

# Design And Production of Press Advertisements to Optimize the Communicative Discourse in The Iraqi Media

Fadhil Nadhir Fadhil<sup>1</sup> and Mahdi Avazpour<sup>2</sup>

## Abstract

*This study compares the design and production trends of press ads made by media institutions in Iraq. It examines how Iraqi media uses rhetorical strategies to create persuasive ads and evaluates their alignment with community needs and preferences. The study also focuses on modern advertising techniques and assesses ad quality in terms of display, images, actors' performance, and display time. The study's framework involves comparing the advertising trends used by Iraqi media. There are two main focuses of advertising: the first is to showcase the quality of the product being advertised and its price, while the second focuses on using techniques, stimuli, and mental images to grab the consumer's attention and persuade them to make a purchase. To analyze the advertisement content, a semiotic approach was used. The comparison results were obtained based on two selected advertisements that achieved the research objective. So, the originality of this study will help Media Company's select effective communication that has a greater impact on consumer purchase decisions of the products advertised by companies.*

**Keywords:** *Communicative Discourse, Advertisement Design, Press Advertisements Production, Consumer Purchase Decisions.*

## INTRODUCTION

The media is defined as "radio broadcasts, print newspapers, television channels, and manuscripts, that interpret, communicate news of the world around us, whether it's locally or international, important or interesting, tragic or dramatic." It relies on "media discourse" to convey any event story to people (Ronchi, and Ronchi, 2019). There are several stages for "the media discourse development" were represented, begins with the transmission of locally and international newspapers by the radio and television channels in the 1960s. Then, it began using the Internet and various digital technologies at the end of the twentieth century. This was followed by the trend of citizens adopting news published on social media such as Facebook, YouTube, Twitter, Reddit, Instagram, and others (Feezell, 2018). Companies can attract customers by creating attractive advertisements and focusing on popular TV and social media for promotion. Critical discourse studies often use social media to expose government crises and systemic issues. They are flexible and adapt to the nature of events (KhosraviNik, 2017). In local and global marketing, promotion policies and consumer purchasing decisions depend on advertising design effectiveness. Increasing trust in the brand and higher chances of purchasing due to accurate information about the product brand and design. So, it can assist the customer in completing the purchase (Fadilla & Sya'roni 2023).

Bali *et al.*, (2022) argued the majority of the factors and challenges that face Iraqi media entrepreneurs across social media. Where the advancement of communication technologies has led to the rise of skilled media professionals who seek to utilize all available opportunities to introduce effective media in the media market. This provides flexible digital technologies that led to a declining cost of media production. However, the freedom of the press has been restricted due to the limitations imposed by the current government and political strategies (Bali *et al.*, 2022). Furthermore, the use of digital technologies in media discourse played a crucial role in the success of the education and health sectors during the global crisis of the COVID-19 pandemic (Yu *et al.*, 2022). It helped spread awareness and promoted a culture of health consciousness that motivated citizens to follow measures such as social distancing and lockdown, ultimately helping to contain the global economic and social crisis in a short period (Fenwick *et al.*, 2021).

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<sup>1</sup> Middle Technical University, Baghdad, Iraq. Faculty of Social Sciences & Media & Communication, University of Religions and Denominations, Iran. E-mail: [fadhil.nadher@mtu.edu.iq](mailto:fadhil.nadher@mtu.edu.iq). (Corresponding author)

<sup>2</sup> Imam Sadiq University, Iran.

Consequently, this research aims to compare the design and production trends of press advertisements by Iraqi media institutions. The purpose is to determine how these advertisements contribute to delivering credible and clear media discourse to citizens. The study will focus on modern advertising techniques that attract consumer interest and evaluate the quality of the advertisement in terms of display, images, actors' performance, and advertisement display time. This study will help determine the means of communication that influence consumer purchase decisions of the products advertised by companies.

## **METHODOLOGY**

This study aims to compare the design and production trends of press advertisements by Iraqi media institutions. Its goal is to provide clear and trustworthy media discourse to consumers by focusing on how the Iraqi media uses rhetorical strategies to create persuasive advertising that convinces consumers to purchase the products being advertised .

There are two common trends in advertising design. The first trend focuses on people's daily needs and requirements. This approach emphasizes the quality of the material and the purchase price of necessary consumables, rather than the methods that affect sensory perception and future advertising. The second trend concentrates on ways to attract consumers to the advertisement. This approach focuses on the techniques used to appeal to the consumer's sensory perception and mental imagery regarding the product and how the advertisement is portrayed. It also highlights secondary products that the consumer can use for luxury or in case of a shortage of primary goods and products.

To prove the study's questions, two models representing basic products for Iraqi consumers were chosen: Mahmoud milk products and Analysis design of biscuit products.

The main question is: "What are the differences between the two dominant trends in communication discourse used by the Iraqi media when creating and producing press advertisements?"

The sub-questions are as follows:

**What Is The First Prevailing Trend In The Iraqi Media's Communication Discourse When Designing And Producing Press Advertisements?**

**What Is The Second Prevailing Trend In The Iraqi Media's Communication Discourse When Designing And Producing Press Advertisements?**

The prevailing trends in the Iraqi media were analyzed using the method of analyzing advertising discourse. This was done based on the state and evidence that emerged in communication discourse, which is commonly used in designing and producing press advertisements on Iraqi television channels. This includes the design of appearance and clothing, expression and character movement, and acting.

## **The Nature Of The Communication Speech In Newspapers**

Communication is vital for social interaction and building relationships. It involves exchanging ideas, needs, and cognitive styles. The quality of media design determines the accuracy of conveying news to society (Kroon *et al.*, 2023). Discourse uses language to influence and achieve goals (Boy *et al.*, 2020). Graphic design is a persuasive discourse, whether it is suggestive or logical (Izquierdo and Blanco, 2020; Khaidarova, 2022). Discourse semantics combines semiology and pragmatics (Boruszewski, 2021). It became popular in the late 1970s, and some saw semiology as contemporary rhetoric (Kourdis, 2015). This concept is a universal science that applies to all types of discourse, with a general formal art that can be applied to various genres (Heine *et al.*, 2021). Communicative speech uses symbols and images to convey ideas and influence the recipient's thoughts and choices. Its effectiveness lies in simplicity and clear delivery (Dias and Damen, 2020).

Consequently, this study examines the various definitions and scopes of discourse from different perspectives, including philosophy and semiotics. However, in this context, we will focus on discourse from a communicative perspective. Discourse is the use of words to convey information between partners in a social system. Speech is a collaborative effort between the speaker, their intended audience, and the context.

The recipient actively interprets the message received from the speaker, contributing to the point of view conveyed (Jabri, 2021). Receiving a message is interactive, and the recipient expresses his opinion and position on the content (Alkhatib and Al-Qudah, 2021). This can be done through selective exposure and identification. Subsequently, this study is conscious of the speech's formalization and content and considers the participants in the semantic framework. Based on the effective communication, consider the delivery context. Discourses are not limited to one environment and may exist within each other (Xiao, *et al.*, 2023).

Moreover, communication functions are identified as follows (Sánchez-Fernández and David, 2021):

Cognitive function: Transfer information, experiences, and ideas to increase knowledge and practical level.

Persuasive function: Change viewpoints towards an event or group of incidents.

Promotional function: Entertain people and bring joy through various artistic forms.

Communication function: Pass cultural heritage to others.

Valuing function: Adopt the group's concepts to change social and cultural reality.

Therefore, communication is a social and cultural phenomenon resulting from individual interactions that contribute to the progress of civilization.

### **The Prevailing Trends Of Communication Discourse In Newspapers**

Speeches come in many types and all of them have language as their basis. This review will explore some of these types and how they overlap based on their definitions (Waugh, *et al.*, 2016).

Political discourse is the language used by politicians during their campaigns. These speeches help candidates maintain their message and focus on their political platform (Bischof and Senninger, 2018).

Image and text analysis share similar rules. The text uses adjectives like sadness and joy, while images are better for expressing and differentiating laughter. Prepositions are also used in the language (Cotter, 2015).

Pictures illustrate the relationship between sentences and show prepositions. The photographer's choice of focus and lighting reveals their ideology. The relationship between the image and text can be complementary or opposing. An image analyst must identify the relationship (Abdel-Raheem, 2020).

Religious discourse, like political discourse, uses persuasive tools and strategies. However, it differs in content. It deals with topics like faith, belief, and guidance. Preachers use realistic events and Islamic law to discuss issues like marriage, divorce, injustice, and obedience (Knott and Poole, 2016).

### **Using Strange Technical Methods To Enhance Communication Discourse**

Communication is exchanging ideas through words, pictures, graphics, and symbols. Art is essential for designers to express themselves (Zanjam, 2021). By breaking from traditional methods, designers create new forms and methods using synthetic images, metaphors, and familiar objects. This enriches aesthetics and deepens self-awareness and reality (Kujur and Singh, 2020). Communication requires a sender, a message, and a recipient. Written text carries meaning, while pictorial forms can convey an idea without words. This works best if the idea is significant over time (Waugh, *et al.*, 2016). Accordingly, the designer usually seeks to enhance the communication discourse through:-

**Attract Attention Through Unusual Relationships and Shapes**, the text suggests that designs should be attention-grabbing and unique by using the inherent energy of an object. It explains that every perception has energy that impacts the brain. The goal of the designer is to create a transcendent world by using reality's vocabulary.

Publication designs use images and colors to attract attention. Designers must consider how the design impacts the recipient's perception, as it can have various meanings due to its psychological effect (Alalwan, 2018). The communication process aims to create a unique design by using meanings and connotations to influence the recipient's perception (Skorupa and Dubovičienė, 2015).

**In Persuasion Methods**, communicators aim to persuade recipients of design work to make a purchase, especially when unfamiliar formalities are used. Rhetorical communication influences the recipient's response to the presented design model and can train their behavior and thinking to select the publications at which the communicative discourse aims (Kujur and Singh, 2020).

### **Analytical Framework of This Study**

This section analyzes advertising design trends in Iraqi media, which can be classified into two main approaches. The first approach focuses on fulfilling daily needs while emphasizing quality and affordability, whereas the second approach concentrates on appealing to consumers' sensory perception and mental imagery. Two basic products, Mahmoud milk and Analysis biscuit, are used as models for this analysis.

### **Mahmood's Milk Product**

An analysis of the most technical symbols used in designing "Mahmoud Milk" products was performed. This includes the design of appearance and clothing, expression and character movement, and acting.

### **Design Of the Appearance And Clothing**

At the beginning of the advertisement, an elderly woman appears wearing a green dress and a cooking jacket, holding cooking tongs, and wearing a pink shawl, as shown in Figure 1-A. She is boiling a pot of milk, in front of a group of children, as in Figure 1-B.



Figure A-1



Figure B-1

### **Expression And Movement Of Character**

The connection between the advertisement, the product, and the actors is that the older woman is considered the person who focuses most on the issue of children's nutrition, and therefore there is a lot of nutrition in

milk for children. Children appeared in the advertisement waiting for the completion of the preparation of milk, which indicates the importance of the product and that is included among the important goods and needs in the country, human life, especially young people. Van Dyke's theory in this regard came through (defining the context in the structure of the event in the texts along with its appropriate linguistic structure so that we can reach the goals of the event by saying the phrases).

### **The Acting**

**Settings:** The pictures showed that the advertisement was filmed from inside the kitchen of a house.

**How To Take A Photo:** The shot of the woman was taken from the front, while of the children; the camera came from slightly above, in addition to focusing on the quality and name of the milk.

**Advertiser Level:** The advertiser worked to show that the milk that the woman was preparing was not good that it was poor quality milk and that the woman was very complaining about the milk, the way it was prepared, and that it was not completely cooked as required. The advertiser also showed the children complaining and being late and dissatisfied with the product, while the advertiser showed his exaggeration of the woman's reaction to the product. What is required to be announced is (Milk Mahmood) in the minute (0-27), and the advertisement also showed a popular character in Iraqi society (Comedian Amori).

**Level Of Pronunciation And Selection Of Sentences And Words:** The advertiser tried to employ actors according to the direction of the advertisement. He took advantage of the woman being the most supportive character for drinking milk due to her knowledge of the basic components of milk that help build human bones, all the way to the children who are considered the focus of the advertisement, as the product (milk) mainly targets children, all the way to the actor (Amore), given that it a likable and agreeable personality.

**Level Of Logic And Argument:** The advertiser presented his arguments through the lady's dissatisfaction with the old product and her reaction to the new product to be advertised, through the smoothness of the cooking of the product to be advertised, and the reaction of the actors. Van Dyke stated in this regard that (the text must be viewed as an act of the tongue or as a series of tongue actions), that is, in other words, we must consider and focus on the idea to be conveyed to the recipient, which is expressed through the actions performed by the actors in the advertisement.

**Targeting:** The advertisement targeted all groups and all ages; although the advertiser tried to direct the advertisement and the product towards children only, considering that they were the only ones who were waiting for the product to finish cooking to taste it.

**Direction Type:** Thus, it is considered one of the first mainstream trends that focuses on the quality of the product, highlighting its good aspects, the method of its preparation, and the extent of its importance to many individuals, given that the product (milk) is one of people's daily basic commodities.

### **Advertisement Speech**

In the definition of a discourse and its types, it is defined as a group of different overlapping and intertwined linguistic elements that bring together, through a communicative system and means of mass communication, between producers and consumers, or literary and artistic creators and recipients, to produce audio-visual messages, the purpose of which is to publicize and promote mass culture to serve and exploit consumers.

Other divisions of communication discourse branch classified out of the media discourse as follows:

### **Advertisement Speech**

It is a type of speech that uses various means of communication, including beautiful images in different forms, clear voice, elegant writing, and other tools that characterize this type of speech. To achieve its primary commercial purpose for this speech, it has been trying to disable its censorship tools, guide it toward the content of the speech, and convince it of what is presented in multiple ways.

For this to be achieved, the methods of persuasion must be accompanied by techniques of entertainment, so that they will then be more capable of influencing the addressee's belief and directing his behavior because this entertainment gives her the power to bring things to mind as if he were seeing them with his own eyes. When an image, color, music, performance method, movement, and topic all cooperate, the advertising speech turns into a "microfilm," which a group of specialists who form a team collaborate to produce and complete in directing, decorating, placing furniture, shaving, beautification, lighting, recording, adjusting the sound, and choosing the appropriate language for the situation. Thus, he combines creativity and persuasion in images and words, as well as, in problems, for the sake indicated just goal: profit.

### **Sports Speech**

It is a type of speech that is concerned with disseminating sports news, information, and facts, and explaining the rules and laws of sports games and activities to the public. It aims to spread sports culture among members of society to develop and educate the athlete. It is part of the private media, as it is a private media concerned with issues and news of sports and athletes. Sports media, with its potential, can bring a change in the public's sports knowledge if it can employ some variables, such as a person's personality and his experience in his social and sports environment. It is adopted based on cultural formation, and the influence of the opposing forces of social pressure in society, and unites them to one harmonious rhythm according to the direction it wants, whether against what is existing or opposed to it or with what is existing and permanent for it.

### **Analysis Design Of Biscuit Production**

Similarly, the final analyzed result of the most technical symbols used in designing "biscuit" products was performed. This includes the design of appearance and clothing, expression and character movement, and acting

### **Appearance And Clothing**

The advertiser shows the product to be marketed (Biscuit Snickers and Biscuit Twix) in the form of a chocolate-covered biscuit with nuts and sweetened wafer in the middle, with a picture carrying the name of the product (Snickers) as shown in Figure (2-A). In addition, it shows the second product in the advertisement Biscuit Twix in Figure (2-C). The product price is 500 Iraqi Dinars appeared at the end of the advertisement as shown in Figure (2-B).



**Figure 2-A**



Figure 2-B



Figure 2-C

### Expression And Movement

The movement and fast pace of the advertisement dominated the majority of the product presentation to the recipient. The product (Biscuit Talkies and Biscuit Snickers) appeared with the highlights of the ingredients added to the product to give the product a lively character, along with the synchronization of the musical rhythm and the words chosen to add excitement and attract the recipient to purchase the advertised product.

### The Acting

**Settings:** The image, as stated in the advertisement, showed that the footage was filmed on computers through montage and with a black background.

**How To Take A Photo:** it focuses on accurately describing with attracting consumer attention beginning with the following:-

### Meaning Of the Advertise to The Customer

The advertiser aimed to present the product in an appealing manner using modern computer programs with the ability to showcase the features and details of objects with high quality. The advertisement showcased the process of preparing and manufacturing the product, exaggerating its quality and components to attract the audience. It classified the product as a luxury item. Van Dyke's saying suggests that societal agreements can determine the semiotic choice among the information presented. The formulation of semiotic structures is also a function of a major deliberative structure. The accepted image or prevailing idea, when details are added to it, determines the amount of eloquence in the idea conveyed to the recipient.

### Level Of Pronunciation and Selection of Sentences and Words

In the issue of harmony between the product and the method of preparation and photography of the product, the advertiser relied on the use of montage programs and reliance on words with high alertness, especially when he said: (it looks delicious and this is more delicious), specifically in the minute (0-4), not to mention pronouncing the price of the product in a way that attracts the recipient's mind towards must-have materials because of their cheap price.

**Level Of Logic and Argument:** The advertiser presented his arguments by displaying the materials involved in making the product (Biscuit Twix and Biscuit Snickers), specifically when he showed the layers that cover the product, leading to the voices included in the advertisement, which call for the product to taste good.

### **Targeting**

The advertisement targets young age groups of various types, males and females, but such products can be purchased by people during a specific time, namely the period of rest, enjoyment, or picnic.

### **Direction Type**

Thus, it is considered one of the second dominant trends, which focuses on the method of making advertisements, including colors, montage, the method of presenting the advertisement, and the used additions. The product is considered an unnecessary material that does not go towards basic needs that are important in daily use in people's lives. The advertiser has relied on creating a mental image. The advertisement is in the mind of the recipient to deliver the product to the largest number of consumers.

## **RESULTS AND DISCUSSION**

This section discusses the final results. A total of 20 commercial advertisements were chosen for the study, all of which met its objectives. The study analyzed various Iraqi media platforms such as television, newspapers, magazines, and social networking sites. This study will focus on the results of the prevailing trends found in the selected two commercial advertisements.

### **Results Of the First Trend**

The study confirmed that advertisements for goods in the first trend rely on offering products with high capabilities at low prices. This type of advertisement is also focused on quality rather than clothing or appearance. The target audience for these advertisements is often middle or lower-class consumers. The study also found that designers and producers of advertisements for goods in this trend prioritize the effectiveness and acceptability of the product over its form or presentation. These advertisements focus on basic goods and needs in people's lives and are designed calmly and simply without being expensive.

Ads in this trend target a large audience interested in the goods and products offered. Advertising designers use arguments that are directly and quickly visible to consumers. Consumers of this trend of advertising focus on specific issues such as lawful and unlawful practices. Finally, it was found that ads for goods and products in this trend are often homemade.

### **Results Of the Second Trend**

The study shows that advertisements promoting luxury and extravagant goods tend to rely on presenting an attractive image of the product at high prices. These ads are often targeted at the wealthy class and focus on secondary goods or needs that are consumed in a state of luxury. The design of these ads depends on the stimuli within the advertisement, the decor, and the appearance. Advertisers often incorporate characters that are in harmony with the idea of the advertisement. However, the study found that these advertisements often lack immediate effectiveness and have a slow impact on consumer decisions. It is important to note that advertisements for these types of goods are foreign-made products. It also appears that users of this type of advertising do not focus on the issues of lawful and unlawful regarding the products used.

### **Recommendations**

The following recommendations are suggested by this study:

Relying on locally made products and goods because they are in the interest of the country as a state and as a society because of the positives they have, such as raising the market value of the Iraqi Dinar, preserving the state's economy, or addressing the phenomenon of unemployment in Iraq.



The advertiser's focus is on the quality and efficiency of the product in the advertisement, instead of spending money and expenses in focusing on showing the product in the best way in the advertisement.

Paying attention to goods and products of basic quality in people's lives as they are the most acceptable and most attractive to the public.

Relying on designing advertisements to target the largest quality and quantity of people should be considered.

The need to focus on products and goods that have a direct impact is an important matter.

A need to focus on the method of photographing products and the angles used to show the product.

Choosing the characters (actors) within the advertisement with precision and harmony between the actor's personality and the idea of the advertisement.

Paying attention to the sound features within advertisements, especially for advertisements for homemade products.

Mentioning the price of the product within the advertisement because it represents the most effective way to reach the consumer's mentality and convince him to purchase the product.

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