THE PERSUASIVE TECHNIQUES OF STARBUCKS AND BURGER KING ADVERTISEMENTS ON INSTAGRAM POSTS

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Abstract
This study aimed to describe the persuasive techniques of Starbucks and Burger King advertisements on Instagram posts. The categories of persuasive techniques were referred to Lamb's theory (2014). By using descriptive qualitative method, the researchers collected one hundred data of Starbucks and Burger King advertisements on Instagram posts. Then, the data were analyzed by classifying and interpreting them into correct categories. The result of study showed that: 1) Fifty data were taken from Starbucks advertisements on Instagram posts by the distribution as follow: 3 data of Alliteration, 3 data of Connotation, 6 data of Colloquial Language, 5 data of Evidence, 4 data of Hyperbole, 9 data of Inclusive Language, 6 data of Imagery, 4 data of Pun, 4 data of Repetition, 4 data of Rhetorical Question and 2 data of Simile, 2) Fifty data were taken from Burger King advertisements on Instagram posts by the distribution as follow: 4 data of Connotation, 4 data of Colloquial Language, 5 data of Evidence, 4 data of Hyperbole, 5 data of Inclusive Language, 6 data of Imagery, 2 data of Metaphor, 3 data of Pun, 5 data of Repetition, 10 data of Rhetorical Question and 2 data of Simile. Starbucks dominantly used Inclusive Language on their advertisements, while Burger King dominantly used Rethorical Question on their advertisements. Both of them chose different persuasive techniques to represent their products.

Keywords — Advertisements, Burger King, Instagram Post, Persuasive Techniques, Starbucks

Introduction
Persuasive techniques is well-used in many aspects of life. People usually use persuasive techniques to persuade someone to have the same feeling or opinion on something. People can find persuasive techniques on magazine, political campaign, public speech, products or even advertisements. It is really interesting when people are attracted by language that is presented through advertisement or others. Language can influence what people think or feel to decide to buy something through the advertisements.

A communication technique called persuasion is used to persuade and influence other people. Each seeks to sway the opinions and expectations of others through persuasion. The goal of persuasive communication is to communicate with people in a way that they both understand and are willing to accomplish something special for both sides. Every person who communicates with others wants their words to be heard, comprehended, and trusted (Wahyuningbyas, 2018).

Nowadays, advertisements are not always be found in newspaper, magazine or anything that are printed or offline. They can be found in social media, website or any online media. One of the primary methods for promoting a good or brand is advertising. Shimp (2007) defines advertising as a form of communication that is mediated and supported by an identifiable source.
(such as the creator of a product or brand), and that is intended to influence the recipients of advertisements (consumers) to take particular actions (like purchasing the products advertised) right away or in the near future. If properly planned and performed, advertising may create brand equity, have an impact on sales and profitability, and be an efficient means of communicating with consumers while also educating them about the product Kotler (2009).

Several articles have been found to use persuasive techniques (Alkhawaldeh, 2021; Romanova & Smirnova, 2019). Investigations have been conducted into emails (Ahangar & Zeynali Dastuyi, 2017), advertisements (Romanova & Smirnova, 2019), social e-commerce settings (Luo et al., 2021), and Instagram adverts. In fact, there is just a few research about persuasive techniques used on food or beverage advertisements on social media especially Instagram posts.

Related to a few research about persuasive techniques used on food or beverage advertisements, the researchers are interested in finding the result on persuasive techniques used on Starbucks and Burger King advertisements on Instagram posts. Starbucks is one of famous coffee shops around the world and keep promoting their products on Instagram through their official account. While Burger King is one of popular fast food restaurants which always update their products and promote them on Instagram as well. The researchers are curious to know the persuasive techniques used in both of Starbucks and Burger King advertisements since there is still not any research to compare those of them. Will both of Starbucks and Burger King use the same pattern of persuasive techniques to promote their products as the advertisements on Instagram posts?

**Literature Review**

**Persuasive Techniques**

A complex collection of linguistic techniques known as persuasive techniques is used to influence opinions and elicit responses without overtly pushing one's own beliefs on the listener. In advertising, persuasive strategies are used less to boost sales and more to establish rapport and increase brand recognition (Romanova & Smirnova, 2019).

Based on Lamb’s theory (2019), there are 21 features of persuasive techniques, those are Alliteration, Analogy, Anecdote, Appeals, Assonance, Cliché, Connotation, Emotive Language, Everyday/Colloquial Language, Evidence, Hyperbole, Expert Opinion, Inclusive Language, Imagery, Jargon, Metaphor, Pun, Repetition, Rhetorical Question, Sarcasm, and Simile.

| No. | Persuasive Techniques | Definition |
|-----|-----------------------|------------|
| 1.  | Alliteration           | By using words that start with the same letter or sound, alliteration emphasizes and highlights ideas. Utilized frequently in advertising to come up with catchy slogans. |
| 2.  | Analogy                | In order to make a point, an analogy compares two things. |
| 3.  | Anecdote              | A short, individual story that is frequently used to support a point. It provides the author with a real connection to the subject and can be utilized to emotionally compel the reader. |
| 4.  | Appeals                | To persuade you of a specific point of view, writers frequently use a variety of emotional appeals. When you read a piece of persuasive writing, pay close attention to the feelings the author is attempting to arouse in you. |
| 5.  | Assonance              | A certain phrase or idea is highlighted by using words with comparable sounding vowels repeatedly. |
| 6.  | Cliché                 | An overused, trite expression is a cliché. Clichés can be a powerful and convenient approach to communicate ideas to an audience, despite the fact that writers are frequently recommended against... |
|   |   |
|----|----|
| 7. | **Connotation** | Words might mean two different things. A word's literal meaning is known as its denotative meaning. If you look up the word in a dictionary, you will most likely find it there. The ideas or emotions that a phrase perfectly captures are known as its connotations. Writers give considerable consideration to the words and expressions they employ. They take into account how words may be used to persuade, regardless of whether they have positive, negative, or neutral implications. |
| 8. | **Emotive Language** | Any words that elicit an emotional response from a listener are referred to as using emotive language. Always keep in mind the emotional impact of language. Is it likely to arouse fear or sympathy? What feelings is it playing with? |
| 9. | **Everyday/Colloquial Language** | Writers employ common language to appear relatable, practical, and realistic. In Australia, writers frequently employ this style of informal language. Giving individuals a "fair shot" or avoiding a difficult situation is always advised. If you come across an instance of common, informal language, consider carefully why the author chose to use that specific word. |
| 10. | **Evidence** | Persuasion frequently involves the use of statistics and other types of data. When an argument is backed up by some sort of evidence, it becomes considerably more compelling. The foundation of very logical and sensible arguments frequently consists of evidence. |
| 11. | **Hyperbole** | Hyperbole is exaggerated. Hyperbole is a technique used by authors to emphasize a topic's consequences, make the situation seem much worse, and persuade the reader to support their viewpoint. |
| 12. | **Expert Opinion** | Writers frequently cite or make reference to experts who share their perspective. The use of expert opinion in arguments can make them stronger and more trustworthy. When used effectively, the utilization of expert opinion can persuade an audience that the writer's claim must be true because eminent individuals agree with it. |
| 13. | **Inclusive Language** | The use of terms like "we" or "us" to convey the idea that the author and the reader are on the same side of an argument is known as inclusive language. |
| 14. | **Imagery** | A reader's imagination can be evoked through descriptive writing. Giving the audience a clear picture can encourage them to consider a problem in a particular light. |
| 15. | **Jargon** | Language that is difficult to understand or interpret, sometimes employed to sound knowledgeable. |
| 16. | **Metaphor** | When one object is compared to another, use a comparison between the two to persuade. |
| 17. | **Pun** | A pun is a joke that draws on the various connotations of a word or group of words that share a similar sound. Puns can be used to parody a viewpoint or trivialize a problem. They provide writers with a clever means of attacking their rivals. |
| 18. | **Repetition** | Writers frequently use repetition to highlight particular concepts. Writers may often rehash concepts throughout a piece of writing in the hopes that the audience would come around to their point of view. |
| 19. | **Rhetorical Question** | A question that doesn't require an answer because the solution is made clear. To influence the listener to reach a particular conclusion, rhetorical questions are frequently utilized. Rhetorical
questions have the effect of making a conclusion seem logical and natural because of their nature.

|   |   |
|---|---|
| 20. | Sarcasm |
|     | The usage of a sarcastic tone to express displeasure is known as sarcasm. |
| 21. | Simile |
|     | When comparing two objects, a simile frequently employs the words "like" or "as." Similes can be used to provide the audience a clear picture in their minds or to characterize something in either a good or bad way. |

The focus of the current study is on how persuasion actually works in the setting of selling, which involves two parties—the vendor and the potential customer—whose interests appear to be at odds. The targeted customer tries to defend his or her own interests by raising various objections, such as the unacceptability of the price of the good or service recommended, while the vendor attempts to convince the other party to buy his or her good or service in an effort to advance his or her interests. Therefore, in order to persuade the consumer to buy, the vendor, acting as the persuader, should use effective persuasive methods by adjusting to the specific needs of the targeted customer. To do this, the vendor must first have knowledge about the customer, and by placing the interests of the customer first to create specialized approaches, attention-getting tactics, and need-fulfilling strategies (Huang, 2019).

To inspire, convince, attract, or persuade someone to want or desire to conduct the acts or activities that the author is conveying, one uses persuasive techniques. There is the meaning of an order that is indicated (implied) or not convincing in persuasive techniques.

**Advertisement on Instagram Posts**

Advertising language contains, for instance, persuasive techniques (Zhang & Parvaresh, 2019). According to Macarro & Peñuelas (2014) commercial advertising is a form of persuasion. Nowadays, one method of introducing the products or services that businesses offer is through advertising. Ads are created to peak customer attention and boost revenue. Because they both aim to sway and persuade the readers, advertisements and persuasive techniques are frequently compared.

Advertising use language and words that inspire or stimulate a person's interest in using the goods and services being promoted. Since advertising tries to entice, urge, and influence, it is frequently linked to persuasive communication. The goal of persuasive communication is to alter someone's behavior, attitudes, or thought processes. In addition to alerting consumers on the superiority of the product, appealing imagery, specific phrases or words, attractive offers, and selecting the right media or location for these commercials are all examples of persuasive communication utilized in advertisements. Additionally, the promotions are typically made in the form of product bonuses and discounts (Fitria, 2021).

Currently, we are exposed to promotional material in the modern era via social media since it is more effective and efficient. Social media is now used for more than just sharing pictures and videos. Social media is also employed by our company to market its goods. Product kinds are included in sentences to make sure that these lines can pique the interest of potential clients (Fitria, 2021).

Instagram is one of the social media platforms that most affects the sale of a company's goods. Instagram is a social networking platform that significantly affects a business. Instagram has 700 million users as of right now, and each day, 60 million photographs are shared and receive 1.6 billion likes. According to Serafinelli (2018), Instagram is primarily a visual platform where users may connect and share ideas through photographs. The most widely utilized tool for exchanging images and videos is Instagram. We must establish a personal connection and open lines of communication with the public on Instagram (Bajaj, 2020). This is one of the factors contributing to Instagram's many benefits for business owners looking to establish and grow their company brand through "persuasive communication".
Research Method

Qualitative methods were used in this study. The definition of qualitative research is the in-depth and thorough analysis of phenomena employing a flexible study design and the collection of abundant narrative materials. The goal of qualitative research, as opposed to quantitative research, is to provide in-depth knowledge and insights into problems that are genuinely present in the real world. It doesn't replace, add, or measure any treatments to the components in question (Moser & Korstjens, 2017).

The researchers used text as the primary data. The data was collected from photo posts on these Instagram accounts: https://www.instagram.com/starbucks/ and https://www.instagram.com/burgerking/. There were 100 posts in total that were taken from both of those official Instagram accounts (@starbucks and @burgerking). The researchers used photo posts, which were statements and phrases for analyzing the data. There were three steps used in this study to analyze the data, they were: firstly, taking advertisements from both of Instagram accounts; secondly, classifying the photo posts into each category; and lastly, interpreting the advertisements based on Lamb’s theory (2019) which were focused on the persuasive techniques features.

Results and Discussion

Result

After analyzing the data, the researchers grouped the data into this classification. There were several different types of persuasive techniques which were found by the researchers. Figure 2 showed the distribution of the persuasive techniques of Starbucks and Burger King advertisements on Instagram posts.
The data interpretation that was collected from Starbucks and Burger King advertisements on Instagram posts were discussed on Table 2. Only one sample of Starbucks and Burger King advertisements from Instagram posts that met the same category was used to illustrate each category.

Table 2. The Data Interpretation on Starbucks and Burger King Advertisements

| Connotation | Starbucks’ Photo Post                                                                 | Burger King’s Photo Post                                                                 |
|-------------|--------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------|
| Connotation | “A taste of sunshine, Pineapple Passionfruit Starbucks Refreshers”                   | “When you find out your twin-flame is also a bk fan”                                    |
|             | This advertisement used connotation to show another meaning of “sunshine”. Sunshine | This advertisement used connotation to show another meaning of “twin-flame”. Twin-flame |
means the sun's light or direct rays (https://www.merriam-webster.com/dictionary/sunshine), but here the meaning doesn’t represent as its denotation meaning. Starbucks promoted a new beverage with pineapple as the ingredient. Then, sunshine here means as a beverage that gives the customer cheerfulness or happiness. This beverage can give refreshment and warmth sensation as the sunshine gives you warmth and happiness as well.

means two people who were split into different bodies but share the same soul (https://www.cosmopolitan.com/a28609253/twin-flame-signs/), but here the meaning doesn’t represent as its denotation meaning. Burger King posted a picture of two girls holding Burger King meals and they showed a happy feeling. Twin-flame here means that there are two people who share the same feeling, opinion and taste in having Burger King meals. Both of them share the same soul on becoming fans of Burger King.

### Everyday/Colloquial Language

#### “Get glowin’. Iced Brown Sugar Oatmilk Shaken Espresso”

This advertisement used colloquial language on the word of ‘glowin’. The formal word of it is ‘glowing’, but rather than using that word, the advertisement used informal language to make it be familiar, relatable and real to the customers. Starbucks promoted a beverage called ‘Iced Brown Sugar Oatmilk Shaken Espresso’ by using a photo with a sparkling effect to attract customers’ attention and name it with ‘glowin’. The way they omitted ‘g’ on ‘glowing’ to become ‘glowin’ because almost everyone outside of greater New York City and parts of northwestern England pronounces all of those words with no final [g] sound (instead, they end with the velar nasal consonant [ŋ]).

#### “OMG, Chicken Fries, I love your work!”

This advertisement used colloquial language on the word of ‘OMG’. ‘OMG’ stands for the expression of ‘Oh My God’, but rather than using the complete word, the advertisement used abbreviation as an informal language to make it be familiar, relatable and real to the customers. That word emphasizes a shocking or surprising expression. Here, Burger King made new product on Chicken Fries, and the word ‘OMG’ showed that it was a new innovation for them to make fried chicken in the form of fries. The advertisement represented the customers’ surprise on having new meal on Burger King.
Evidence

“Starting today, Starbucks Rewards members will get 25 Stars when you bring your clean, reusable cup into our cafes for your drink order. We’ll also continue to take 10$ off your drink! Valid at participating U.S. stores on in-store beverage purchases only (maximum 3 times per day)”. This advertisement used numbers to show the using of evidence. The words ‘25 stars’, ‘10$’, and ‘3 times’ were used to support the arguments or to convince the customers that the promotion was real which was showed by the statistics.

“Today only, get a free ch’king with a $3+ purchase only on the BK App”. This advertisement used numbers to show the using of evidence. The words ’$3+’, and ‘11.9.21’ were used to support the arguments or to convince the customers that the promotion was real which was showed by the statistics.

Inclusive Language

“We love a planet-positive accessory. … Clean, personal cups are welcome in our cafes for your drink order” This advertisement used inclusive language. It was found in the pronoun “we” and “our”. Starbucks used those pronouns to share the same ideas, thought and feeling on their new campaign about go-green. They emphasize their close relationship to the customers by using the pronouns.

“… so we’re removing colors from artificial sources from our food” This advertisement used inclusive language. It was found in the pronoun “we” and “our”. Burger King used the same ideas, thought and feeling on their new campaign about removing artificial colors sources on their meal. They emphasize their close relationship to the customers by using the pronouns.
Imagery

“Sip on notes of dried-fig, hazelnut and creamy milk chocolate”

This advertisement showed descriptive explanation on its product and it was described as imagery. Through the advertisement, the customers could imagine the ingredients of the beverage. It attracted the customers imagination to grab the beverage because of its deliciousness.

“It’s flame-grilled, single or double stacked decadence, topped with bacon, crispy onions, steakhouse sauce, and a sesame seed bun”

This advertisement showed descriptive explanation on its product and it was described as imagery. Burger King explained in detail what were consisted on the ingredients of the meal. By only reading the advertisement, the customers could imagine the taste of the burger. Burger King also showed the customers by catchy photo that represented exactly the burger was.

Pun

“Head, matcha, knees and toes”

This advertisement used pun to show the unigeness of the product. The song ‘head, shoulder, knees and toes’ became a joke to promote their product. This song was so familiar and it was so relatable to the photo. The beverage was closer on the knees then Starbucks replaced the word ‘shoulder’ became ‘matcha’. This song attracted the customers because everyone knew the song and the new word made an easy-listening lyric for the song.

“Wake up! It’s fry-day”

This advertisement used pun to show the unigeness of the product. The word ‘fry-day’ was similarly sounded like ‘Friday’. It was not the literal ‘Friday’ that Burger King meant here. It was the day for fries. It attracted everyone to get fries on Burger King because it was the day (It’s fry-day).
"Cold Brew for you and you and you"

This advertisement clearly used repetition and it was showed on 'you and you and you'. Starbucks emphasized that this beverage was served especially for you. Repeating the words or phrases will persuade the reader to concur with the point of view.

"Say it with me: I deserve happiness. I deserve breakfast. I deserve a cheesy breakfast melt"

This advertisement used repetition on these words ‘I deserve …’. Burger King used these words to provoke the customers to have meal at Burger King.

"Where are you stopping for your morning cup?"

This advertisement used rhetorical question by asking about their destination to have morning coffee. This question directly persuade customers’ assumption to have their coffee at Starbucks. This question didn’t need an answer because it clearly promoted Starbucks product.

"Who else wakes up at 6:30 in the morning just to go crazy?"

This advertisement used rhetorical question by asking about their preference in having breakfast. It emphasized the morning clock at 6:30 which was still early morning but Burger King promised the customers that they had already served meal at that time. This question didn’t need an answer because it clearly promoted Burger King product.

Discussion

From the data results, it was revealed that from 100 advertisements of Starbucks and Burger King on Instagram posts, there were only some categories found related to persuasive techniques. From Starbucks advertisements, there was not any data found in Analogy, Anecdotes, Appeals, Assonance, Cliches, Emotive Language, Expert Opinion, Jargon, Metaphor, and Sarcasm category. From Burger King advertisements, there was not any data found in Alliteration, Analogy, Anecdotes, Appeals, Assonance, Cliches, Emotive Language, Expert Opinion, Jargon, and Sarcasm category.
From the results, it was found on Starbucks advertisements that Inclusive Language was dominantly used in 9 times. This occurrence showed that Starbucks try to connect and share the same feeling, opinion and assumption to the customers. Starbucks always involve the customers in several promotion that they make by mentioning ‘we’, ‘us’ or ‘our’. They always celebrate common celebration that close to the customers daily life, such as Mothers’ Day, Teachers’ Day and others. This finding was in line with a research done by Losi & Rosida (2022). The research found that the most persuasive techniques used by Starbucks was Inclusive Language.

From the results, it was also found on Burger King advertisements that Rhetorical Question was dominantly used in 10 times. This occurrence showed that Burger King tries to lead customers’ assumption by giving question to them. The question didn’t need an answer because it clearly provoked customers to agree about what they were promoting on Instagram. They ask a question to the customers but through the photo posts, the answer is always about Burger King. They grab customers’ attention by using question. Meanwhile, this finding revealed a new result that was in contrast with a research done by Rudito & Anita (2020). The research found that the most persuasive techniques used by Burger King was Everyday/Colloquial Language.

Conclusion

Based on the research result and discussion, it was found that persuasive techniques were used in Starbucks and Burger King advertisements on Instagram posts. Referring to Lamb’s theory, there are 21 categories of persuasive techniques. In this study, there were different categories found in Starbucks and Burger King advertisements. From 50 data which were taken from Starbucks advertisements on Instagram posts, there were several persuasive techniques found, by the distribution as follow: 3 data of Alliteration, 3 data of Connotation, 6 data of Colloquial Language, 5 data of Evidence, 4 data of Hyperbole, 9 data of Inclusive Language, 6 data of Imagery, 4 data of Pun, 4 data of Repetition, 4 data of Rhetorical Question and 2 data of Simile.

From 50 data which were taken from Burger King advertisements on Instagram posts, there were several persuasive techniques found, by the distribution as follow: 4 data of Connotation, 4 data of Colloquial Language, 5 data of Evidence, 4 data of Hyperbole, 5 data of Inclusive Language, 6 data of Imagery, 2 data of Metaphor, 3 data of Pun, 5 data of Repetition, 10 data of Rhetorical Question and 2 data of Simile.

The study does not aim to offer a comprehensive analysis of persuasive strategies. As the current study, ideally, sets the way for future work on an underexplored area of research, it asks for additional linguistic studies to shed more light on persuasion in other discourse.

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