A comparative cognitive linguistic study of persuasive/attention strategies in Iraqi and American Facebook advertisements

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Abstract

The present work is qualitative in nature. It aims to investigate the use of visual attention/persuasive strategies in both Iraqi Arabic and American English Facebook advertisements. To achieve the objective of the study, the researchers have selected (4) representative advertisements; (2) from Iraqi Arabic and (2) from American English. The data has been analyzed using Frame semantics theory by Fillmore (1995). Results have shown that textually, both languages invest almost an equal amount of persuasive techniques. However, Iraqi Arabic advertisements involve using swearing expressions and repetition, which is part of their culture. Pictorially speaking, in both languages, the role of images is important and supportive, but not alternative or primary. Moreover, framing the images helps properly deciphering them. However, this process involves one to be imaginative, digitally literate and creative when thinking. Finally, there is no text-picture balance; each has its role in persuading people, and both are important. The value of both texts and images depends on the way they are taken/written, their clarity, and comprehensiveness.

Introduction

Persuasion is an linguistic, communicative or interactive act within a specific discourse. It involves adopting various effective strategies for the purpose of influencing, changing, altering, modifying people's opinions, attitudes, and ideas or merely triggering audiences' attention. It is an act the is targeted towards directing individuals' behavior to the goal of the message. Accordingly, it requires to have knowledge of what can affect the addressed party and a mind-passion-balanced power (Al- Hajage, as cited in Ghabban, 2021). For Broton (as cited in Ghabban, 2021), persuasion is an essential communicative process or a social means that is used for expressing feelings, attitudes, or trying to change some of the perspectives towards individuals or towards the world. In Facebook advertisements, designers or sellers use different visual strategies that help to pull Facebook surfers' attention and ultimately get them persuaded. The different visual techniques suggested by different scholars reflect the huge efforts exerted by the designers to persuade people. However, according to the researchers, and based on Nasser and Raut's (2019) statement, which reads, each speech community has its own points of interest, it is expected to find differences in the usage of theses visual persuasive techniques across languages. Speaking of the differences among speech communities, Pichler (2001) elaborated, image viewers are the ones who are responsible for generating ideas from images in advertisements. That is why, the whole process is subjective; each viewer could highlight a story based on his schema, reflecting his/her points of interest. Ultimately, people can evoke different stories or associations based on their personal culture. In the same vein, Al-Fatlawi and Al-Bahrani (2019, p. 434) maintained that whether to read an image in a strip (simple way) or comprehensive way, there seems to be "no one to one correspondence between a figure and its highlighted concept in the mind of the participant". That is; various emotive meanings might be evoked by different readers when viewing an image, the main focus of cognitive linguistics. Besides, Bahrani & Al-Azzawi (2017) further added that there exist many individual differences when deciphering visual descriptions that ranged between being subjective to creative. In the same vein, Khoo (2006) highlighted the importance of visuals, saying that Visualisation is one of the two most powerful principles in memory. Our mind thinks in pictures. We therefore tend to remember pictures more easily than words. The more detailed and vivid the picture in our minds, the stronger our memory of it will be. (p. 110) On the other hand, Eynullaeva and Woodward-Smith (2012) held the view that "without a verbal element, a picture is worthless, and that marketing managers must first decide on the verbal message they are trying to send out, but without ignoring what kind of visuals can accompany it" (p. 211). That is, the text or the words have a primary role in the persuasion process. Some others like Kent and Williams (1997) held the view that "we do not claim that images are always 'worth as many as thousand words'. We recognize that sometimes an image cannot effectively represent a message and that people have different abilities in drawing or interpreting images" (p. 16). This means both images and texts are important and that their importance varies from context or culture to another. Banatao & Malenab-Temporal (2018) held a totally different view, saying that to be convinced in any advertisements, it is something related to the mind of the consumer himself. That is, even if the ads are rich in information and visual attractions, the consumer can still control his needs, desires, and preferences. Why Facebook advertisements? This is because this social networking platform represents the highly influential marketing tool as declared by many scholars, such as: Al-Hadban, Al-Ghamdi, Al-Hassoun, & Hamdi (2014), Nah & Xiao (2018), and Meert (2019). Such a study helps to know about the way the people of the languages in questions use these general techniques, and know about their points of interest.

Literature Review

Hammad and Hussein (2021) investigated qualitatively the way persuasive strategies are frequently used in texting WHO COVID-19 virtual press conferences using Dillard and Shen's (2013). Findings demonstrated that most of persuasive appeals were used in different promotions with a total number reaching (38), divided as follows: 36%(14) for incentives, 18%(7) for quantitative dissemination factors, 18%(7) for one-sided messages versus two-sided message, 13%(5) for evidence stands, 7%(3) for message sources, and 5%(2) for messages qualities. These frequencies demonstrated 'incentive appeals' were majorly used because "physical health, or factors, such as the economic, legal, psychological, social, and effort are the key dimensions of the incentive appeals" (p. 19). Waad & Al-Bahrani (2020) examined comparatively the role non-verbal

language plays in persuading tourists. Accordingly, (4) recreational touristic images have been randomly chosen from brochures; (2) for each language. Moreover, various non-verbal persuasive techniques highlighted by different scholars, such as: Dimbleby and Burton (1998); Jweitt and Oyama (2001, as cited in Leeuwen and Jewitt 2004); Beasley and Danesi (2002); and Wang and Gut's (2011) were adapted. The study revealed that both verbal and non-verbal techniques are important in the process of persuasion. However, they need to be used and chosen carefully to evoke the emotional and positive impressions in the mind of the tourists. Besides, for framing, to be objective, the images used should be realistic and comprehensive. That is, the angle of the shots should be both long and close-up. Moreover, the number of non-verbal techniques used in both languages is almost equal. Finally, the message of the images should be holistically read with the structural aspect. Salman and Makee (2018) researched TV advertisements to examine their impact on children consumers' behavior, and on meeting children's needs. The study included 100 randomly selected children from different locations in Baghdad. The children were from both genders; their age ranged from 9-12 years. The research consists of conducting interviews and completing special forms. Results found that afternoons were the most popular time of the day for males to watch television show; their percentage was 22%. As for the females, their favorite time was in the morning; they occupied a percentage of 23%. In addition, the pattern of collective viewing was apparent among children, whose age ranged from (9-10). The majority of the sample preferred musical and animation advertisements. Male children highly favored fast food advertisements, whereas female children preferred chocolate advertisements. Rabab'ah & Khawaldeh (2016) conducted a qualitative and quantitative study entitled "Persuasive appeals in English and Arabic TV advertisements: Implication for EFL learners and teachers" to explore the role of culture in using different types of persuasive strategies and appeals in relation to marketing electronics. The data consisted of six randomly selected ads; (3) from TV, and (3) from the YouTube. The study adopted Cook's model and Aristotle's categorization (Ethos, Logos, Pathos) in analyzing the data. Results stated that the implicit contents, mainly the pathos and logos, are used in the selected samples of advertising (emotional and rational appeals). Moreover, TV ad designers used many appeals to draw viewers' attention and convince them of buying the products. Nevertheless, in Arabic advertisements, advertisers used more appeals than in English; a matter that reflects cultural differences. Said (2016) investigated the persuasive strategies invested in Business English. The researcher used Aristotle's three persuasive strategies, "ethos, pathos and logos" to examine their role in fulfilling almost all business English speech acts. The researchers analyzed (20) business English texts to find out that logos are common persuasive devices, and that the assertive and directive speech acts are highly used in English business language. In (2010), Mahadi & Al-Bahrani conducted a study entitled, "How Language Use Stimulates Tourism". The study aimed at examining the semiotic aspect of the language of tourism, i.e., words and pictures. The data collected involved online brochures about Penang Island that were designed for promotional touristic purposes. The data was analyzed using a textual semiotic approach. Results showed that the touristic language is characterized by being persuasive due to the use of flowery and magical words. Such a descriptive language plays an essential role in enticing people to whatever being promoted. Tourism, according to the researchers have been categorized into two types: mental and realistic. The former type precedes the latter and represents a stepping stone towards a later step. Mental tourism means to mentally touring the promoted place by conceptually representing the emotive and powerful language used.

Research Questions

Since visual techniques represent the most influential marketing technique, the present paper aims to examine comparatively the usages of visual attention techniques in both Iraqi Arabic and American English Facebook advertisements. Launching from this objective, the research question will be as follows: What are the points of difference and similarity as far as the use of visual attention/persuasive strategies in Iraqi Arabic and American English Facebook advertisements?

Article Structure

Facebook as an advertising platform

Advertisement is characterized by being very evocative (Frolova, 2014). As a process, Longman (2000, as cited in Abiodun, 2011) defined advertising as "an act of telling people publicly about a

product or service in order to persuade them to buy it" (p. 8). Nowadays, Yablonski (2016) maintained, due to the vast development in visual and digital media, i.e., the era of technology, people are investing platforms and social networks to share their ideas, points of interest, and products, etc. Accordingly, such platforms are characterized by being "multi-sided platforms". In this vein, Maurer and Wiegmann (2011, p. 485, as cited in Ghorbani, 2014) added, among these platforms, "Facebook especially describes itself as a perfect marketing means because its developers have created an advertising system which allows businesses to use information of each Facebook user for targeted advertising" (p. 193). In (2014), Al-Hadban et al. further supported the idea that Facebook represents "the perfect marketing tool" (p. 1815). They also added that despite platforms, such as: twitter, pinterest, Instagram, Snapchat could also be a powerful advertising tool; however, Facebook is the most prominent social media platform that could be invested in displaying products and brands. In this context, Meert (2019) conducted a comparison between Facebook and other social media to find that Facebook has occupied the most 2.23 active users within a month. This finding supported Nah and Xiao's (2018) that "the more emotionally controlled Facebook environment is, the more likely to increase Facebook users' level of satisfaction" (p. 506).

Visual Attention Strategies

Different scholars identified different strategies that could be used in Facebook advertisements. Majorly, these scholars emphasized two types of techniques: images and texts. Some scholars see images to have a dominant position over texts; some others hold an opposite view, or some believe that both images and text are of an equal position. Speaking of images, Scott (1994, as cited in Hirschman & Thompson, 1997) mentioned that generally visual techniques play a prominent role in advertising campaigns due to their longer impact on viewers than the mere usage of texts. They powerfully arouse emotional responses if accompanied with texts. When coming alone, their deciphering might need a highly level of image reading, i.e., visual literacy, since they deal with concepts, abstractions, and different layers of meaning. Usually, designers use them alone if there is a previous awareness of a specific product. Spielberger (2004) stated that images are usually used for many communicative and persuasive purposes. Cases in point are pulling audiences' attention, providing information about a given brand or a product, or creating 'a unique brand image' (p. 58). Van Gisbergen, Ketelaar, & Beentjes (2004) supported the dominance of pictures in different advertising genera, such as magazines or newspapers; every print advertisement should contain a picture. Bakar & Deas (2015) further maintained that an "image is one of the components in an advertisement, which gives a clearer picture of what is being promoted" (p. 309). West (2017) later confirmed the idea that visual techniques are the most important and conspicuous advertising techniques in commercials, shedding light on the well-known statement, "a picture is worth a thousand words" (xv). In Contemporary advertisements, graphic imagery is used to convey messages and capture the public's attention rather than focusing on the spoken contents, the focus of traditional research. Based on his recent experiment, Sparks (2013) stated that pictures can change the way people think. This could be attributed to that fact, "vivid images may tend to be memorable.. they evoke more intense emotional reactions than spoken words or plain written text" (p. 220). Besides, their meaning is conceptually activated, and generated based on the interplay between an image and the text provided. For Spielberger (2004), images differ from the textual or spoken modes of a language in that the former are characterized by being holistic as far as their processing is concerned, whereas the latter are sequential in nature. Thus, image are said to be more memorable than both the words and textual techniques invested, specifically when reflecting the real world. Jacobson (1971, as cited in Azeez and Al-Bahrani, 2019) added that visual language can also involve cognitive mechanism, such as that of metaphor, metonymy and symbolism. Speaking of the power of the textual language, Alkadi (2021) stated that one has to pay attention to the language used in any communication. This is because it broadens the circle of social relations and to make such relations a success. To be persuasive, the length of any piece of communication should be reasonable, the contents should be focused, contains logical proofs, and it should not be tolerant to a personal opinion. Al-Bahrani, Al-Saadi & Yousif (2016) maintained that when the verbal aspect was absent, the percentage of accessing the right meaning would be very low. Ibn- Janah (as cited in Al-Ani and Hameed, 2015) believed in the importance of using certain linguistic strategies as that of introducing some pieces of information and delaying others to trigger the intention to what is intended to. He further referred to the strategies of magnifying, i.e., capitalizing certain

words and omitting some information to capture people's attention and arouse the sense of suspense and curiosity. Vagueness sometimes pushes the mind to go through various corners and highlight different ideas.   Margolis and Pauwels (2011) admitted that words can be understood without reference to picture, where the meaning of images highly depends on the text provided. Here, Roland Barthes (1964, p. 10, as cited in Margolis & Pauwels, 2011) stated, the written text is basic and its meaning is autonomously derived without recourse to images. The reverse is true about images, which are said to duplicate the linguistic message.   Generally speaking, Sparks (2013) identified three techniques advertisers use to elicit imagery. These include pictorial or visual stimuli, presenting concrete verbal stimuli, and providing imagery instructions. However, and based on the survey made by the researchers of the present work, visual techniques are of two types: the written mode and the pictorial mode. The pictorial mode involves all types of pictures whether moving or static, graphs, charts, etc., Such a classification reflects the definition of the word pictorial as highlighted by Treagust, Duit, & Fischer (2017), who indicated that "pictorial representations have been categorized in various forms: they can be figured into the distinctions of two elements: static which is represented in form of (pictures, photographs, or drawings; and dynamic visualizations, such as videos, animations or interactive" (pp. 12-13). Accordingly, the researchers' concept of visual techniques can be figured as follows:
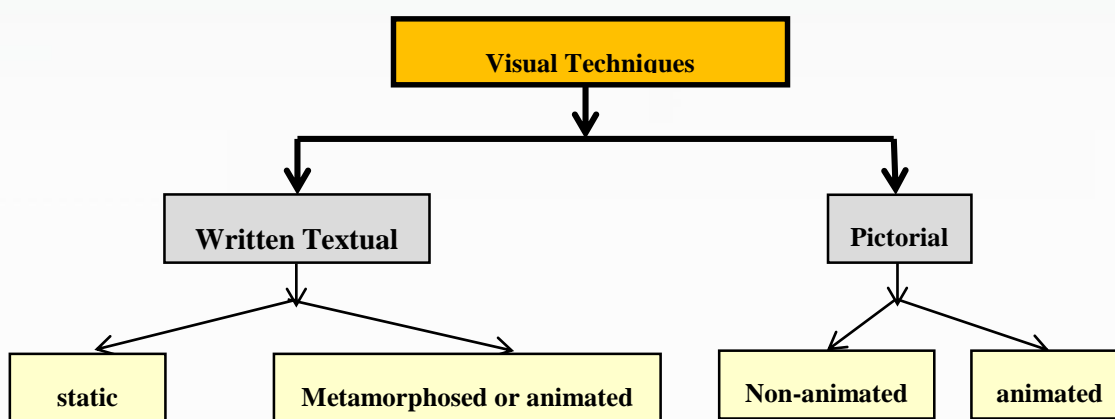

Figure 1. Textual and Pictorial Visual Persuasive Techniques

With respect to pictorial techniques, they involve image contents, or compositions, placement, and environment (Jordan, 2021). Another technique is celebrity images, which are effective in pulling people's attention and gaining their trust (Bakar & Deas, 2015). In line of this, Willson and Branch (2010) mentioned that even with celebrity images, the choice should be limited to "very good-looking people" (p. 159). Lee & Ahn (2012) shed light on other techniques, such as: "animations, large-sized elements, and vivid colors" (p. 121).   For them, colors could draw the attention to other detailed elements. Tayebi (2010) added, the bigger the image is, the more stimulating it will be, especially if the surrounding environment is cluttered.   Jordan (2021) shed light on the importance of people's visual literacy and image reading. The term visual literacy was first coined by John Debes 1969 when the "International Visual Literacy Association" was founded to mean "the ability to read, write, and create visual images. [It] is about language, communication, and interaction. Visual media is a linguistic tool with which we communicate, exchange ideas, and navigate our complex world" (p. 26).   For Jordan (2021), visual techniques involve a set of components, such as: 'controlling the viewer's eye'; every image used should support the story stated textually or verbally to ultimately monitor and guide the viewer's eyes and make the message highly effective. Another component is 'composition', which combines the material and technical aspects of an image. The components could be easily, or shortly glimpsed, or involve a long time of watching. The designer or announcer should be careful in deciding what to bring in or out. "Frame" is another component, which tackles matters related to the edges of an image. Human brains have the ability to arbitrarily decipher an image based on its limits. The frame is thus an effective persuasive technique that arouses viewers' emotions and associations. Pressley & Levin (1983) further added that visual techniques could include demonstrations, physical appearance, and attractive faces. Kent and Williams (1997) referred to icons and symbols. Ursyn (2014) mentioned gestures, facial expressions, forms, diagrams or flowcharts. Speaking of images, they also might be of various forms: "drawings, art works, graphs, graphics, or typographic prints" (p. 33). Besides, he said that images can be moving or virtual. As for Dobson,

Roe, Ratelle and Ruddell (2019), they referred to different types of animation that could be invested in ads. Speaking of the textual visual techniques, Kwasnik and Walery (2012) clarified that the texts in advertising can be invested in the title, subtitle, body text, and the advertising slogan. Besides, when advertisements are designed to meet feminine goals, they would involve a high level of emotional expressions, such as, "beauty, princess, real housewife, business woman" (p. 40). Breuer & Napthine (2008) added that the textual persuasive techniques can include the following: strong emotive vocabularies (e.g., horrendous, great, triumphant), an appeal to emotion (i.e., playing on the viewer's needs, desires, and prejudice), pronouns (i.e., you, we, us to send to the viewers' a sense of inclusion that they are part of the sender's concern), strong engagement tone, which can be achieved through the use of cohesive ties, the use of overstatement and exaggeration, telling a brief story (as a piece of evidence), using rhetorical questions, generations (i.e., what is applicable on one, can be true for people in general), experts, reports, statistics, repeated words (letters, nouns, adjectives, adverb or phrases), alliteration, analogy, anecdote, catchy title, reason and logic, FREE, Find Out, clichés, metaphor, an appeal to family, or self-interest, tradition, patriotism, group loyalty, no hip- pocket nerve, and customs, or the use of techniques that match the product being advertised with viewers' personality), and finally that of a call of action. For Moore and Dwyer (1994), the term visual can be categorized as follows: 'static visuals', which include pictures and printed or projected images, and 'dynamic visuals', which involves animations, films and videos, 'personal visuals', which is a sub-type of dynamic visuals, consisting of pantomimes, body language, sign language, and gestures. The verbal, on the other hand, can be categorized into: 'written (static) verbal elements', which includes various types of forms of words (text) whether printed or projected, and 'Spoken (dynamic) verbal elements', which contain the audible spoken language and the animated or metamorphosed visual forms of a text.

Adopted Model

The theory to be used in data analysis is Frame semantics by Charles Fillmore (1995). This theory is a cognitive linguistic one; it represents a developed extension to the semantic theory. It focuses on the role played by a sign (i.e., word, image, text, phrase, icon, etc.) in highlighting several units. Each sign is considered a FRAME ELEMENT which helps to evoke Frame Units. The whole frame elements together with their highlighted frame units are called an EVENT. This theory entails identifying the salient elements, i.e., the frame elements, and pinpointing the possible suggested triggers that might be evoked. Of course, the number or range of these evoked associations differs from a person to another. This theory further represents a linkage between language and real life experiences. For Fillmore & Petruck (as cited in Shead, 2011), this theory implies that word/image, practice, belief, etc. could be mapped into semantic frames to be properly, yet subjectively deciphered; consider Figure 2:-
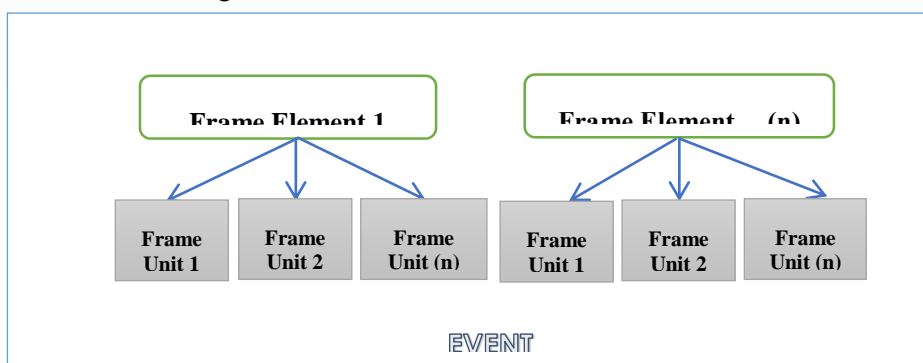

Figure 2. The Variables of Frame Semantics Theory by Charles Fillmore (the researchers' Figure)

Method

Research Design

The present study is qualitative; it focuses on examining the points of difference and similarity between the two languages in question regarding the investment of these popular visual

attention/ persuasive strategies. Since it is qualitative, the analysis will be limited to (4) randomly selected advertisements; (2) from each language. The selected advertisements are representatives of both languages in question to help give an idea about the way each language uses such strategies. With respect to qualitative research, Gratton & Jones (2004) added that qualitative research "relies on non-numerical analysis to provide understanding …[it] assumes social reality is a subjective experience"(p. 24). In this vein, Andrew, Pedersen & McEvoy (2011) elaborated that such a type of research is quantity and statistical free; it focuses on description to give an in-depth understanding of the research problem; it further involves a limited use of subjects and data at the same time.

Data Analysis
American English Facebook advertise- EVENT 1

We're redefining "the best" in skincare technology. ✨
Inspired by groundbreaking research, is the high-performance serum that no one should live without. Shop now:
https://estee.cm/2BDUkJ0

✨90% said their skin immediately felt SOFTER and SMOOTHER*

✨91% said their skin felt more RESILIENT after just3 weeks*

✨92% said their skin was left with a HEALTHY GLOW after 3

Image 1. Skincare Serum (Estee Lauder, 2020)

This event entails the availability of three basic frames: virtual seller, virtual buyer, and the virtual product. The advertisement is full of a number of emotional and powerful words that help evoke certain frames. These words represent the frame elements that are related to the three main frames as tabulated in Table 1:

Table 1.
The Basic Frames and their Elements in Event 1

Virtual Seller	Virtual Product	Virtual Buyer
We	The best	Shop now
	Skincare technology	
	✨	
	groundbreaking research	
	high-performance serum	
	no one should live without	
	✨90%, ✨91%, ✨92%, ✨89%	
	Immediately felt SOFTER and SMOOTHER*	
	HEALTHY GLOW after 3 weeks*	
	FIRMER after just one bottle**	
	543	
	**1.7 oz.	

The advertisement opens with the pronoun "we" to evoke the frame units of family, and familiarity. The phrase 'we're redefining the best' helps to highlight the frame units of efforts are being exerted, and concern, etc. The phrase, 'the best', alone activates the frame units of perfect, repeated trials, and the only good product, which ultimately evoke the frame unit of result. The phrase 'skin technology' highlights the frame units of laboratory, serious work, concern, being modern, etc. The appearance of the star ✨ before the word 'inspire' highlights the frame units of magic, and charm, etc. The word 'groundbreaking' entails highly and emotionally the frame units of the strongest, recent, and a new cry. The phrase 'high-performance serum' evokes the frame

units of good quality and ultimately of result. Besides, the expression, 'that no one should live without', activates the frame unit of being essential. The verb 'Shop now' prompts the frame units of invitation, and an urgent call, and the presence of the website highlights the frame units of facility and readiness. The percentages provided evoke the frame units of quality, excellent results, major agreement, and effectiveness. Further, the proverbs of time, 'immediately', 'after just 3 weeks', and 'after 3 weeks', all activate the frame units of speed treatment, high effectiveness, and ultimately of time. The text also involves the use of adjectives, and nouns, such as: 'SOFTER', 'SMOOTHER', 'RESILIENT', 'HEALTHY GLOW', and 'FIRMER', which are all emotional words that help activate the frame units of softness, healthy, and shiny skin, and ultimately of result. The seller wrote these words in uppercase to grab consumers' attention. The phrase 'after just one bottle' also activates the frame units of being highly effective, and economic, and ultimately of result. The use of the star bullets,**, aids in prompting the frame units of attention, suitability, perfectness, etc. Mentioning numbers and statistics as '543' highlights the frame units of seriousness, experiment, trust, effectiveness, and ultimately of a perfect result. Finally, mentioning the size of the serum also evokes the frame units of satisfaction, and richness, etc. Speaking of the pictorial code, one can notice that the background is bright blue as if the brightness comes from the product itself as represented by the small stars that surround the bottle.
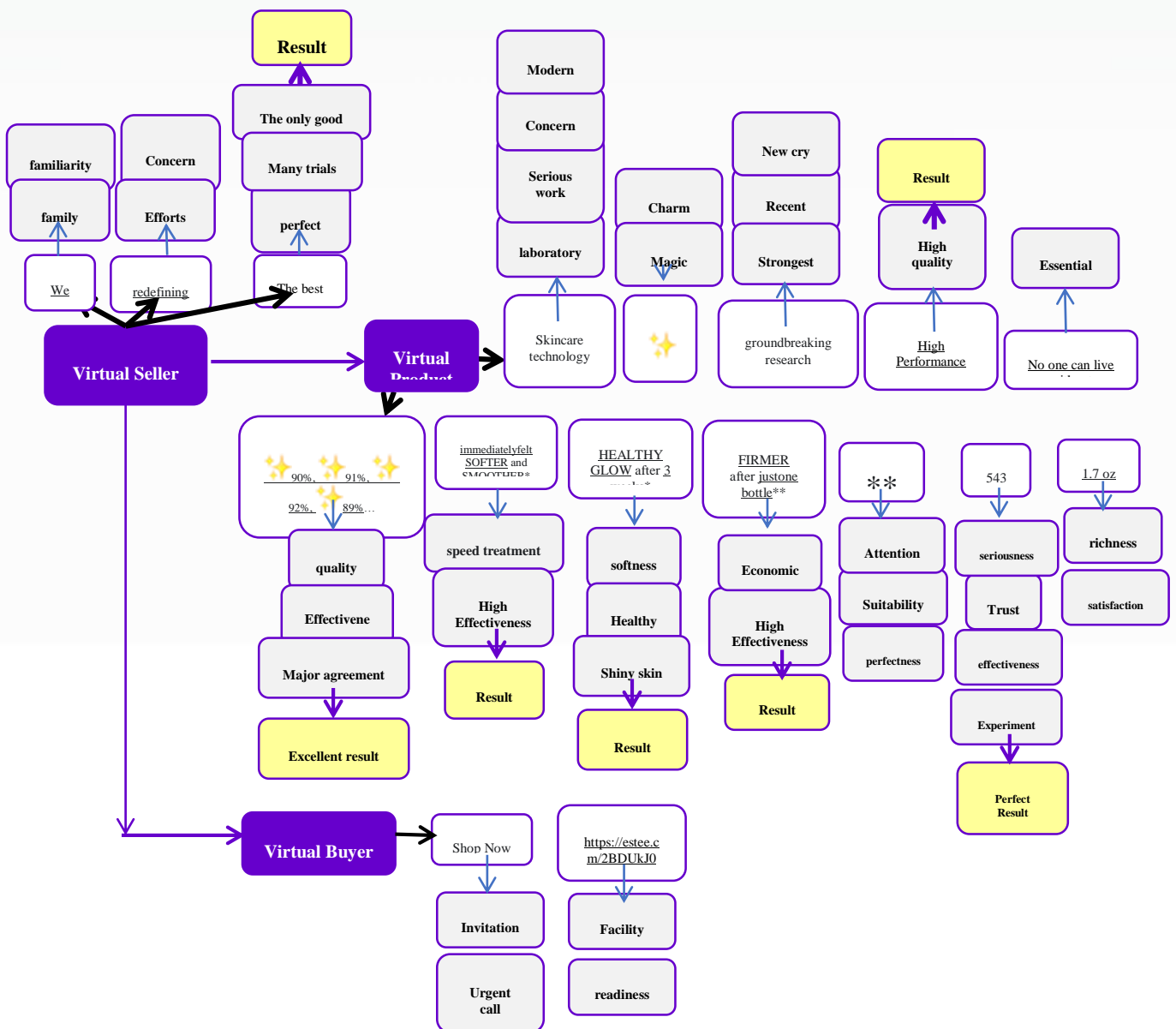

Figure 3. The Semantic Frame of Event 1

Moreover, the product is placed in the central position in an conspicuous and outstanding shape. The bottle indicates the frame of the serum shape, the commercial brand name, and the size of the bottle. No many objects are shown as the seller wants purchasers to focus on the size of the

bottle and its elegant shape. Additionally, there are some text written on the front side of the bottle, which is the name of the serum and its usages, Advanced Might Repair, a multi-recovery complex in both languages English and French. As it is stated earlier in the theoretical background, the way images are read is holistic. Thus, when a person looks at the image, she starts evoking spiritual feelings as if the bottle is a gift from God, which comes to brighten females' nights, since it is a night serum. The brown color of the bottle is contrasted with the bright dark blue color of the sky. The color evokes the word 'groundbreaking' mentioned in the text. All in all, the frames evoked by the image support though partially the ideas mentioned in the text. In this advertisement event, the image cannot come alone as the pieces of information mentioned in the text are not all indicated in the image. Accordingly, the role of the image is supportive, but not alternative; consider Figure 3:

American English Facebook advertisement -EVENT 2

Image 2. A new collection (Lloyds, 2020)

This event entails the virtual presence of three virtual communicative pivots: the virtual seller, the virtual buyer, and the virtual product. The designer used a number of emotional and powerful words that help describe the product that activate certain frame units. These words in the text represent the frame elements related to the three main frames as tabulated in Table 2:

Table 2.
The Basic Frames and their Elements in Event 2

Virtual Seller	Virtual Product	Virtual Buyer
We	![tiger emoji]	Receive
our	GIFT TIME	You
@esteelauderuk	all of this	Call into
counter	FREE	
	buy 2 or more items	
	one to be skincare or foundation	
	How amazing is the bag design?	
	Sooooo gorgeous!!	
	![tiger]… for more details	
	don't miss out✨.	

The event begins with the emoticons tiger, heart and a star, (![emoticons]), to highlight the frame units of lovely things, brightness, shininess, and tiger color or tiger material. These emoticons surround the offer, 'GIFT TIME', which is written in uppercase to grab consumers' attention. The mere mentioning of this phrase evokes the frame units of something to be given, suspense, and ultimately of free offer. Then, the verb 'Receive' is used to evoke the frame units of a call, and concern. The phrase 'all of this' again entails the frame units of multiplicity and quantity. In the is 'for FREE', the word 'FREE' is written in uppercase to pull the attention and persuade people to come. Thus, this word helps activate the frame units of enthusiasm, interest, winning something, and come and visit. Then, the pronoun 'you' is used to highlight the frame unit of inclusion. Wining the free offer is conditioned by another frame unit, offer, as represented by the phrase '…when you buy 2 or more items from our @esteelauderuk counter (one to be skincare or foundation)'. The offer activates the frame units of condition, buying skincare and foundation, and of quantity. This is because buying two items entails getting a collection. The use of the pronoun 'our' evokes the frame units of inclusion, trusty sources, originality, etc. Besides, mentioning the link evokes the

frame units of facility, come and buy, and guide. The buyer is trying persuasively through the use of the question to pull the attention of the viewers to the design of the bag, which is a credit beside getting the collection. Accordingly, the question activates the frame units of come and buy, beauty, elegance, lot, etc. The adjectives 'amazing' and 'sooooo gorgeous' are powerful words that aid in highlighting the frame units of quality, beauty, perfection, etc. The use of the raising hand emoticon, (🐯), highlights the frame unit of celebration. It is followed by the verb 'Call into store' that helps to evoke the frame units of invitation and urging. Moreover, the phrase 'only available whilst stocks last' is a call for consumers to hurry up, get invited, and to urge. The negative imperative 'don't miss out✨' evokes the frame units of to hurry, come and buy, and win. The star emoticon connotes the frame units of celebration, happiness, shininess, praiseworthy, etc. As for the pictorial mode, represented by the use of the image, it evokes the frame unit of collection. Textually, nothing was mentioned about the components of the collection. This also represents a persuasive technique to keep the consumer curious to know about it, or to direct the attention to the image provided. Thus, it is only through the image that one can know that the collection includes: lipsticks, eyeliner, sun blocks, the foundation made by Esteelauder company, and a bag. Accordingly, the image adds a real touch to the text, but it cannot fully replace the textual information, as illustrated in Figure 4:
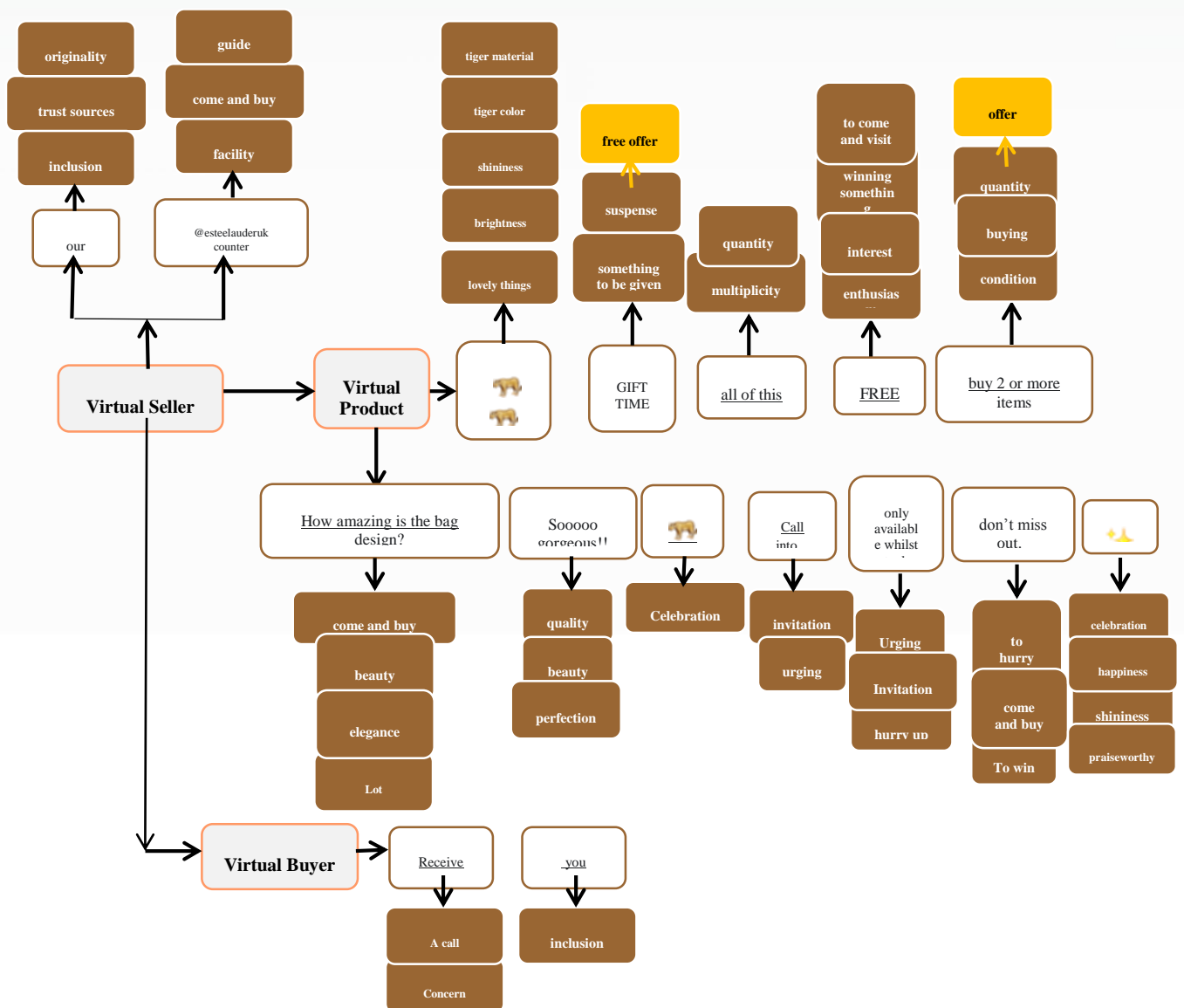

Figure 4. The Semantic Frame of Event 2

Iraqi Facebook advertisement -EVENT 1

العرض الحصري لدى كوزمتك جنات

ارقى مواد تجميل وبأسعار خيالية

توجد عروض حصرية لدينا

نختار احلى تعليق واكثر تاكات وندخله قرعة هدية فد شيء غريب

منتج قابل للتبديل اذا ما عجبكم
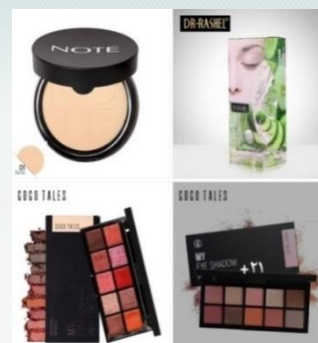
توجد هدايا وجوائز لزبائننا الكرام

Image 3. An exclusive offer (كوزمتك جنات, 2020)

This event entails that there are the virtual seller, the virtual buyer, and the virtual product. The product has been described using a number of emotional and powerful words together with some attention grabbing techniques to activate certain frame units. Certain words of the text represent the frame elements that are related to the three main frames as tabulated in Table 3:

Table 3.
The Basic Frames and their Elements of Event 3

Virtual Seller	Virtual Product	Virtual Buyer
لدينا	العرض الحصري	زورونا
نختار احلى تعليق	ارقى مواد تجميل	لزبائننا الكرام
قرعة...واكثر تاكات	وبأسعار خيالية	
في موقعنا....	عروض حصرية	
	هدية فد شيء غريب	
	قابل للتبديل	
	هدايا وجوائز	

The panel opens with the phrase 'Exclusive Offer' at Janat Cosmetics. The word exclusive evokes the frame units of something distinguished to be offered, discount, and uniqueness. Then, the designer used an emotive language to enhance the sense of persuasion and characterize the product through the use of abstract adjectives, such as: the 'Supreme' cosmetics, with 'magical' prices. The use of such adjectives increases the sense of persuasion and pushes the buyer to think and mediate in what is being offered. Accordingly, the adjective 'supreme' evokes the frame units of the best, and the highly refined. The adjective 'magic' in the noun phrase, 'magical prices' activates the frame units of great discount, reasonable, and unexpected. The sentence 'there are exclusive offers with us' enhances and persuades people more and more. Thus, the phrase 'exclusive offer' highlights the frame units of uniqueness, quantity, and prize. The pronoun 'us' activates the frame units of inclusion, familiarity, being a family, and concern. Then, a new persuasive strategy is used, which is that of making competition, 'the most beautiful comment, and the more tags will be polled to get a strange gift'. Such a bandwagon strategy represents an offering strategy that prompts the frame units of challenge, commenting, tagging, winning a prize, and unexpected gift. Beside this strategy, the emotive technique used continues through describing the product by being something 'different', and that the product can be replaced if not favored. This language activates the frame units of flexibility, good treatment, understanding, trust, uniqueness, etc. Further, the sentence 'there are other gifts and prizes' prompts the frame units of generosity, winning, quantity, etc. This represents another bribery in the form of gifts and prizes being offered to generous customers. The phrase 'generous customers' highlights the frame units of respect, concern, and love. Finally, the verb 'visit us' evokes the frame units of invitation, call, encouraging, etc. The appearance of the address connotes the frame units of a call to come and try the products, invitation, guide, etc. Such a persuasive strategy is called a bandwagon strategy. Speaking of the language of the image provided, it displays sub-images about the different products that are being offered to buyers. The mere looking at the image evokes the frame units of prizes and gifts, cosmetics, etc. The images clarify the linguistic pieces of information and ultimately fill in the gaps with everything related to the mental image being created to the gifts and prizes being offered. They further identify the gifts to include a foundation powder, eye

cream, and an eye shadow. The images further evoke the frame units of trust, promising, reliability, relaxation, satisfactions, and many other positive frames. Thus, the image plays a role in adding some pieces of information, but it cannot replace the detailed information mentioned in the text, as shown in Figure 5:
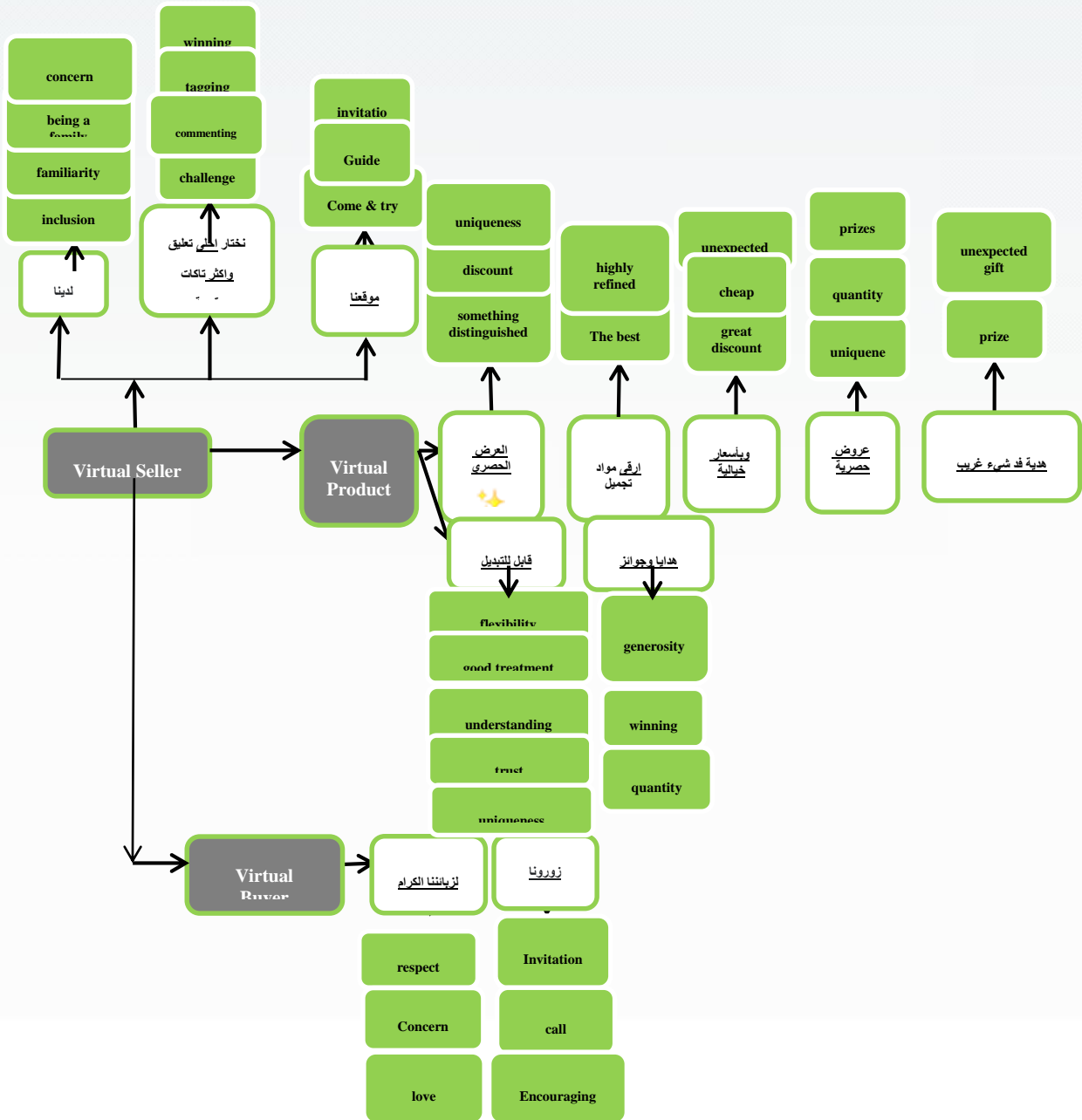

Figure 5. The Semantic Frame of Event 3

Iraqi Arabic Facebook advertisement -EVENT 2

عيدكم مبارك....إعادة الله عليكم بصحه وعافيه يا رب...وتغير حال العراق من حال
إلى حال افضل أمين يا رب العالمين....

حبايب كلبي الحمد لله والشكر....والله افرح من اسمع نتائج حلوه وترضي الزبون
ويتشكر عليها مثلا من يتركون المكياج أو اكو مشاكل بشرة حيل تعبانة وتتعالج
مسويتلكم كريم الصبار ولبان الذكر...شيء حبايب...الف الحمد لله والشكر...والله
جديد عجيب رهيب شيء تحفه ظمان١٠٠% وكل هذا عليه تخفيضات الكريم
جربوا وما تتندمون والله ابد ابد وصابونته ١٠...وكلفة التوصيل ٢....منتج روعة
ضمان١٠٠% ..العدد والكمية قليله.......

للحجز والاستفسار الاتصال على الرقم المندوب 07832481465...أو مراسلتنا
على الخاص..وتدللون...

.بياض اللؤلؤ..

..معالجة الكلف و التصبغات والرؤوس السوداء

الهالات السوداء..

Image 4. Aleo cream and male frankincense (همس الحنين, 2020)

This event entails the existence of a virtual seller, virtual buyer, and a virtual product. The designer used a number of emotional and powerful words, together with some attention grabbing techniques to activate certain frame units about the product being offered. Certain words of the text represent the frame elements that are related to the three main frames as tabulated in Table 4:

Table 4.
The Basic Frames and their Elements in Event 4

Virtual Seller		Virtual Product	Virtual Buyer
رب...وتغير عيدكم مبارك....إعادة الله عليكم بصحه وعافيه يا رب العالمين حال العراق حال من حال إلى حال افضل أمين يا		شيء جديد عجيب رهيب شيء ضمان ١٠٠%...تحفه ضمان ١٠٠%	تتندمون جربوا وما
حبايب كلبي		وكل هذا عليه تخفيضات الكريم وصابونته ١٠...وكلفة التوصيل 2	
الف الحمد لله والشكر...الحمد لله والشكر والله والله ابد ابد		العدد والكمية قليله...منتج روعه التصبغات معالجة الكلف و..بياض اللؤلؤ الهالات ..والرؤوس السوداء نعومه ... ترطيب..التجاعيد..السوداء معالجة أضرار استخدام ...كبشرة بيبي والدرمودين الخلطات التجارية 🥰😍😍	
افرح من اسمع نتائج حلوه وترضي الزبون ويتشكر عليه مثلا من يتركون المكياج أو اكو مشاكل بشرة حيل تعبانة وتتعالج مسويتلكم للحجز والاستفسار الاتصال على الرقم المندوب 07832481465....أو مراسلتنا على الخاص وتدللون			

The panel opens with the persuasive strategy of emotive techniques. The prayers and wishes wished to the viewers and future customers highlight the frame units of friendship, caring, familiarity, happiness, closeness and love. The phrase 'my heart sweeties' activates the frame units of being a family, close friends, and concern. Then, the virtual buyer repeated the word of thanking, 'thanks God', and 'a thousand thank you God', to evoke the frame units of sincere happiness, trustworthy, positive comments, and the effectiveness of the product. To increase the sense of trust, the virtual buyer swears to God twice; once to express the frame units of sincere happiness, and trust due to the customers' positive comments, words of appreciations, and solved problems. Another is when preparing a new effective product to them. Highlighting the frame of the positive results helps to evoke the frame unit of trust; this, in return, prompts the frame unit of having a positive result with any future products. Then, the virtual seller made a reference to a

new product that is made of Aleo Cream and male frankincense. The new product is characterized by being new, wonderful, gorgeous, and amazing; it gives 100% credit. These powerfully emotional words activate the frame units of trust, originality, and effectiveness. After these positive attributes, the virtual seller presented an offer in a form of bribery, where the product with its soap is sold by 10000ID and the delivery service fee is only 2000ID. Mentioning the price of the product, and the service fees activates the frame units of buying, trust, satisfaction, and trying. The last sentence, 'you will be spoiled', activates the frame units of concern, service, love, etc. Then, another set of attributes is highlighted, such as the product is 'gorgeous', and 'worth trying'. It is '100% guaranteed, I swear to God, I swear to God, it is non-regrettable never ever'. Such an emotional language helps to highlight the frame units of to come and buy, to hurry up, an invitation, and trust. It represents a call to the buyers to come and try, and join the bandwagon. The mentioning of the means of contact represents another call for joining the bandwagon and be their customer. Lastly, a set of usages have presented to remind the buyers of the magical functions of the product. The first represents a metaphorical usage where the product causes whitening that resembles that of the pearls. It treats all freckles, pigments, black spots, dark areas, and wrinkles. It moistens and leads to have a baby skin. It treats all damages caused by using commercial mixtures, products, or dermodine.
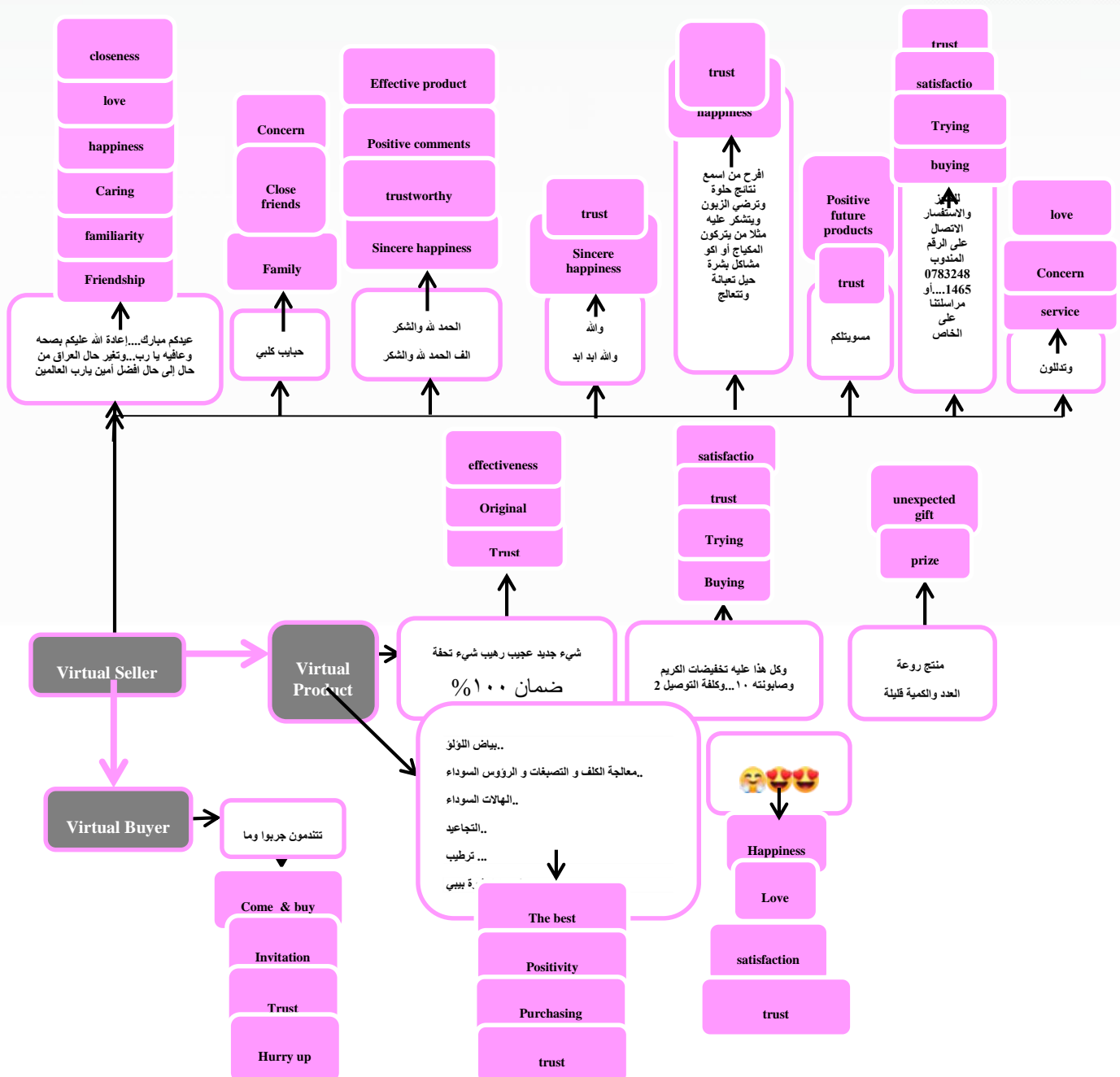

Figure 6. The Semantic Frame of Event 4

All these sentences activate the frame units of being the best, positivity, purchasing, and trust. The use of following emoticons, (🤗😍😍), evokes the frame units of happiness, love, satisfaction, and trust. From the semiotic point of view, the image provided supports part of the information indicated in the linguistic message. It highlights two of the positive reviews to enhance the frame of trust. Here, the roles of the images are to support, enhance, add or complete the linguistic message. The image holistically displays the positive comments, and the shape of the cream, the size of the container, and the result before, and after applying it. All these sub-images evoke the frame units of trust, magical results, and to come and buy, etc.; consider Figure 6:

Conclusions

Based on the descriptive analysis done, the researchers arrived at a number of conclusions derived as an answer to the research question put earlier, which reads: What are the points of difference and similarity as far as the use of visual attention/persuasive strategies in Iraqi Arabic and American English Facebook advertisements?, as listed below:-

1.   Both the Iraqi Arabic language and American English used a roughly equal amount of general attention-pulling techniques. However, two techniques highly characterized the Iraqi Arabic advertisement; these include the use of swearing, and repetition, which highly reflect the culture of the Iraq people in these two usages.
2.   In brief, the textual visual strategies used in Iraqi Arabic and American English Advertisements are as follows:

a.   In the selected Iraqi Arabic advertisements, the virtual seller implemented various textual techniques, such as: the use of powerfully emotive language as represented through the use of lexical words; the use of pronouns to create the family sense of caring and of inclusion; the use of the bribery strategy as represented by offerings and discounts; the use of the bandwagon strategy through the application of competitions and making calls; the use of links and addresses to facilitate accessing the products; the use of repeated words to keep reminding the consumers with what is offered, the use of swearing to enhance the senses of being original and trustworthy; the mentioning of the products benefits to address their problems and desires, and highlight the senses of being close to them, and of concern; the use of positive emoticons, or memes; the use of metaphors, catchy words, and uppercase to attract customers' attention and urge them to come and buy the product.
b.   In the selected American English advertisements, the virtual seller invested a number of textual techniques to make the advertisements more persuasive. These include the following: the use of pronouns to create a senses of inclusion, being one family, or of concern; the use of a highly emotive language as represented by the use of nouns, adjectives, verbs, and even adverbs; the mentioning of links that give the sense that the product can be easily accessible; the use of emoticons that help flavour the text positively; the use of uppercase letters to capture the attention; the use of percentages, numbers, and tests to accentuate the sense of being trustworthy, the use of star bullets to evaluate the speech; the use of the bandwagon strategy, which is a call to join and experience the product; the use of the bribery strategy as represented by mentioning discounts, and offering extra pieces; the use of catchy words as FREE to pull viewers' attention, and encourage them to buy; the use of questions to address their needs, and desires; and finally the use of negative imperatives to highlight the sense of warning and concern.

3.   Speaking of the visual pictorial strategies invested, the image in both languages have an important and supportive role that helps in making the texts appear more realistic, as stated by Jordan (2021). However, they cannot replace the details mentioned textually; as shown in the following points:

a.   In Iraqi Arabic, the images used help elaborate more about the components of the gifts or the products being advertised. They further direct virtual buyers to focus on the shape and size of the containers, the results before and after using the products, and the positive comments highlighted. However, the quality of images are not so good.
b.   In American English, the images were selected carefully, taking care of the background colour and matching it with the colour of the product to make the latter more salient. There is also

an emphasis of the position of the product, its shape and size; the mentioning of the usages, and the textually mentioned details, the brand name. Thus, the role of the images used is supportive, but not alternative.

4. The images together with the texts reflect a more persuasive meaning; this conclusion is in line with Scott (1994, as cited in Hirschman & Thompson, 1997). This is because images give spirit to the advertisements and make them appear much more realistic and effective. They represent as Bakar & Deas (2015) maintained, a clarifying components, a conclusion that is also in line with van Gisbergen, Ketelaar, & Beentjes (2004) and Spielberger (2004), etc.

5. The basic attention strategies used in the American English female cosmetics advertisements are bribery, celebrity, and statistics, whereas the basic attention strategies invested in the Iraqi Arabic female cosmetics advertisements are bribery, competition, swearing, the sense of inclusion, statistics, and pieces of evidence. This further reflects that Iraqi Arabs' nature in that they prefer more elaboration, social and scientific facts as they are social in nature. The American English people highly favor advertisements to be direct, limited, and proven statistically. They are more practically rather than socially oriented. This conclusion is linked to the length of the advertisements selected, and its level of wordiness.

6. Framing the images plays an important part in properly deciphering them as claimed by Jordan (2021). However, according to the researchers, this process involves one to be imaginative, digitally literate, and creative when thinking, a conclusion similar to that of Pichler (2001).

7. There is no text-picture balance; however, their importance is of various degrees. Both have their role in persuading people. Their value is abide by the way they are taken/written, their clarity and comprehensiveness. As far as the present study is concerned, the texts have a primary role in Iraqi Arabic and American English Advertisements. However, the American English images are better than the Iraqi Arabic images.

8. As is the case with tourism, the process of purchasing a product being advertised is of two types as far as the researchers of the present work are concerned; mental purchasing and real purchasing. Since the former precedes the latter, it should be given its due attention.

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