.com/tv/CZkMoKbq0p8/?igsh=MW1jM2Uydzcz OGR1Ng
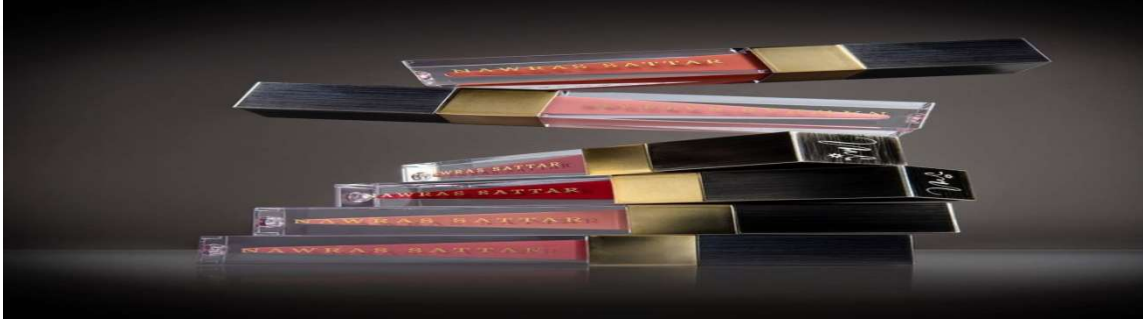
I present to you a summary of four years.

My mission and the brand's mission is to enhance women's power... women's ambition... women's leadership... women's confidence... women's authenticity... women's creativity... women's culture... My mission as a content creator from the beginning has been to enhance both inner and outer beauty.

I present to you colors that I mixed with love... and with my knowledge and study of art and color... I have been able to create colors that harmonize and enhance the beauty of our skin... I am very excited to see you as princesses in the colors.

The formula: I combined velvet and matte... the comfort and shape of velvet... and the durability and practicality of matte... because I know that many of you are like me... combining practical life with beauty, coquettish, and femininity...

I love you. You are an integral part of this dream that has begun and will never end.

- **2nd Ad:**https://www.instagram.com/reel/DG6zQ9ZOYwx/?igsh=Zzg2dWhoN3l2NzBw

We all like our skin to be clean and without any problems. But the products are a lot and the choice is difficult

So, I wanted to make it easy for you to choose, and tell you about a basic protein product. I've been using for a while

The Vivian Cream, the first and best point is the results. It will help you get rid of the blemishes and the marks and the smudges caused by the sun, and therefore you will get them on the eyes and opening and unifying the color of your skin. It's true that the results take time, but it's worth it and the most important thing is that it doesn't have side effects. So, when you leave it, your

skin will remain healthy. It has a creamy texture and is quickly absorbed y the skin, and this will encourage you to use it until it's over. It still has a lot of features. I will leave it to you to discover. Use it and you will see very nice results.

- **3rd Ad:**<https://www.facebook.com/share/p/1BTahczWJo/>

- PSA: It's about to go ICY ! Today is the last big launch we'll ever do! Introducing our new ICY NUDE eyeshadow palette - our favorite frozen BFF!
- Packed with icy silvers, rich purples, and matte daily neutrals, this palette is what you need whether you're keeping it chill for a late breakfast or making a bold statement. It's versatile, stunning, and brings the heat like never before!
- What's inside:
- 11 velvety, matte pigments
- 3 glitter shimmers
- 1 duo-chrome metallic
- 1 biodegradable glitter
- 2 trio-chrome formulas
- Don't miss out on the hottest palette of SZN! Shop the limited edition online at (link unavailable) and @sephora in-store or online while supplies last!

-4th Ad:<https://www.facebook.com/share/r/151HUVx79zL/>

فن بيع الجمال: تحليل استراتيجيات الاقناع وافعال الكلام
في اعلانات مستحضرات التجميل على وسائل التواصل الاجتماعي

المستخلص:

تمثل الاعلانات مبدا الاقناع ضمن سياقات متعددة, حيث يتمثل هدفها الرئيس في جذب اهتمام المستهلكين نحو منتجات او خدمات محددة , ودفعهم في النهاية الى اتخاذ قرار الشراء. ولتحقيق هذا الهدف , يعتمد المعلنون على استخدام اللغة بمهارة للتاثير في المتلقي من خلال استثارة احتياجاتهم ورغباتهم وعواطفهم. تهدف هذه الدراسة الى تحليل الاساليب الاقناعية وافعال الكلام المستخدمة في بعض اعلانات التجميل المختارة من منصات التواصل الاجتماعي بصورة رئيسة "إنستغرام" و"فيسبوك". وبالاعتماد

تسعى الدراسة الى معرفةكيفية"VĖ" على اعلانات لعلامات تجارية معروفة مثل:"نورس ستار"، و"كريم فيفيان"، و"هدى بيوتي و

استخدام الاسترتيجيات البلاغية مثل الايثوس (الاعتماد على المصداقية), والباثوس (الاعتماد على العاطفة) واللوغوس (الاعتماد على المنطق) في التاثير على سلوك المستهلك.بالاضافة الى هذا تم تحديد وتحليل افعال الكلام مثل الافعال التصريحية, والتوجيهية, والتعبيرية , والالتزامية من اجل توضيح كيف انه بامكان اللغة اداء دورا يتجاوز الاعلام فقط بل يشمل التاثيروتحفيز المستهلك. تنقسم الدراسة إلى ثلاثة اجزاء. يستعرض الجزء الأول أهمية لغة الإقناع في إعلانات مستحضرات التجميل، ويوضح مشكلة البحث وأهدافه وفرضياته ومنهجيته.اما االجزء الثاني فيقدم تغطية نظرية موسّعة تتناول مفهوم الإقناع ، واستراتيجيات الاقناع والتسويق، و الإعلانات، إضافةً إلى نظرية افعال الكلام. أما الجزء الثالث، فيتضمن تحليلاً عملياً للإعلانات المختارة بالاعتماد على نموذج لوكاس (2009) لاستراتيجيات الاقناع البلاغية، ونموذج سيرل (1969) لتصنيف أفعال الكلام وذلك بهدف توضيح الكيفية التي يستخدم بها المؤثرون والعلامات التجارية هذه الاسترتيجيات وافعال الكلام لغرض عرض منتجاتهم والتأثير في قرارات المستهلكين.

اظهرت النتائج التأثير الكبير لإعلانات وسائل التواصل الاجتماعي على سلوك المستهلك، كما تؤكد أهمية التواصل الاستراتيجي في التسويق الرقمي. وكما وضحت الدراسة فعالية استرتيجيات الاقناع في الإعلانات الرقمية، ودورها البارز في التأثير على قرارات الشراء لدى المستهلكين.

الكلمات المفتاحية: التداولية، الإعلانات، وسائل التواصل الاجتماعي، استراتيجيات الإقناع، أفعال الكلام.