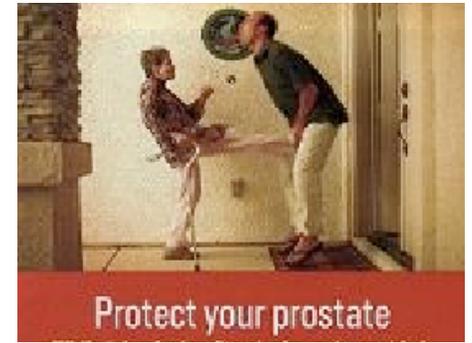


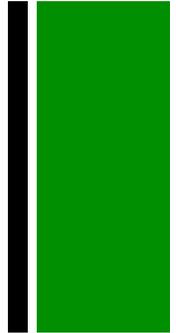
# Marketing Campaigns and How They influence Us



*Roger Graves  
University of Alberta*

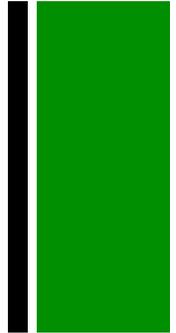
# Persuasion: language + image

- Advertisers use both language and visuals to persuade us to think about products in ways that will lead us to use them or recommend them to others
- This presentation takes a look at how this kind of persuasion works
- Making persuasive claims clear often reveals how weak they are
- We can all benefit by learning to “talk back” to these texts



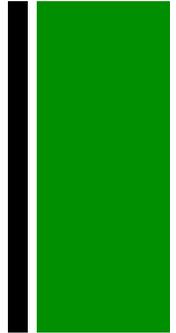
# Definition of Rhetoric

- “Rhetoric is the attempt to bridge the conditions of **estrangement** that are natural and inevitable”
- “The use of words by human agents to **form attitudes** or to **induce actions** in other human agents.”
- “Change of attitude or action through **identification**”

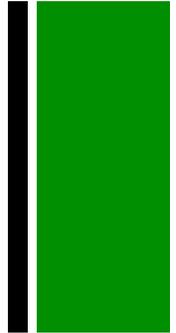


# Analysing visuals

- **Static** (principal object in centre) vs. **dynamic** (person off to one side moving toward some other object/person)
- **Point of view:** close-up; medium shot; long-shot
- **Focus and frame:** what is the focus of the picture? How is it framed by other objects?
- **Subjectivity:** people who look at the camera have a sense of being as a person; those who are shot from the side are objects
- **Perspective:** are people in the picture looking up at the viewer? Down? Across?



# A Basic argument



Logical Claim:

- You should take Crestor© to reduce your cholesterol because if you don't "get tough" you will have serious health problems.

Visual argument:

- metaphor: martial arts study builds a strong, healthy body; taking Crestor© builds a healthy body

Static/dynamic; point of view; focus & frame; subject/object; over/even/under

# 1. Informal Logic: Toulmin

- Claim is a statement: The gun registry in Canada has failed to live up to its promise of making women safer
- **Claim + stated reason:** The gun registry in Canada has failed to live up to its promise of making women safer **because the kinds of guns used to kill women in domestic violence do not require registration.**
- From: “Citing a tragedy to support a farce,” Matt Gurney, *National Post*, March 22, 2010: A10.

# Organic food ad

- **Premise:** You want the freshest, purest organic ingredients, look to Jaffe Bros.
- **Claim + reason:** [Buy from us because our products are] Grown and produced without preservatives or harmful chemical additives. We carefully protect our products in cold storage until we send them to you.
- **Claim:** [Buy from us because our products are] Nothing less than the best for your recipe
- **Claim:** : [Buy from us because we have been producing] Quality organic foods for over sixty years

**You Want the Freshest,  
Purest Organic Ingredients,  
Look to Jaffe Bros.**

Grown and produced without preservatives or harmful chemical additives.  
We carefully protect our products in cold storage until we send them to you.

**Nothing Less Than  
the Best for Your Recipe**



**Quality Organic Foods for Over Sixty Years**

**JAFFE BROS.**

28560 Lilac Road, Valley Center, CA 92082

For a Free Catalog and Shipping Information 760-749-1133 • National 877-975-2333  
[www.OrganicFruitsandNuts.com](http://www.OrganicFruitsandNuts.com)

Static/dynamic; point of view; focus & frame; subject/object; over/even/under

# Stated Reason + evidence

- Evidence to support stated reason (Grounds) (facts, data, statistics, testimony, examples):
- The numbers of gun murders were dropping in Canada well before the registry began
- 50 women per year are murdered, roughly 30% with firearms
- 2/3 of these firearms are long guns [which do not require registration]
- 10 women a year die from domestic gun violence

# Evidence is often in the text

- Wild chaga is the most powerful of all tree mushrooms. . . [I]t is a potent source of nutrients, enzymes, and phytochemicals.
- It is the world's top source of SOD (superoxide dismutase), an enzyme needed to protect all cells in the body.

Trees live long.  
They are also very powerful.  
You can be, too.

Get powerful with  
wild, raw chaga mushroom...

Hand-harvested  
in remote  
wild Canada

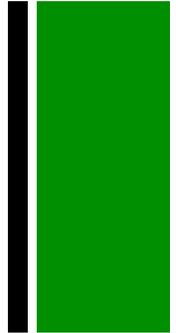
*The forest's secrets are now revealed—*

The advertisement features a background image of a forest with autumn foliage. In the foreground, there is a small glass bottle of Chag-o-Power and a larger jar of Chag-o-Charge. The jar is labeled 'In-fusion Power Chag-o-Charge WILD CHAGA MUSHROOM HEALTH DRINK with wild white Birch bark expresso'. The bottle is labeled 'Chag-o-Power'. A yellow starburst graphic is positioned above the jar.

Static/dynamic; point of view; focus & frame; subject/object; over/even/under

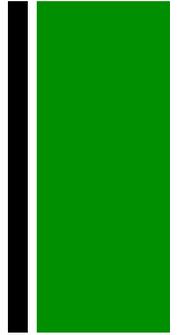
# Unstated assumption (**Warrant**) (draws on beliefs, values of reader)

- If the gun registry doesn't protect women from domestic assault, it's pointless
- Unstated assumption underlying this claim?
- Measures taken to reduce domestic violence that don't work should be abolished
- Supporters who argued the gun registry would protect women from domestic violence were mistaken/wrong
- Actions that fail to increase women's safety and reduce their gun-related murders are pointless



# Unstated assumptions of Chag-o-charge

- Natural products are safe
- Superoxide dismutase can be readily absorbed and used by humans by drinking it in a liquid form
- Phytochemicals are a good thing



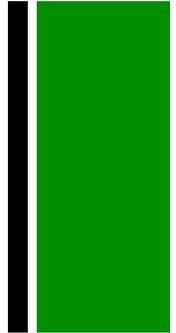
# Qualifiers (hedges added to make claims less vulnerable to rebuttal)

- The gun registry in Canada has not prevented domestic violence against women because the kinds of guns **generally** used to kill women do not require registration.
  
- From the Chag-o-charge ad:

These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any disease.

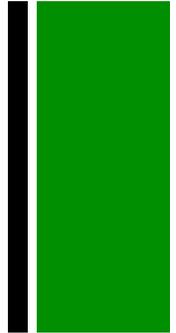
## 2. Casuistry/cases

- Casuistry is case ethics
- Widely used in the medieval and renaissance periods to explore ethical issues
- Case ethics allows one to “resolve moral problems” without resorting to theoretical argument.



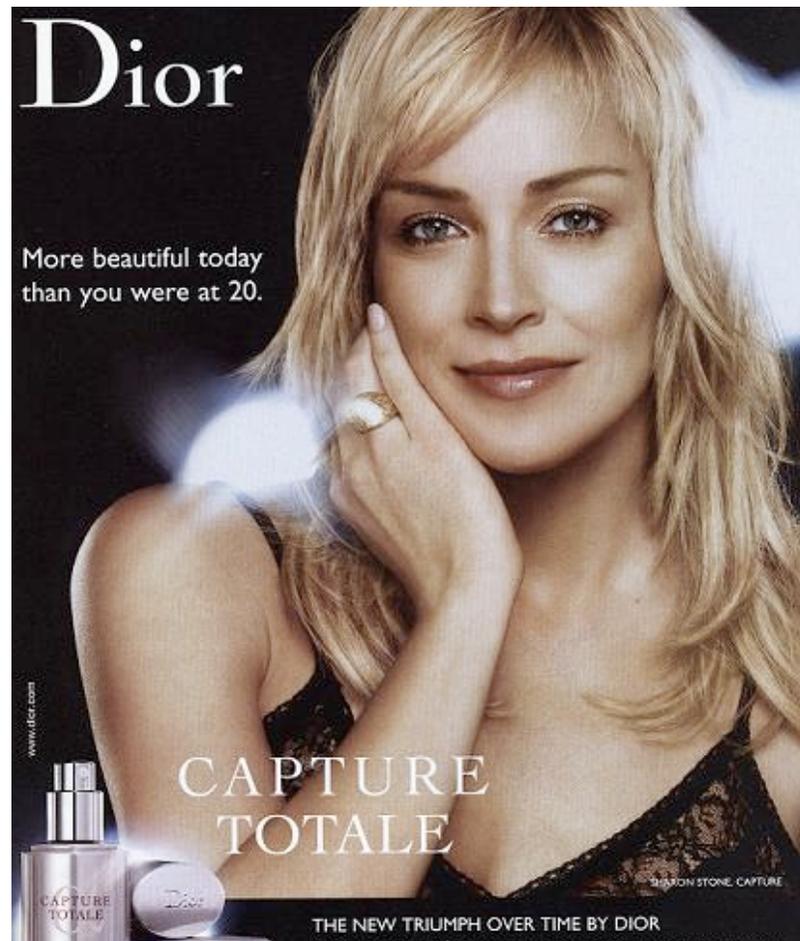
# How casuistry works

- Begin with type cases or paradigm cases as objects of reference
- Compare and contrast an individual case with the type case to determine how closely the specifics of the individual case are comparable to the type case
- Type cases serve as objects of reference
- Type case is the starting point for a moral discussion



# Type case for beauty

- Readers are to use her as a comparison to other middle-aged women
- Question: how closely does her case resemble the cases of individuals we know or ourselves?
- Can we also fight the ravages of time by using this skin cream?



Static/dynamic; point of view; focus & frame; subject/object; over/even/under

# Casuistry provides moral experience

- Moral experience comes from seeing how the ideas behind the rules work out in the course of peoples lives
- Allows us to see how and where we should waive or adjust the absolute moral rules in a particular circumstance
- Nope. The rules are good.
- Question: how closely does his case resemble the cases of individuals we know or ourselves? Woods is now a “type case” of an altogether different kind.



Static/dynamic; point of view; focus & frame; subject/object; over/even/under

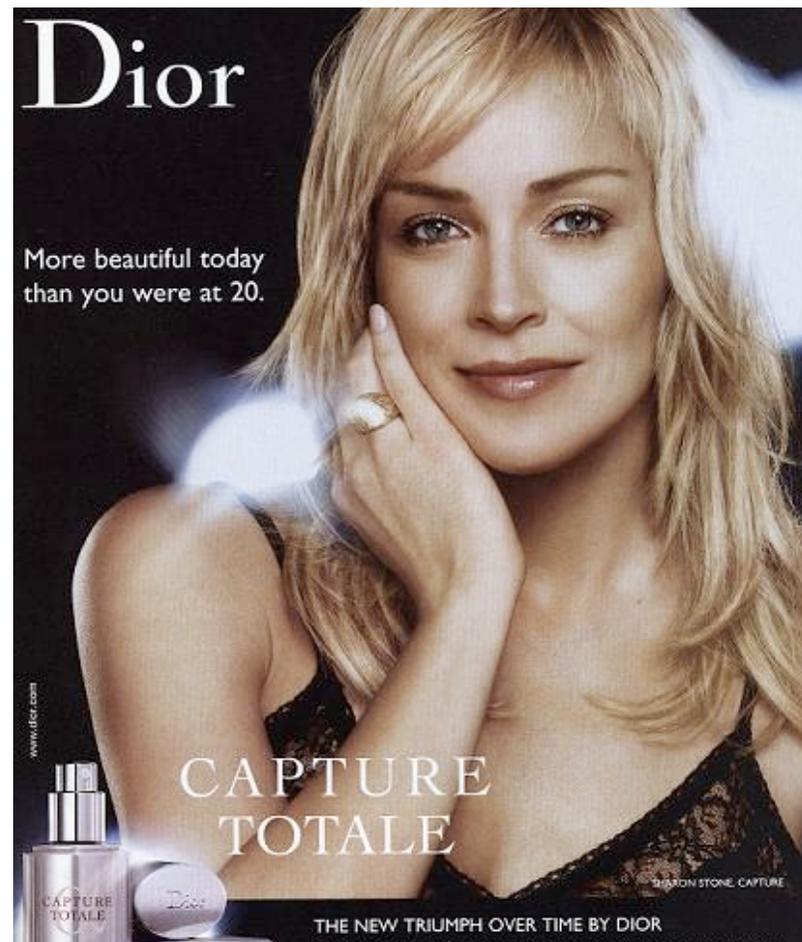
# 3. Presence, identification, consubstantiation

Advertisers create “presence” by the choice of elements that they choose to focus on

- It helps persuade the audience by making the subject concrete and real

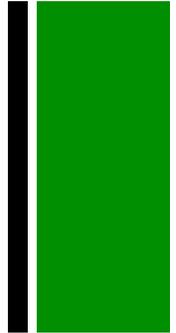
*Identification and consubstantiation*

- Individuals form selves or identities through various properties or substances i.e. physical objects, etc.
- Share substance with whatever or whomever you associate, and simultaneously define yourself against others



## 4. Liason/association

- **Liaison or associative:** taking two different concepts and establishing a bond between them; connect the starting point with the thesis
- **Example:** connect life to act of abortion; connect quality of life with money—the more money you have, the more improved the quality of your life will be because you can afford to buy yourself labor-saving devices or trendy clothing



# Liason/association

- What are we asked to associate Centrum Advantage with?
- Visuals represent the answer
- Because visuals do not state propositions in language, they are much harder to prosecute in a court of law
- The items in the bag that represent the level of health that could reasonably be attributed to taking these vitamins is almost certainly an overstatement



Static/dynamic; point of view; focus & frame; subject/object; over/even/under

## 5. Similarity/difference

- **Quasi-logical:** two subsets: one based on similarity and one based on difference.
- Similarity is more persuasive because people are more likely to accept premises based on logic or what appears to be logic.
- Example: The Gulf oil spill devastated wildlife. Similarly, the tailings ponds in Ft. McMurray killed ducks. Don't visit Alberta (or, presumably, the Caribbean).

# + Similarity



Static/dynamic; point of view; focus & frame; subject/object; over/even/under

<http://www.montrealgazette.com/travel/Rethink+Alberta+campaign+riles+Tories/3281486/story.html>

## 6. Cause and effect

- **Cause and effect:** relationship between elements based on a sequence: one thing was the cause of another thing
- Taking Tylenol will make you active



Static/dynamic; point of view; focus & frame; subject/object; over/even/under

# 7. Metaphor and analogy

## Metaphor and analogy:

- A:B :: B:C (they must come from different spheres)
- **Example:** Coach tells players to act like animals and “kill” opponents
- This woman is like a bird (A:B) and birds can fly (B:C)



Static/dynamic; point of view; focus & frame; subject/object; over/even/under

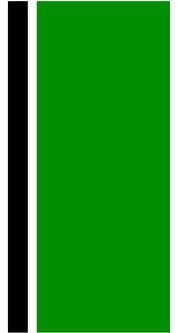
# 8. Paradox

- Argumentative technique of dissociation
- Reality and appearance become indistinguishable
- Example: Police officer who pulls over woman who is driving too carefully: she **MUST** be doing something wrong.
- Legal behavior becomes illegal through this paradox.



Static/dynamic; point of view; focus & frame; subject/object; over/even/under

# 9. Pentad



1. Act

1. What took place in thought or deed.

2. Agent

2. What person or kind of person performed the act?

3. Agency

3. What means are used to perform the act?

4. Scene

4. What is the background of the act, the situation in which it occurred?

5. Purpose

5. What is the Agent's private intention in performing the act?

# Pentad (continued)

## Ratios

- Relationship between the various aspects of the pentad
- The elements of the pentad interact, depend on each other; they can't stand alone
- Act/agent/agency/scene/purpose



Is osteoporosis part of your retirement plan?

Osteoporosis doesn't develop in a single day. But it can change your life overnight. When bones become brittle, just one break can take away your independence and shatter your dreams for retirement. And since one in four women over 50 will develop osteoporosis, it's a good idea to start investing in your bone health now.

**You could be at risk.**

To find out more or to make a donation,  
visit [www.osteoporosis.ca](http://www.osteoporosis.ca) or call 1-800-463-6842.



Osteoporosis Canada

Osteoporosis Canada

Static/dynamic; point of view; focus & frame; subject/object; over/even/under

# 10. “the negative”

“the negative”

- It is a product of language
- Action arises out of hortatory “don’t”
- It’s a mistake to ignore bone health.

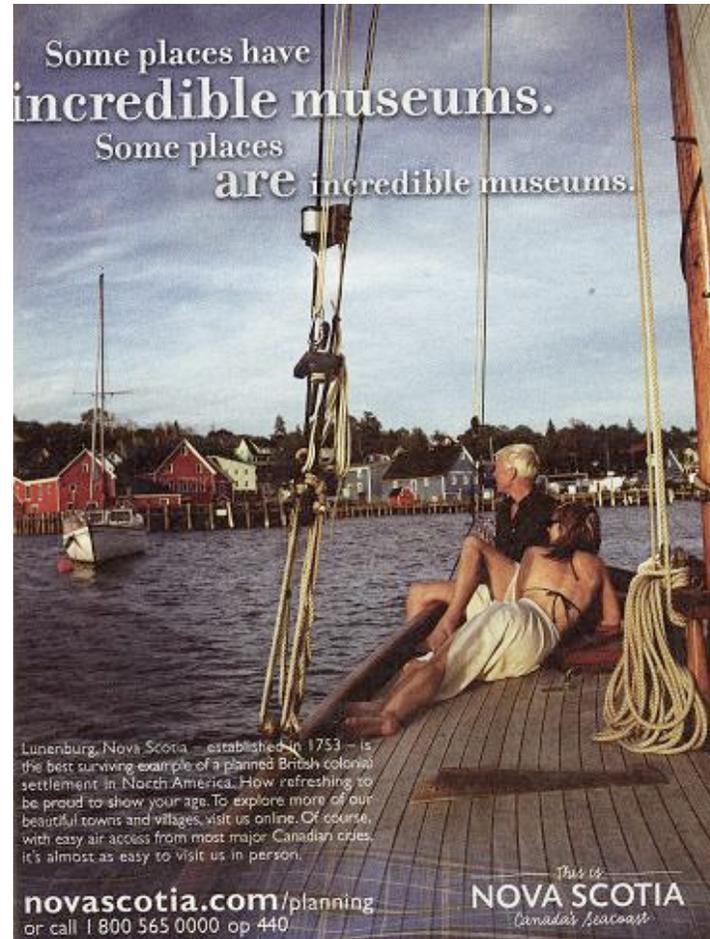


Static/dynamic; point of view; focus & frame; subject/object; over/even/under

# 11. Hierarchy

## Hierarchy

- Graded value-charged structure in which people, things are ranked
- One place is better than another place to vacation.



Static/dynamic; point of view; focus & frame; subject/object; over/even/under

# 12. “perfection”

- Each being aims at the perfection natural to its kind.
- Human beings attempt to perfect whatever.
- Striving towards perfection can be positive or negative.
- Perfect family possible if you take aspirin.



**What's in your recommendation of *ASPIRIN* 81 mg?\***

**Efficacy**

- ASPIRIN. 81 mg (ASA) from Bayer is indicated for primary prevention of a first non-fatal heart attack<sup>1</sup>
- Two primary prevention studies demonstrated a significant ( $p < 0.0001$ ) reduction in non-fatal MI of about one third<sup>2</sup>
- An enteric coated, daily low dose tablet with an established safety profile<sup>1</sup>

**Experience**

- Over 100 years of ASA experience has made ASPIRIN. 81 mg from Bayer a name your patients know
- ASPIRIN. 81 mg – the #1 doctor recommended brand of low dose ASA for daily preventative therapy (n=200)<sup>3\*</sup>

**Commitment**

- Bayer is a committed supporter of the Heart and Stroke Foundation of Canada and the World Heart Federation
- Bayer continues to invest in the evolving science – and benefits – of ASA

**Recommend *ASPIRIN* 81 mg from Bayer to your patients at risk**

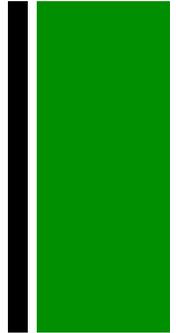


**ASPIRIN**  
COATED, DAILY LOW DOSE  
81 mg

Static/dynamic; point of view; focus & frame; subject/object; over/even/under

# Information campaigns: Your role

- Identify misleading and false information: what does the visual information in ads argue?
- Highlight where the qualifiers/limitations/side effects appear in the ads.
- Create messages that combat the misunderstandings of patients?
- Many consumers who watch drug ads on TV do not accurately remember qualifiers (“some,” “most,” “certain”) [Mack, J. (2007)]; highlight them.



# References

- Kahn, J. (1999). “The double-edged sword of drug marketing.”  
<http://www.cnn.com/HEALTH/bioethics/9908/drug.marketing/>
- Mack, J. (2007). Celebrex Ad: Let’s Dive Deeper.”  
<http://pharmamkting.blogspot.com/2007/04/celebrex-ad-lets-dive-deeper.html>
- Wolinsky, H. (2005). Disease mongering and drug marketing. European Molecular Biology Organization Reports, 6, 612–614.

