ФИЛОЛОГИЯ – PHILOLOGY

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PERSUASION THROUGH SOCIAL MODALITY: LINGUISTIC STRATEGIES IN ADVERTISING

Annotation. This article explores the role of social modality in advertising, analyzing how brands use linguistic strategies to create a sense of belonging, reinforce social norms, and influence consumer behavior. The study examines key means of expressing social modality, including modal verbs, generalizations and social proof, inclusive language, moral and ethical appeals, social stereotypes, social pressure, and expressions of care. Through the analysis of multiple advertisements, the paper highlights how these techniques make advertising messages more persuasive and appealing, shaping consumer perceptions and encouraging purchases.

Keywords: social modality; advertising language; persuasion; modal verbs; social proof; inclusive language; ethical appeals; social stereotypes; social pressure; consumer behavior.

Introduction

Advertising is an extremely multifaceted and multi-aspect phenomenon-social, psychological, linguistic, as well as economic and marketing-related. Therefore, it is not at all surprising that there is a significant variety of interpretations of this concept and definitions of the term itself.

The vast majority of linguists, in their research, adopt as a working definition the one proposed by the American Marketing Association. According to this definition, advertising is information disseminated in a specific form that is non-personal in nature, concerning products, services, ideas, or initiatives, intended for a group of people (the target audience), and paid for by a specific sponsor. [1]

This definition, however, rather reflects the economic and marketing nature of advertising rather than its linguistic characteristics. From a linguistic perspective, advertising could be classified as "creating an image of a company or product and raising awareness about them among potential buyers" [2, p. 11]. However, the essence of the issue lies in the fact that this definition does not fully characterize modern advertising.

At present, "advertising has transcended the narrow confines of the informational function" [3, p. 11] and is primarily intended to stimulate purchases. This is its main purpose, its primary function [4, p.87]; [3, p. 125], [5, pp. 10-11]. Therefore, we consider it most appropriate to rely on the definition proposed by R. I. Mokshantsev: "Advertising is the process of informing the public about a product, familiarizing them with it, and persuading them of the necessity of purchasing it" [5, pp. 8-9].

This definition takes into account the key essential linguistic characteristics of advertising, namely:

1) informing potential consumers about various products/services (informational function), and

2) persuading them of the necessity of purchasing a particular product or service (persuasive function).

Modality in advertising is one of the key tools for influencing the audience. It reflects the speaker's (or advertiser's) attitude towards the statement and conveys specific communicative goals. In advertising, brands aim to create a sense of belonging and alignment with societal norms to influence consumer behavior. One of the key ways they achieve this is through social modality, which shapes perceptions of group identity, cultural values, and social expectations. In this article, we will analyze the means of expressing social modality in advertising, exploring how language and messaging strategies reinforce social belonging and influence decision-making. Let's consider the main means of expressing social modality in advertising texts in English:

1. Social modality can be indicated by modal verbs expressing social norms and prescriptions that show social expectations and recommendations, obligation or strong necessity or a softer prescription based on social norms.

2. Generalizations and social proof: words like "everyone, people, society, we all, most people" create a "bandwagon effect".

3. Inclusive language that create a sense of unity: "we, together, our, let's".

4. Appeals to moral and ethical norms "right, wrong, fair, just, responsible, duty" reinforce ethical responsibility.

5. Social stereotypes and status-oriented phrasing that can associate status, elitism, and success with the product.

6. Social pressure: words emphasizing mass adoption.

7. Expressions of care and social approval. Phrases like "show you care, make a difference, help, support" emphasize social responsibility.

These means that represent social modality in advertising helps brands position themselves within a specific cultural context, build trust, and engage consumers by appealing to social values and norms. The use of collective opinion, moral norms, social pressure, and inclusive language makes advertising messages more persuasive and appealing to the audience.

Materials and methods of research

This study examines the linguistic strategies used in advertising texts to express social modality and influence consumer behavior. The research is based on a qualitative analysis of advertising texts from various industries, including luxury goods, beauty, fashion, technology, and social advocacy. The selected advertisements were sourced from print media, online marketing campaigns, and official brand communications.

The article analyzes a collection of advertising texts that illustrate different means of expressing social modality. These texts were drawn from magazines (e.g., Vanity Fair, Vogue, In Touch Weekly, Harper's Bazaar), online campaigns, and brand advertisements. The selection criteria included:

- Use of linguistic devices that reflect social modality, such as modal verbs, generalizations, inclusive language, ethical appeals, social pressure, and status-oriented phrasing.

- Advertisements that explicitly target social values, group identity, and ethical consumerism.

- Examples from diverse industries to demonstrate the widespread application of social modality in advertising.

A discourse analysis approach was applied to examine how social modality is embedded in advertising language. The methodology consisted of the following steps:

- Textual Analysis: Identifying key linguistic elements (e.g., modal verbs, inclusive phrases, persuasive structures) that shape consumer perception.

- Categorization: Classifying advertisements based on the seven key means of expressing social modality.

- Comparative Analysis: Evaluating how different brands and industries apply social modality and its effectiveness in shaping consumer behavior.

This research highlights how advertisers strategically craft messages to align products with social values, foster trust, and create a sense of belonging among consumers. The findings contribute to understanding the persuasive power of advertising language and its impact on consumer decision-making.

Research results

The analysis of advertising texts revealed that social modality plays a crucial role in shaping consumer perception, reinforcing social norms, and encouraging purchasing decisions. The study identified seven key means of expressing social modality in advertising, each contributing to a specific persuasive effect:

1. Use of modal verbs (should, must, ought to) to express social expectations:
  - Advertisements frequently use deontic modal verbs to establish social obligations and recommendations. They create a sense of necessity and expectation, positioning the product as essential rather than optional.

2. Generalizations and social proof to create a bandwagon effect:
  - Many ads leverage broad claims to suggest that a majority of people trust or prefer a product and to encourage consumers to follow the majority's choice, reinforcing trust and desirability.

3. Inclusive language to foster group identity:
  - Brands use "we," "together," "our," and "let's" to create a sense of belonging and shared values. It strengthens consumer-brand connection, making buyers feel like part of a larger, supportive community.

4. Moral and ethical appeals to reinforce social responsibility:
  - Ads position purchasing as an ethical decision, aligning products with values like justice, sustainability, and fairness. These strategies encourage values-based consumer behavior, making the purchase feel like a contribution to social good.

5. Social stereotypes and status-oriented phrasing to associate products with prestige:
  - High-end brands frame their products as symbols of success, elitism, and sophistication. This approach creates a sense of aspiration, making consumers associate the product with high status and exclusivity.

6. Social pressure through mass adoption claims:
  - Advertisers use statistics and large numbers to pressure consumers into making decisions. It also increases trust and urgency, making consumers believe they must try the product to keep up with others.

7. Expressions of care and social approval to encourage ethical consumerism:
  - Ads emphasize compassion, inclusivity, and well-being, making products seem socially responsible. This strategy enhances brand credibility and appeals to conscious consumers who prefer ethical and inclusive brands.

These results demonstrate that advertising is not just about selling a product but about embedding it within a social and cultural framework, making consumers feel connected, responsible, and validated in their choices.

One of the key ways social modality is expressed in advertising is through modal verbs such as should, must, and ought to, which convey social expectations, obligations, and recommendations. These verbs shape consumer behavior by reinforcing societal norms and

encouraging specific actions. Let's take a look at some advertising texts that illustrate this approach.

THE DEEPEST DEPTHS.
Engineered for the greatest depths of ocean exploration.
The Rolex Deepsea is the watch of choice for professional divers when ultimate reliability is a must... [6]

This advertisement effectively employs modal verb to express obligation and recommendation, influencing the audience's perception of the product's necessity and reliability. The phrase "when ultimate reliability is a must" employs must, a strong deontic modal verb that conveys necessity and obligation. This suggests that professional divers are required to use a watch that guarantees absolute reliability, reinforcing the idea that the Rolex Deepsea is not just an option but an essential tool. The use of "must" creates a sense of urgency and expectation – if a diver wants to be truly professional and safe, they must choose a Rolex Deepsea.

This following advertisement utilizes modal verb to shape social expectations, obligations, and recommendations, subtly guiding consumer behavior and preferences.

PURPLE Haze
Should defying convention be on the agenda, look no further than this season's standout blushes that come in effervescent hues of violet, lilac and mauve. [7]

The phrase "Should defying convention be on the agenda" employs should, a modal verb that expresses recommendation or social expectation. This phrasing suggests that challenging traditional beauty norms is an encouraged or trendy choice, making it feel like a desirable and fashionable decision. Instead of commanding action directly, the ad frames bold color choices as something consumers should consider if they want to stand out and follow current trends.

A powerful way to express social modality in advertising is through generalizations and social proof, that make consumers feel that a product or behavior is widely accepted and preferred. Now, let's examine some advertising texts that demonstrate this strategy in action.

We would love you to join the
CONDÉ NAST TRAVELLER
collective
Become a member to take part in surveys and discussions, and to share your thoughts on travel, food, sustainability and culture with CONDÉ NAST TRAVELLER [8]

This advertisement effectively utilizes generalizations and social proof to create a bandwagon effect, encouraging readers to feel a sense of inclusion and shared purpose. The phrase "We would love you to join the CONDÉ NAST TRAVELLER collective" uses inclusive language (we, you, collective), which fosters a sense of community and belonging. The word "collective" implies that there is an existing group of like-minded individuals, making the reader feel as though they are expected to be part of this larger movement. The mention of "surveys and discussions" suggests that an engaged and active community is already in place, reinforcing the idea that being part of this group is both valuable and socially desirable. The ad highlights topics such as "travel, food, sustainability, and culture", which are popular, socially relevant themes.

The next ad that employs means of generalizations making the product feel universally suitable and widely accepted:

ONE BRA. EVERY BODY. EVERY LOOK.
Invented by a woman. For women. [9]

The phrases "Every Body" and "Every Look" make a broad, all-encompassing statement, implying that this bra is suitable for all women, regardless of body type or style. This kind of sweeping generalization makes the product feel inclusive and essential, persuading potential

buyers that it will work for them too, just as it does for others. The statement "Invented by a woman. For women." reinforces a sense of trust and authenticity, suggesting that the product is designed with real women's needs in mind. By emphasizing that it is made by women for women, the ad builds credibility and emotional connection, implying that other women trust and use this product. This creates a social proof effect, where potential buyers feel that they are joining a community of women who already benefit from this product. The phrase "ONE BRA. EVERY BODY. EVERY LOOK." suggests universal appeal and widespread adoption, reinforcing the idea that this is the go-to bra for all women.

Advertisements effectively employ inclusive language to create a sense of community and shared values, making the audience feel connected to a larger group facing the same challenges and benefiting from a shared solution:

Measuring TV Ads Shouldn't Be This Confusing.
(So We did Something About It)
TV ads are pretty rad. What's not so rad? How messy measurement and attribution have become in the era of Connected TV. An Adweek survey found 75% of advertisers agree the various methods for measuring CTV camapaigns are – using their own words here – "confusing".
That's a problem. But it's one we solved. Visit mountain.com/verified-visits to learn more. [10]

The phrase "So we did something about it" directly includes both the company and the audience in the conversation, reinforcing a sense of shared effort and collaboration. By using "we", the ad makes it seem like the company is not just providing a service but actively working alongside advertisers to solve a mutual problem. The ad presents the issue of confusing TV ad measurement as a common frustration: "Measuring TV Ads Shouldn't Be This Confusing." "An Adweek survey found 75% of advertisers agree... it's 'confusing'." By citing a survey where a large percentage (75%) of advertisers express the same concern, the ad reinforces the idea that this is a widespread industry problem, making advertisers feel like they are not alone in their struggles. This approach builds empathy and solidarity, making the audience more receptive to the solution. The phrase "That's a problem. But it's one we solved." reinforces a problem-solution narrative, with "we" emphasizing collective benefit. The call to action "Visit mountain.com/verified-visits to learn more" invites readers to take part in the solution, making it feel like a community-driven effort rather than just a commercial offer.

In 2019 L'Oréal Paris and McCann Worldgroup Deutschland launched a unique campaign advocating for women's empowerment. The new prints were designed for men, even though they advertised lipstick and other makeup products. The tagline reads:

This is an ad for men.
Hire more women in leadership roles. We're all worth it. [11]

This advertisement strongly reinforces gender equality and collective responsibility. The phrase "This is an ad for men." immediately grabs attention and challenges expectations, especially since the ad promotes lipstick and makeup, traditionally associated with women. By addressing men directly, the ad invites them into the conversation on gender equality, making them feel like active participants rather than outsiders. The slogan "We're all worth it." adapts L'Oréal's famous tagline "Because you're worth it" into a more inclusive, community-driven statement: "We're all worth it" extends the message beyond individual empowerment to collective worth and equal opportunities for all. This reinforces the idea that everyone benefits from gender diversity and inclusivity, fostering a sense of unity and shared values.

Advertisers use moral and ethical appeals to build trust, loyalty, and social responsibility. This strategy aligns brands with societal values, encouraging ethical consumer behavior and differentiating them from competitors. Ethical messaging fosters emotional connections, influences purchasing decisions, and enhances corporate reputation. By promoting

sustainability, fairness, or social good, brands attract conscious consumers and strengthen their market position. For example, the ice cream brand "Ben Jerry's" has been vocal about social justice issues, using advertising to promote causes like climate change awareness and racial equality. Here is one their campaign:

More than just ice cream. Join us and Color of Change to support criminal justice reform and to help create safer communities. [12]

The phrase "More than just ice cream." positions Ben & Jerry's as a brand that stands for social impact, not just commercial success. This strategy appeals to conscious consumers who prefer brands that align with their values. The ad urges consumers to "Join us and Color of Change", making them feel personally involved in a larger cause. By partnering with Color of Change, a well-known social justice organization, Ben & Jerry's enhances its credibility and commitment to ethical responsibility. The goal – "to support criminal justice reform and help create safer communities" – reinforces ethical responsibility by presenting justice and safety as shared societal values. Consumers are encouraged to see their engagement with the brand as a positive moral choice, rather than just a purchase.

Another example of emphasizing sustainability, social responsibility, and corporate ethics in advertisements is an Italian coffee company's ad:

BE SUSTAINABLE. B CORP

We imagined a better world. A world where real profit is called positive impact. On society, on ecosystems, on the biosphere. We at illy believed in it, we made it possible. [13]

The direct imperative "Be sustainable" positions sustainability as a moral responsibility, encouraging consumers to align with the brand's values. It implies that choosing Illy is not just about coffee but about making an ethical decision for the planet and society. The statement "real profit is called positive impact" challenges traditional views of business success, suggesting that true value comes from social and environmental contributions rather than financial gain. This aligns with the growing consumer demand for ethical businesses and corporate social responsibility (CSR). The repetition of "we" in "We at illy believed in it, we made it possible" fosters a sense of collective action, reinforcing the brand's leadership in ethical business.

The strategy that associates a product with status, elitism, and success, appealing to consumers' aspirations and social identity is social stereotypes and status-oriented phrasing. Advertisements often use phrases like "For those who demand the best" or "The choice of professionals" to imply exclusivity and prestige. Luxury brands frequently leverage this approach by linking their products to wealth, sophistication, or high performance, reinforcing the idea that using them elevates one's status. For example, an ad for luxurious jewellery as a symbol of refinement, exclusivity, and timeless elegance:

Using only traditional fine jewellery techniques, ÉCLAT BY OUI pieces are made to be loved by and lived in. Inspired by art deco glamor, the Fluted Pave Bangle teeters between masculinity and femininity. A refined yet understated piece, the high polished contours are designed to catch light at every angle. [8]

The phrase "Using only traditional fine jewellery techniques" emphasizes heritage, authenticity, and exclusivity, reinforcing the idea that handcrafted, traditional techniques elevate the jewellery's status. This aligns with the stereotype that luxury is synonymous with artisanal craftsmanship, appealing to consumers who value high-quality, expertly made pieces. The phrase "A refined yet understated piece" presents the jewellery as sophisticated and timeless, appealing to those who prefer subtle luxury over ostentation. The term "high polished contours are designed to catch light at every angle" conveys precision, artistry, and attention to detail, reinforcing an image of exclusivity and prestige. The description "teeters between masculinity and femininity" suggests versatility and modern sophistication, appealing to individuals who appreciate gender-fluid, avant-garde fashion. This reflects contemporary social trends where luxury is not just about wealth but also about personal expression and individuality. The

reference to "art deco glamor" evokes historical luxury and elegance, associating the jewellery with an era known for opulence, refinement, and high social status. By linking the product to a celebrated artistic movement, the ad reinforces cultural sophistication and appeals to consumers who value artistic heritage in their fashion choices.

Another example of advertisement that effectively applies social stereotypes and status-driven messaging to elevate their product beyond a mere accessory is Tudor Watch ad:

BORN TO DARE

What is it that drives someone to greatness? To take on the unknown, venture into the unseen and dare all? This is the spirit that gave birth to TUDOR, a spirit carried forward by every woman and man who wears this watch. Without it, there is no story, no legend and no victory.This is the spirit that drives David Beckham every single day. This is the spirit embodied by every TUDOR Watch. Some are born to follow. Others are born to dare. [8]

The advertising text begins the rhetorical question "What is it that drives someone to greatness?" immediately frames the watch as a product associated with high achievers, leaders, and pioneers. By linking the brand's identity to boldness, exploration, and taking risks, the ad suggests that wearing a TUDOR watch aligns one with an elite group of daring individuals who push boundaries. The contrast between "Some are born to follow. Others are born to dare." reinforces a common social stereotype that leaders and risk-takers stand apart from the crowd. This binary categorization subtly challenges the reader – do they want to be just another follower, or do they want to align themselves with the daring elite? Mentioning David Beckham – a globally recognized icon of success, discipline, and excellence – creates a halo effect, reinforcing the watch's association with prestige and high performance. By stating, "This is the spirit that drives David Beckham every single day," the ad suggests that wearing a TUDOR watch places the consumer in the same league as top-tier achievers. The ad positions TUDOR not just as a brand but as a legacy, emphasizing "a spirit carried forward by every woman and man who wears this watch." Phrases like "Without it, there is no story, no legend, and no victory" create an emotional and aspirational appeal, reinforcing the idea that owning this watch is essential to being part of something greater.

Social pressure is also widely used in advertising texts. This strategy uses broad statements or testimonials to imply that a product is widely accepted or endorsed by a significant group. These means persuade consumers by suggesting that if many people or respected groups use it, it must be a reliable choice, fostering a sense of belonging and validation. In the following example social pressure is expressed by using high percentage and sense of urgency:

95% of women had visibly renewed skin in just 14 days with moisturizing Olay Retinol Body Wash. [9]

The phrase "95% of women" creates a strong social proof, implying that nearly everyone who used the product saw results. This statistic makes the product appear widely accepted and trusted, encouraging consumers to believe they will experience similar benefits. The phrase "in just 14 days" creates urgency, making the product feel fast-acting and efficient. This reduces hesitation by implying quick, noticeable results, increasing the likelihood of purchase.

Another great example of an advertisement that effectively utilizes social pressure by leveraging the concept of mass adoption and emotional reassurance is iPhone 5 ad:

iPhone 5

Loving it is easy. That's why so many people do. [14]

The phrase "so many people do" directly points to mass adoption, suggesting that countless users already love the iPhone 5. This creates an impression that choosing the iPhone 5 is a safe, popular choice, encouraging potential buyers to follow the majority. By highlighting that many people already have positive feelings towards the iPhone 5, the ad reassures potential buyers that they'll likely share the same experience. This taps into the herd mentality, where

individuals feel more comfortable making decisions that align with the broader public opinion. The ad subtly suggests that by choosing the iPhone 5, consumers join a community of satisfied users, reinforcing social conformity. It implies that being part of this group is desirable and mainstream, which is appealing to consumers looking for validation in their choices.

The strategy of expressions of care and social approval emphasizes social responsibility by using phrases like "show you care," "make a difference," "help," and "support" to appeal to consumers' sense of empathy and ethical values. Advertisers use this approach to align their brand with social causes, encouraging consumers to see their purchase as a meaningful contribution rather than just a transaction. The following advertising text emphasizes inclusivity, adaptability, and social responsibility, making consumers feel that supporting the brand contributes to a meaningful cause:

Autrique is a pioneering fashion brand that creates avant-garde designs with adaptability features. Autrique is leading the way in creating truly inclusive collections that anyone – including those with disabilities – can wear and enjoy. Their pieces are made with hypoallergenic materials, and feature accessible buckles, braille tags, removable sleeves and even a desaturated colour palette for those with colour blindness. [8]

The phrase "leading the way in creating truly inclusive collections" frames Autrique as a pioneering brand committed to social good. By highlighting accessibility for people with disabilities, the ad reinforces a strong ethical stance, appealing to consumers who prioritize diversity and inclusion. The ad subtly encourages consumers to support a brand that values inclusivity and equal opportunities for all, reinforcing a sense of moral obligation. The mention of hypoallergenic materials, accessible buckles, Braille tags, and a desaturated color palette for those with color blindness highlights tangible efforts to make fashion more inclusive and considerate. These details serve as proof of the brand's commitment to accessibility, increasing consumer trust and reinforcing social approval. By positioning Autrique as a brand that cares, the ad appeals to socially conscious consumers who prefer to buy from companies that align with their values.

Let's move on to the next ad and analyze how it employs expressions of care and social approval:

IN CONSTANT PURSUIT OF THE BEST FOR YOUR CAT

PRO PLAN VITAL SYSTEMS works by nourishing 4 key systems for your cat's lifelong health. One more way we're always advancing nutrition for your cat. [9]

This advertisement expresses dedication to pet health and well-being, making consumers feel that choosing this product reflects responsible pet ownership. The phrase "IN CONSTANT PURSUIT OF THE BEST FOR YOUR CAT" suggests unwavering dedication to improving pet health. This reassures pet owners that Pro Plan prioritizes their cat's well-being, aligning with their own desire to provide the best care possible. Words like "nourishing" and "lifelong health" emphasize proactive care, reinforcing the idea that feeding this product is an act of love and responsibility. The ad positions Pro Plan as more than just pet food – it's a commitment to long-term health, making consumers feel good about their purchase. By focusing on vital systems for lifelong health, the ad subtly implies that responsible pet owners should prioritize holistic nutrition, reinforcing social approval. It creates a sense of moral obligation, suggesting that choosing Pro Plan means doing what's best for your cat's well-being.

Conclusion

The study demonstrates that social modality is a powerful linguistic tool in advertising, shaping consumer behavior by reinforcing social norms, group identity, and ethical responsibility. Advertisers strategically use modal verbs, generalizations, inclusive language, moral appeals, status-driven phrasing, social pressure, and expressions of care to make their messages more persuasive and emotionally engaging.

The analysis of various advertisements revealed that:

- Social proof and generalizations create a bandwagon effect, making products appear widely accepted and trusted.

- Inclusive language fosters a sense of belonging, strengthening the emotional connection between consumers and brands.

- Moral and ethical appeals encourage values-driven purchasing, making consumers feel that their choices contribute to social good.

- Status-oriented phrasing appeals to aspirational desires, positioning products as symbols of prestige and success.

- Social pressure techniques, such as statistical claims and mass adoption language, create urgency and perceived necessity.

These findings confirm that modern advertising extends beyond mere product promotion – it shapes societal values, reinforces social identity, and encourages consumer action based on psychological and cultural influences. By effectively utilizing social modality, brands not only drive sales but also cultivate loyalty, trust, and deeper engagement with their target audiences. Understanding these persuasive techniques is crucial for both marketers and consumers, as it allows for a more critical approach to advertising messages and their impact on decision-making.

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ӘЛЕУМЕТТІК МОДАЛЬДІЛІК АРҚЫЛЫ СЕНДІРУ: ЖАРНАМАДАҒЫ ЛИНГВИСТИКАЛЫҚ СТРАТЕГИЯЛАР

Аңдатпа. Бұл мақалада жарнамадағы әлеуметтік модальділіктің рөлі зерттеліп, брендтердің тілдік стратегияларды қалай қолданатыны талданады. Бұл стратегиялар тиесілілік сезімін қалыптастыру, әлеуметтік нормаларды нығайту және тұтынушылардың мінез-құлқына әсер ету мақсатында пайдаланылады. Зерттеу барысында әлеуметтік модальділікті білдірудің негізгі құралдары қарастырылады, соның ішінде модальді етістіктер, жалпыламалар мен әлеуметтік дәлелдер, инклюзивті тіл, моральдық және этикалық үндеулер, әлеуметтік стереотиптер, әлеуметтік қысым және қамқорлық білдіру тәсілдері. Әртүрлі жарнамаларды талдау арқылы мақалада осы әдістердің жарнамалық хабарламаларды неғұрлым сенімді және тартымды ететіні, тұтынушылардың қабылдауын қалыптастырып, сатып алуға ынталандыратыны көрсетіледі.

Кілт сөздер: әлеуметтік модальділік; жарнама тілі; сендіру; модальді етістіктер; әлеуметтік дәлел; инклюзивті тіл; этикалық үндеулер; әлеуметтік стереотиптер; әлеуметтік қысым; тұтынушы мінез-құлқы.

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УБЕЖДЕНИЕ ЧЕРЕЗ СОЦИАЛЬНУЮ МОДАЛЬНОСТЬ: ЛИНГВИСТИЧЕСКИЕ СТРАТЕГИИ В РЕКЛАМЕ

Аннотация. В данной статье исследуется роль социальной модальности в рекламе, анализируется, как бренды используют лингвистические стратегии для создания чувства принадлежности, укрепления социальных норм и влияния на поведение потребителей. В исследовании рассматриваются ключевые средства выражения социальной модальности, включая модальные глаголы, обобщения и социальное доказательство, инклюзивный язык, моральные и этические обращения, социальные стереотипы, социальное давление и выражения заботы. Анализируя различные рекламные объявления, статья подчеркивает, как эти техники делают рекламные сообщения более убедительными и привлекательными, формируя восприятие потребителей и стимулируя покупки.

Ключевые слова: социальная модальность; язык рекламы; убеждение; модальные глаголы; социальное доказательство; инклюзивный язык; этические обращения; социальные стереотипы; социальное давление; поведение потребителей.