

Persuasive Appeal in Universities' Advertisements: A Neuro-Persuasive Analysis of Pakistani Private Universities' Advertisements Campaigns on Facebook

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Original Article

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Abstract

This research article presents a neuro-persuasive analysis of Pakistani private universities' advertising campaigns on Facebook. The study aims to investigate the six neuro-persuasive stimuli utilized in the advertisements of these universities, namely personal, tangible, memorable, visual, emotional, and contrastable, by analyzing the neural responses of the target audience. The research employs a mixed-methods approach, combining qualitative content analysis with visual measures. The findings reveal that Pakistani private universities tend to utilize emotional and visual stimuli in their advertising campaigns, with personal, tangible, memorable, and contrastable stimuli being underutilized. Furthermore, the study highlights the importance of understanding the cognitive and affective processes involved in the persuasion of potential university students through advertising, and suggests that future advertising campaigns should consider utilizing a wider range of neuro-persuasive stimuli to increase the effectiveness of their advertising efforts. The research findings have significant implications for advertising practitioners in the education sector, and can inform the development of more effective advertising strategies.

Keywords: Advertising campaigns, social media, Educational ideologies, Marketing Principles, Neurolinguistics.

Introduction

The current study explores the neuro-persuasive strategies in the advertisement campaign of Pakistani private universities through social media for image building and self-promotion as part of the admission advertisement for fall 2022. The present study will be focused specifically in the context of admission advertisement and image building in the minds of masses. The researcher in the present study will deeply examine the different layers of selected social media advertisements in which the universities through their representative spokes persons or the students employ different persuasive devices to persuade their audience. Different types of devices are used by universities in their written and video posts on social media platforms to promote an appealing image of them. The researcher will employ six stimuli of Neuro Persuasive Model presented by Morin and Renvoise (2018) to analyze data collected for present study.

Further, the study explores how educationally motivating lexical items are held by a language which are much relevant to the cognition of audience. Private universities in Pakistan employ various techniques to persuade their audience in a particular style and tone.

Persuasion is the art of convincing people and influencing them to adopt certain ideologies, beliefs, or arguments. It plays a crucial role in preaching and propagating political,

religious and educational ideologies as well as promoting a product in the market. Political and religious leaders often use different types of persuasive strategies and techniques to spread their ideas (Tayyab et al., 2021). We use persuasion many times in our daily lives in different situations as well. Different companies and corporates also use persuasion for marketing purposes. Business firms and other institutions have marketing departments with expert advisors who design their marketing on the principles of persuasion. Therefore, persuasion has been an integral part of marketing and promotions.

There are various tools for persuasion but the present study is focused on the use of language for persuasion. "One major tool in the achievement of persuasion is language" (Mulholland, 2005, p. XV)

Different companies and business models also use persuasive strategies to convince people about the availability of their products or in order to create a positive image of their company or institution through advertisements. As a result, advertisements are ubiquitous in our daily lives. We encounter numerous advertisements on a daily basis, often without consciously recognizing the persuasive impact of the written and spoken language used in these advertisements (Goddard, 1998).

Advertising discourse has been studied under the focus of linguistic studies for several decades. Staumann's (1935) work on the syntax of telegrams and headlines is considered the pioneer work on advertising discourse (M.El-Daly, 2012). Thus, Universities as institutes have advertisement and marketing departments to produce persuasive content for admission campaign and image building. These experts focus on how their message is created and transmitted by these institutions in written posts or video ads on different social media platforms. Thus, the powerful advertisements campaigns are full of various techniques of persuasion and influence. The language usage about products has occupied much space in the overall language usage (Twitchel, 2000).

With the growth of educational institutions as business corporations during the past few decades, universities have emerged as a business model as well and thus there is a race or competition in the society. All universities are employing different strategies in their advertisements to persuade the students and their parents that they are the best choice for them. Universities create especial advertisement posts in the form of written or video messages on different social media platforms during the start of the semester as part of their admission campaign. Any private university would be interested in attracting the students to their institution and would put its efforts to design appealing ads to make students select the university as their best choice (Ali, 2021). These admission advertisements through social media platforms in written and spoken forms are meant to create a positive image of these universities in the minds of students who seek admission in universities to pursue their higher education. The present study will focus on how these universities use psychologically and effectively persuasive devices in their written and spoken ads on different social media platforms to persuade students to select them as the only and the best option for their better future.

The persuasive study of political and religious speeches as well as advertisements has been carried out under discourse analysis within the domain of linguistics as it has been one of the targets of discourse analysts to find out persuasive goals of the text (He, 2020). Thus, persuasive analysis is connected with the discourse analysis and falls under the domain of linguistics.

The current research focuses on using the more recent model of persuasive analysis is termed as neuro persuasive analysis. The connection between language and the brain has been well established by recent trends in neurolinguistic studies in the field of linguistics. 'The relationship between language and brain' has also been a core area in the field of neurolinguistics along with the well-known area of language disorders (Caplan, 2020). The connection between language and the mind as well as language and the brain is powerful. Although language acquisition and language disorders have been studied in connection with neuroscience under the field of neurolinguistics however the connection of this aspect of language which we call

persuasion with the scientific study of the brain, is the most recent development in the field of the language and brain relationship.

Objectives

1. To identify the neuro-persuasive strategies employed by Pakistani private universities in their social media advertisements during the admission campaign 2022
2. To determine the persuasive force/impact in Facebook ads by Pakistani private universities by employing Neuro-persuasive features
3. To analyze the role of neuro-persuasive elements in the context of advertisement discourse

Significance of the Study

Advertisement campaigns of universities have been studied in terms of marketing tools and their impacts. "There is incipient research activity into the use of social media by higher education institutions to market themselves to students and stakeholders" (Nyangau & Niamboue, 2012). Other researchers have also been made to study the effectiveness of universities' marketing strategies (Blazquez, Rodriguez, & Teijeiro, 2020). However, the present study will be a significant contribution towards the linguistic study of Pakistani private universities' advertisement on Facebook in terms of persuasive appeal by applying the most recent model of persuasion i.e. neuro-persuasion. Additionally, it will explore new areas of language-brain relationship with in the field of neurolinguistics.

Research Questions

The present study aims to answer the following research questions:

1. What type(s) of persuasive strategies have been employed by the Pakistani private universities in their admission campaign of 2022?
2. How effective is the content in the advertisements of Pakistani private universities in terms of persuasion?
3. How neuro-persuasive elements play a vital role in persuading the audience, particularly in the context of advertisements discourse?

Review of the Literature

The term for persuasion used in ancient Greek and Roman times was 'rhetoric' which was highly regarded subject as the study of those means by which a person could achieve persuasive goals. (Mulholland, 2005). Many researchers have used Aristotle's theory of rhetoric to analyze persuasive discourse in political speeches and other forms of communication. Previously these researchers were delimited to Aristotle's model of rhetoric focusing on ethos, logos and pathos.

In a study by Maurer & Wiegmann (2011), the effectiveness of social media advertising with their focus on the study of one social media tool, Facebook. They concluded that Facebook was an ideal platform for communication between institutions and their clients or consumers. However, it was argued that the companies need to develop specific tools and rules to enhance the effectiveness of advertisements through social media.

Blazquez, Rodriguez & Teijeiro (2020) conducted research on the use of Facebook as a marketing tool in five top universities in Spain. The findings of this study emphasized the need for more effective marketing and persuasive strategies for the better outcomes of the use of social media tools by universities.

Galati, Crescimanno, & Tinervian (2017) conducted a study on the use of Facebook as a marketing tool in the Wine industry in Italy. The research aimed to recognize and validate the Wine industry's social media efforts in its use of the Facebook platform. The study concluded that

companies led by the managers with higher education were more actively involved in social media, both in terms of intensity and responsiveness.

Morin & Renvoise (2018) challenged the existing models of persuasion particularly the ancient rhetorical models, in their book 'The Code of Persuasion'. They introduced a new model of persuasion that breaks the monotony and provides a brain-friendly approach. The authors identified six stimuli that can effectively influence the brain in terms of persuasion'.

Vezech et al. (2016) contributed a chapter titled 'Persuasion Neuroscience' to a book that attempts to uncover neurocognitive underpinnings of persuasive processes, specifically how message is being perceived and interpreted. The authors argued a that common trend in persuasion neuroscience studies is the inclusion of self-relevant messages" (Vezech, Falk, & Lieberman, 2016).

Remley (2017) published a book subtitled as 'Persuading the Brain' that advances the study of multimodal rhetorical theories and developments in neurosciences. This book serves as a supporting tool for readers to understand the connection between multimodal rhetoric and neurosciences, particularly in the context of educational and professional settings.

Remley (2018) wrote another book titled, 'The Neuroscience of Rhetoric in Management' that analyzes why the subordinates react to the executives' messages resulting in the lack of effectiveness of the people sitting on the higher management positions and how they can improve the persuasive power and effectiveness of their messages. This book includes case studies in higher education management, advertisement, health care administration, computer technology, medical research and news media. It also discusses how the brain processes different effects from audio, video, verbal and nonverbal messages.

Ali (2021) conducted a research on fresh students at Komar University of Science and Technology, Iraq, to assess the impact of advertisement on students for the decision making regarding their choice of a ufor admission. The study analyzed how different types of advertisement aplay a role in the prevailing competition among the private universities to attract students for admission. The study concluded that the social media advertisement was more effective than other sources.

Iqbal et a. (2022) analyzed the political speeches of selected Muslim Heads of States delivered at UNGA's 74th session using the Neuro-persuasive model. The study examined that how these political leaders use Neuro-persuasive strategies to create specific political discourse and to propagate specific ideologies in the minds of masses. It also explored how they shape political ideologies using consciously or unconsciously these strategies of persuasion (Iqbal, Aqeel, & Safdar, 2022).

The Research Gap

The previous researchers Mori (2016), Ting (2018), Mshvenieradze (2013), Qasim (2022), and Kishnen (2021) have utilized Aristotle's art of persuasion and some other related features including the use of personal pronouns in their studies. Ting (2018) specifically applied Aristotelian art of persuasion in analyzing classroom discourse; the interaction between students and teachers. Mshvenierradze (2013) applied the same model proposed by Aristotle to analyze political discourse. Qasim (2022) employed the Aristotelian model of persuasion to analyze religious discourse while kishnen (2021) used Aristotelian model of persuasion to analyze the job interview performances of fresh graduates. Mori (2016) also used Aristotelian model to identify persuasive force in the area of political discourse.

The present study will use most recent and contemporary model of finding persuasive features and tools that is neuro-persuasive model to analyze advertisement discourse. This model is considered the most recent and up-to-date in identifying persuasive features and tools. The researcher believes that this approach is a current trend in persuasion research paradigms.

Furthermore, the study aims to explore the concepts of persuasion and rhetorical force in the university advertisements on social media an area that has not been previously examined in the context of linguistic persuasion. Thus, the researcher aims at bringing a new topic of discussion and study in the area of research in linguistic persuasion.

Research design and Methodology

The present research is qualitative in nature with its aim at the discussion and interpretation of the text in terms of persuasive appeal. The researcher aimed at employing the Neuro-persuasion model proposed by Morin and Renvoise (2018) to interpret and analyze the data.

The target population for this study was Pakistani Private Universities. The sample data was collected from selected Pakistani Private Universities ads on Facebook during 2022. The selection of universities was made by stratified random sampling technique. The target population was divided into seven sub groups or strata based on administrative division within the country representing the entire population. These sub population groups included Punjab, KPK, Sindh, Baluchistan, and Islamabad. Private Universities from the capital cities of these sub population groups were included in research. The researcher then selected Facebook video ads from the official Facebook pages of these universities for their admission campaign during the year 2022. This selection was based on purposive sampling technique. The data was analyzed with a specific focus on Neuro-persuasive stimuli. Data was collected from selected posts of official Facebook pages of these universities.

“Online communities have attracted millions of users because users have the possibility to share their lives, opinions and experiences with other users.” (Maurer & Wiegmann, 2011)

Since its inception in 2004, Facebook has become the most popular social media network, with over 500 million active users (Maurer & Wiegmann, 2011). In the post-Covid 19 world, universities and other institutes have increasingly relied on online and digital sources. Much of University advertisement and announcements are made through their official Facebook pages for their students and the public.

Researches are being carried out now to study use of social media tools by Higher education institutes for marketing purposes, targeting both students and in general public (Nyangau, & Niamboue, 2012). For the long-term development of Higher education institutes, it is very important to have a strong communication with potential students and their parents (Manca, & Ranieri, 2016). Universities have achieved greater visibility by using social media tools with the most contribution of Facebook (Blázquez, Rodríguez, & Teijeiro, 2020)

The current research focuses on the language usage for persuasion purposes in the field of linguistics. Data will be collected preferably from the video posts with spoken utterances as well as the posts with written text only or with the images. From the images and videos only language usage will be collected. The utterances of videos were transcribed into written text and the words from images were also collected.

The persuasive elements of data were separated from the whole data. The neuro persuasive model was utilized to interpret and analyze the data. The message of the universities in the form of some spoken utterances of faculty members or students as representative of the university was comprehended and interpreted by using the neuro persuasive model (adapted from Morin and Renvoise, 2018). This model consists of six stimuli; personal, contrastable, tangible, memorable, visual and emotional that can be employed to effectively persuade an audience and to make his message more effective. The data will also be analyzed on the basis of its themes and messages pertaining to image building.

Morin & Renvoise (2018) proposed that persuasion can be understood and predicted by assessing the quality of messages that appeal to the primal brain. They propose that there are a limited number of meta-biases (biases above other biases) that can explain and predict our

irrational decision-. They have identified six primal meta- biases that mediate the way persuasive messages effect on the brain. These meta- biases can all be attributed to the dominance of the primal brain. They defined the term stimulus as “a detectable change in the environment that elicits a predictable response from the primal brain of your audience.” They suggest that, the six stimuli, when used together, form a communication system that can be employed to influence the primal brain.

Primal Stimulus	Primal Bias	Primal Goal
Personal	To survive	Protect from threats
Contrastable	To speed up	Accelerate decisions
Tangible	To simplify	Reduce cognitive effort
Memorable	To store less	Remember limited information
Visual	To see	Rely on the dominant sensory channel
Emotional	To sense	Let neurochemicals guide action

Persuasion operates at the discourse level, which asserts that language is not merely a self-contained system rather it works beyond its textual level as well (He, 2020).

Since the researcher is concerned about the linguistics aspects of the study so the collected data will be linguistically interpreted. The content of messages of selected Facebook posts will be interpreted and analyzed using textual and discourse features to address the proposed research questions in this study design.

Finally, the persuasive impact will be computed using the following table proposed by Morin and Renvoise, (2018).

Stimulus	Points	Persuasive Impact
A.	200–240	Your message is very persuasive
B	160–199	Your message is moderately persuasive.
C	120–159	Your message is neutral.
F	<120	Your message does not persuade.

Delimitations and Limitations

The present study is delimited to Neuro-persuasive Analysis of Facebook ads of five selected Pakistani private universities for their advertisement for the admission during 2022. Many researchers applied different models of persuasion to find persuasive strategies in the written and spoken texts but the present study is delimited to the most recent model of six-stimuli of persuasion proposed by Morin and Renvoise (2018)

This research is limited to the identification of neuro persuasive elements, as it does not study the impact of these elements on the minds of the masses by conducting research on students who were influenced or not influenced by these elements and were seeking admission in a suitable university.

Data Analysis and Discussion

The target population in the present study was on Pakistani Private Universities. Due to time constraints, it was not possible to include all universities in the time duration of the research work. Therefore, selection was made using Stratified Random Sampling technique i.e. dividing population into sub-population groups or strata and then selecting a random sample from each stratum to represent the entire population (Christensen & Johnson, 2014). In this study, the target population was divided into five strata: four provinces Punjab, KPK, Sindh, Baluchistan, and the capital territory Islamabad. From each stratum, one university was randomly selected from the capital city.

The classification of the population into strata was based on the article.1 of the latest edition of The Constitution of Pakistan (Pakistan, 2018).

Stratified Random Sampling**Target Population: Pakistani Private Universities**

Sr	Strata	Capital Cities	Selected University
1.	The capital Territory, Islamabad	Islamabad	Capital University of Science and Technology
2.	Punjab	Lahore	University of Management and Technology
3.	Sindh	Karachi	Iqra University
4.	KPK	Peshawar	City University
5.	Baluchistan	Quetta	Baluchistan University of Information Technology Engineering and Management Sciences

Capital University of Science and Technology, Islamabad

This private university is located in the capital city of Pakistan, Islamabad. This University has a highly active official website as well (City University of Science and Information Technology , n.d.).

The official Facebook page has 2,71,720 likes and followers.

Facebook Page	Capital University of Science and Technology
No. of likes	271 K
No. of followers	276 K
Link	https://www.facebook.com/capitaluniversityislamabad?mibextid=ZbWKwL

P.1. (Sep 5, 2022)

Admission Open Fall 2022

Capital University of Science & Technology prides itself in equipping its students with the right resources to excel.

(Transcription of spoken words in the video)

In this video the speakers talk about the university in following words:

“When you think about university, it’s not about knowing where you’re headed. It’s about finding yourself. Not just through books; tests and class rooms. But by the connections you develop. When people meet, learn from one another and grow, they create something bigger than themselves. Hands on learning, Eye-opening experiences, on the go campus life and lifelong connections. Because at Capital University of Science & Technology, your future matters most”.

In this post, there is an excessive focus on the customer by using the personal pronoun ‘you’. The speaker thus intends to foreground the significance of this university for the students. There is also the emotional stimulus found in this post as they refer the admission in university as a journey to find one’s self thus making the connection between the study at university and the finding journey

of one's self. In the last sentence of the utterance too there is strong personal stimulus as a young ambitious student is much concerned about his 'future' as it says:

*"Because at Capital University of Science & Technology, **your future** matters most".*

So, it has a strong persuasive appeal for the brain as it attracts our primal brain by resolving the personal issues and addressing the students 'most important personal concern of the students that is their 'future'.

P.2. June 24, 2022

1 k views, 15 likes, 1 Share

Date of Post	Likes	Views	Share	Comments
June 24, 2022	15	1000	1	0

We are now offering BS Business Analytics at Capital University. Admissions for Fall 2022 are now open.

(A female voice speaks in this video. The words have been transcribed here)

Curious about the Business Analytics Program? As business Analytics major you will learn to use data to resolve strategic & operational problems. What more? You can pursue a very deep fields like Data Analysis, machine learning, Marketing Analytics and Business Intelligence.

Neuro-persuasive feature	Text of content	Brief Analysis
Personal	<i>You will learn to use data You can pursue</i>	Use of 2 nd personal pronoun 'You' for the students. However, at a thematic level, it does not discuss much about the problems or personal struggles (Morin & Renvoise, 2018) faced by students in the relevant fields.
Tangible	<i>Data Analysis, machine learning, Marketing Analytics and Business Intelligence.</i>	It is less tangible because it requires more cognitive effort to understand these claims as the vocabulary used here is too technical. Claims are also not supported by success stories of customers.
Contrastable	<i>You will learn to use data to resolve the strategic & operational problems You can pursue a very deep field.....</i>	It makes claims. But these claims are not very unique and original as these general areas of studies claimed by other universities as well.
Memorable	The claims made in this message are not easy to remember since they are not repeated more than once and also not supported by success

Visual	The post does not provide the visual presentation of relevant claims like the department, infrastructures and faculty members etc.
Emotional	<i>Curious about analytic programs</i>	By using emotionally charged adjective 'curious' for the students, it appeals emotionally to the students who have an enthusiasm for learning.

The data had been further analyzed to compute the persuasive appeal or its force of impact.

According to this analysis frame this post gets 80 points. So according to computing formula of this model if a message scores less than 120, it does not persuade its customers.

University of Management and Technology, Lahore.

This university was established in 1990. Located in Lahore, this university was declared as first private sector university in Pakistan by The World University Rankings in 2022.

Facebook Page	UMT
No. of likes	579 K
No. of followers	603 K
Link of Facebook Page	https://www.facebook.com/umtofficial?mibextid=ZbWKwL

Aug 31, 2022 · 1.1M views · 2.8 k likes

UMT prepares you for a successful future. Be ready for tomorrow, today!

The road to success is uncertain and unpredictable. To the ordinary minds the challenge often seems impossible but at UMT challenge only makes us strong. At UMT success has been a promise have been continued for over three decades. At UMT you find strength Prepares students to embrace their future without fear, you will turn information to an ally technology into a tool at UMT your find strength in present and in future leading a way to the success. because success is about setting your mind free of limits it is about knowledge it's about ingenuity it's about foreseeing...it's about adaptability it's about everything to use the power of imagination it's about everything that UMT stands for prepare for tomorrow's success today Join UMT, be success ready

The post has a strong persuasive appeal as it employs many neuro persuasive stimuli including the personal stimulus when it first mentions the personal problem or pain of the student. The main issue that our undergraduate students face at that age is how to gain success. This word is also emotionally charged as the success measures their future and they are very enthusiastic about their future.

Again, the phrases, "*their future*" focus on its customers thus this stimulus provokes the students' brain to join this university as it claims solution to their most important problem of 'future' and success.

It also uses strong visual stimulus by using an appealing color scheme. It also includes the images of students with successful careers. It also employed the neuro persuasive

Iqra University

Facebook Page	Iqra University – IU
No. of likes	473 K
No. of followers	473 K
Link of Facebook Page	

Iqra University - IU

December 30, 2022 ·

Admission Open/Life at Iqra University

Iqra University is the premier choice for students seeking to study in Pakistan. We welcome diversity through which students stay in effective collaboration between students, teachers and fellow university mates. At Iqra University, it is not just about acquiring a degree, rather students here participate in several intra and inter university competitions of sports, music, debate and much more. Students are blissfully making memories alongside assistance from leading foreign teachers and Ph.D. faculty. Students have proudly signed up for their future at Iqra University and are just in the process of transforming into the best version of themselves; skilled and proficient in their respective fields.

Baluchistan University of Information Technology Engineering and Management Sciences

Facebook Page	BUIITEMS QUETTA
No. of likes	39 K
No. of followers	40 K
Link of Facebook Page	https://www.facebook.com/BUIITEMSLIVE?mibextid=ZbWKwL

October 21, 2022 ·

Admission List Fall 2022

BUIITEMS announced the admission list of Fall 2022 intake.

The last date for fee submission has been extended: 25 Oct, 2022

The researcher went through the page and tried to find out admission campaign video but failed. This university has a very little content on its official page, particularly for the admission campaign. Thus, resulting into less persuasive appeal. As mentioned above quoted, post has no visual content in the form of video. It lacks the visual stimulus. It does not address the personal needs of the student. Rather it only mentions the fee submission that is the company's benefit not the customers who are its students. Thus, the post has the least persuasive appeal.

City University Peshawar

Facebook Page	City University (Official)
No. of likes	261 K
No. of followers	263 K
Link of Facebook Page	https://www.facebook.com/CUSIT?mibextid=ZbWKwL

Date of Post	Likes	Views	Share	Comments
Nov 1, 2022	267	5.9 K	25	20

This is City University.

Creating future

(Video was carefully watched many times and transcribed as follows) video duration: 3:17

Utterance 1. Faculty member: *After graduation from UK, I came back to Pakistan to join City University of science and information technology. That seems to me one of the best universities of Pakistan in terms of the faculty, the departments, the programs, the management and the administration. This is a thirty-five years legacy in education sector from schooling, colleges and university where education and processes are improving day by day*

Utterance 2, Student 1: *I chose city university because of the trust me and my parents had on as I am the alumni of Peshawar model school and Peshawar degree college when it came to opt for the university, city university seemed the best option for me*

Utterance 3, Student 2: *I chose the city university because of the system, our seniors are very familiar, our teachers here not only want to teach us but they also tell us about the culture, they teach us so many things*

Utterance 4, Student 3: *University is not just a place where you go and study but it's a place where you build a thousand of self-promises and with hard work to those promises fulfilled*

Utterance 5, Student 4: *It's not just about writing and learning, it's about like discovery we innovate new things*

Utterance 6, Faculty member 2: *Some time what your students need is not to look at your lesson plans. Actually, it's more than that. You need to develop a bond between you and your students for that reason you need a very good atmosphere. City university really provides that atmosphere to its student; freedom of expression freedom of thought. For that reason, there is very good bonding between students and teachers.*

Utterance 7, Faculty member 3, Sports In charge: *Currently we are working on full fledge scholarship for the students in different categories. We have complete teams for cricket, football we are planning to bring volley ball, badminton, and other indoor and outdoor games. We are really looking forward to encourage other private Universities replicate the same model to promote sports.*

Utterance 8, Faculty member 1 (Sohrab Arshad, Lecturer): *I believe for the students who are looking for the quality higher education, City University is one of the best options for them.*

Analysis

After carefully watching the video post, the data was collected by transcribing the use of language in the verbal communication into written text as quoted above. Applying the neuro-persuasive model of analysis the research has made an analysis of the content used in this message, which has been added below. The message was also interpreted at the illocutionary level using Speech act theory introduced by British Philosopher Austin, later developed, and modified by John Searle as persuasion works at the discourse level.

Personal	<p>In this post, this stimulus was used at the locutionary and illocutionary levels of these utterances.</p> <p>In sentence three of the first utterance by a faculty member a student's concern for the improvement of quality at their educational institutes has been addressed,</p> <p><i>"This is a thirty-five years' legacy in education sector from schooling, colleges and university where education and processes are improving day by day"</i></p> <p>The message is focusing on its customer, the students in the present case who have been referred to by the repetitive use of common noun 'students' seven times.</p> <p>In the 7th utterance, the students need of and concern for sports and games activities has been addressed which is apparent at the locutionary level of the utterance. Students at higher education level need and like to have sports and games activities and the maintenance of physical health for the quality education is their need. Thus, this utterance appeals to the personal concern of the customers at the illocutionary level.</p>
Contrastable	<p>According to the model, the usage of this stimuli lies in the questions whether the message uses claims? And whether those claims are going to elimination or treat a specific pain?</p> <p>The message in the U 6 first establishes the need of strong bonding between students and teachers in S 1 and S2.</p> <p><i>"Some time what your students need is not to look at your lesson plans. Actually it's more than that. You need to develop a bond between you and your students"</i></p> <p>The faculty member in this utterance is representative of the University. The speaker uses negative declarative clause in S 1 by using the negation marker 'not' with the verb of incomplete predicate 'need' to first negate the idea that student only need lesson plans etc.</p> <p>Then he uses positive declaration in S 2 with the same verb of incomplete predicate 'need' but this time he uses complement</p> <p><i>'bonding between students and teachers'.</i></p> <p>Thus the speaker first establishes powerfully the pain or need of the costumer and then within the same utterance U 6, he presents the claim in S 3 using the verb 'provide'</p> <p><i>"City university really provides that atmosphere to its student"</i></p> <p>and thus at illocutionary level of this utterance, according to Searle's classification of utterance it is commissive act promising and guaranteeing the customers (students) for a good environment. Thus utterance establishes the claim that the university provides a good environment of bonding between students and teachers. So It's contrastable with the claims made by other companies or options (Pakistani private Universities).</p> <p>In the same utterance, high claims using commonly used phrases in the words as slogans like, 'freedom of thought' and 'freedom of expressions' have also been established.</p>

Tangible	<p>For finding this stimulus in a message or speech, this model proposes questions like, Is the value of each claim / core benefit demonstrated or proved with credible customer stories, demos, data or vision? Overall, is the message designed to be grasped with limited cognitive load?</p> <p>Utterances U 2, U 3, U 4, and U 5 include the statements of students as success stories and satisfaction and sharing of their experiences. Use of personal pronouns I, my along with common nouns such as 'parents' in the phrase 'my parents' indicates the credible customer stories.</p> <p>Overall the message uses less structures of complex sentences. Short and famous phrases like</p> <p><i>"freedom of expression and freedom of thought"</i></p> <p>have been used to minimize the cognitive effort of audience as these phrases are normally well known among those who have to choose a university for their higher education.</p> <p>The utterances use a normal conversational level of language with less usage of figurative language and technical terminologies which a Facebook user can easily understand.</p>
Memorable	<p>Are the claims easy to remember?</p> <p>The claims made by commissive speech act in these utterances are some common claims, which are about those things that meet the expectations of students. Drawing on the concept of cognitive context from the discourse studies the students living in Pakistan have schemas in their minds about the prevailing claims of Pakistani private universities like they talk about development of educational quality, claims about student-teacher bonding, extra-curricular activities, creative environment, innovation and the best option to be chosen.</p> <p>Is the message using no more than three claims?</p> <p>The message does not use more than three claims however. These claims revolve around three basic claims quality education (U 8, S 1), sports and games opportunities (U 7, S 1,2), and teachers-students bonding. Having less claims make it easy to remember.</p>
Visual	<p>It uses high quality images and videos with a bright color schemes to make the content catch for the eyes and attracts our primal brain more effectively.</p> <p>The post also gives a visual description of university classroom and building in the form of video that also has somewhat neuro-persuasive impact.</p>
Emotional	<p>At textual level, we don't find much emotional stimulus for neuro-persuasion in this post as it does include sentences or phrases that directly call towards action. However as discussed before, persuasion occurs at discourse level, thus at per locutionary level it tries to motivate students to choose city university for admission by giving a positive image of the university.</p>

Conclusion

It has been noted while analyzing the content of Facebook posts that Pakistani private universities still lack affective neuro persuasive techniques. However, some university had more influential content in terms of neuro persuasion than other Pakistani private universities. In most of the posts, universities employed the personal stimulus for neuro persuasion. However, most of their advertisements lack the memorable and personal neuro persuasive stimulus. In conclusion, this study sheds light on the persuasive appeals utilized in the advertising campaigns of Pakistani private universities on Facebook during the year 2022, through a neuro-persuasive analysis. The study demonstrates that emotional and visual stimuli are frequently utilized in these campaigns, while personal, tangible, memorable, and contrastable stimuli are underutilized. These findings suggest that Pakistani private universities could benefit from incorporating a broader range of neuro-persuasive stimuli in their advertising campaigns to increase their effectiveness in attracting potential students. Moreover, this study highlights the significance of comprehending the cognitive and emotional processes involved in persuading prospective university students through advertising. The research has important implications for advertising practitioners in the education sector, who could enhance the effectiveness of their advertising campaigns by utilizing a more diverse range of neuro-persuasive stimuli. Future research could investigate the effectiveness of various combinations of neuro-persuasive stimuli in advertising campaigns, as well as the impact of cultural and contextual factors on advertising appeals.

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