

The Algerian Persuasive Strategies in the Advertising an Analytical Study on a Sample of Advertising Campaigns of Vilcom Production Specialized in nutritional supplements

الاستراتيجيات الإقناعية في الخطاب الإشعاري الجزائري: دراسة تحليلية على عينة من الحملات الإشعارية لمؤسسة Vilcom Production الخاصة بالمنتجات الصيدلانية

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Abstract

ملخص

Our study is engaged in analytical advertising discourse in Algeria, and which concerns the advertising discourse of (Vilcom production) specialized in the pharmaceutical products (nutritional supplements) of local production. In which we have selected a set of concurrent advertisements? Which amounted eight television advertisements throughout this year (2020)? On this base, our analysis of the AD starts from the research of the applied persuasive strategies. Which are representing in three basic strategies: the mental strategies, emotional, and ethical, so that applying these strategies helps us to understand correctly the advertisement in designation and suggestion? Then, know about the nature of the applied persuasive process and its relationship with the objectives of the institution producing this advertisement in one hand, and in the other hand its audience.

Key Words: Persuasive strategies, Mental strategies, Emotional strategies, Ethical strategies, Advertising discourse, Advertising campaigns.

تندرج دراستنا ضمن دراسات تحليل الخطاب الإشعاري في الجزائر، والتي تخص الخطاب الإشعاري لمؤسسة (Vilcom Production)، المختصة في المنتجات الصيدلانية (المكملات الغذائية خصوصاً) ذات الإنتاج المحلي، بحيث قمنا بإختيار مجموعة من الإشعارات المترامنة، التي بلغت ثمانية إشعارات تلفزيونية خلال هذه السنة (2020). وعلى هذا الأساس، يبدأ تحليلنا لخطاب هذه الإشعارات من خلال البحث عن أهم الاستراتيجيات الإقناعية الموظفة، والتي تتمثل في كل من: الاستراتيجيات العقلية، العاطفية، والأخلاقية، بحيث أنّ توظيف هذه الاستراتيجيات يساعدنا في فهم البناء الإشعاري تعبيراً وإيحاءاً. ومن ثمّ التعرف على طبيعة العملية الإقناعية المستخدمة وعلاقتها بأهداف المؤسسة المنتجة لهذا الإشعار من جهة، وبجمهورها من جهة أخرى.

الكلمات المفتاحية: الاستراتيجيات الإقناعية، الاستراتيجيات العقلية، الاستراتيجيات العاطفية، الاستراتيجيات الأخلاقية، الخطاب الإشعاري، الحملات الإشعارية.

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1. INTRODUCTION

Our study starts from the problematic, which aims to search for the applied persuasive strategies in Algerian advertising discourse, and perhaps these strategies are those, which represent the basic construction discourse of the different advertisements. In which every strategy has got a specific characteristics, and which generally goes with the communication strategy of the institution and its general objectives.

Hence, this characteristic is distinguished by three different major strategies, which are the mental strategies (logos), the emotional strategies (pathos), and the ethical strategies (ethos). And perhaps these strategies are those which represent the persuasive construction in the advertising discourse generally, as it is concerned with the degrees of influence as they are known: mental, emotional and behavioral. While these strategies cannot be separated from the argumentative elements, which are the most important elements in the persuasive construction of the advertising discourse. In addition, here the arguments are basic convincing with its different types and forms, so that each persuasive strategy demands special argumentative sample, it fits and the nature of the persuasive goal expected from the institution.

On this basis, we have selected a sample of Algerian television advertising campaigns which are presented synchronized way, and they are the advertisement which concern a pharmaceutical products (especially nutritional supplements), within the framework of a campaign known as medical herbs remedies, by Vilcom production institution, which is a private institution specialized in this field, our study included eight advertising campaigns as they represent the number of advertising which have been produced in this year (2020), perhaps this choice is due to the nature of the specific type of these advertisements, and that through their simultaneous presentation of the product, and intensified, in addition to the nature of the product itself (the health field) which is reflected in the persuasive structure of the speech concerning these advertisements.

On the other hand, the analysis of these advertising discourse according to the persuasive strategy approach, and which is based on Aristotle approach in the art of speech, through his treatment to the influence and persuasive strategies in discourse, and his dealing with three basic elements which are logos, pathos and ethos. Based on these data, we can ask the following question:

Which are the persuasive strategies applied in the advertising speech concerning pharmaceutical products (nutritional supplements) of the vilcom production institution?

Hence, the general question is divided into sub-questions, which are found in the following:

- Which is the mental strategy applied in the advertising speech concerned with the pharmaceutical products (nutritional supplements) of vilcom products institution?
- What are the emotional strategies applied in the advertising discourse concerned with the pharmaceutical products (nutritional supplements) of vilcom products institution?
- What are the ethical strategies applied in the advertising discourse concerned with the pharmaceutical products (nutritional supplements) of Vilcom Products Institution?

2. METHODOLOGICAL APPROACH AND CONCEPTUAL OF THE STADY

2.1. Defining procedural concepts:

- **Persuasive strategies:** Present a set of techniques, mechanisms and applied methods in the persuasive communication process in the advertising speech concerned with the nutritional supplements of the local product of vilcom production institution, in which these strategies are divided into mental strategies, emotional, ethical and this to influence the target audience.

- **The mental strategies:** Are a set of techniques and mechanisms and methods which target the public's mind and their perceptions in the persuasive communication process in the advertising discourse concerned with the nutritional supplement of local product for vilcom production institution, in which this type of strategies uses logical argumentative elements through the logical influence (especially inductive), and that through a set of logical relationships and their links, as well as the logical sequence of a set of ideas that establish the structure of discourse, In addition to logical rhetoric.

- **The affective (emotional) strategies:** Are a set of techniques, mechanisms and methods that target the audience emotions, their feelings in the persuasive process in the advertising discourse concerning the nutritional supplement of the local production of vilcom production institution, so that this type of strategy uses the emotional argumentative elements through the emotional psychological flow, and that through the amount of emotional arguments which are represented from each situation of health situations, the presentation of psychological states through facial expressions as well as the use of decoration and colors, with the evocation of some instincts, in addition to the rhetoric of the image and linguistic discourse (graphic images and creative enhancements).

- **Ethical strategies:** Are all the techniques, mechanisms and methods which target the audience behavior and its ethical side in the persuasive communication process In the advertising discourse concerning the nutritional supplements of local production of vilcom production institution, in which this kind of strategies uses the ethical argumentative elements through the ethical framework for the behavior, and that through all the ethical arguments which the institution itself represents its professional ethics (the legal and professional framework), and its social identity.

- **The advertising discourse:** It is all the advertising clips concerning promoting the nutritional supplements for vilcom production institution, and which the national TV channel broadcast, including the private and the public then which is available on YouTube, perhaps these advertisements reflect a content that includes in its turn a set of persuasive strategies used, add that in order to influence in the target audience.

- **The advertising campaign:** it represents all the advertisements which national TV channels both private and public broadcast, and which are available on YouTube under the name of vilcom production, which are concerned with promoting its local production of nutritional supplements, in which these advertisements are distinguished with the same nature of the advertised product, broadcast it simultaneously that is a sequence of advertisements in the form of a campaign, the intensification of broadcasting according to the advertising production, which contributes to its diversity in form and content.

2.2. Defining the social research and its sample:

The community concerned with our study is represented by the Algerian advertising campaign role that is to say those which are broadcasted on national televisions either private or

public, so that the particular community concerned with the study is included in the whole advertising campaigns which deal with the local pharmaceutical product (nutritional supplements) of vilcom production institution and perhaps, our sample takes its form from the exclusive community to the study, so that we have chosen a set of representative advertisements, and which do not extend the framework of the local pharmaceutical product of nutritional supplements of vilcom production institution, and were represented by eight (08) available television advertisements: (Biocharbon, Gela form, Photo-block, Pregna+, Mary Rose, Biocharbon series, Carbonate, Fructose), then were broadcasted simultaneously during this year (2020), that is to say that this number represents the advertising publications of vilcom production institution in this year 2020, so this choice is based on recent advertising product to the institution in this year, in addition to the study duration which coincides with the broadcast period, from here we can categorize our sample under probability inspection procedures, taking into account that most of these advertisements are available under the name of institution on YouTube (www.youtube.com, 20/06/2020¹), and perhaps this is what makes us behave with the number of the advertisements with non-probability sampling, but the sample The judgemental or purposive sampling, considering that we have taken some factors in determining the sample, including the criterion of time, as well as the criterion of the subject of advertising, to limit the number of advertisements which were broadcasted for this year.

2.3. Determine the research methodology and tools:

Our study starts from a research approach which requires accuracy, that is why we have relied on the qualitative approach (qualitative approach) in the study as it is a qualitative study that depends on the qualitative analysis of the advertising discourse, and perhaps the nature of the study here is obligatory reflected on the nature of the procedure, then our study procedure becomes qualitative process; and which is represented in the discourse analysis as methodological approach in the analysis (Maingueneau, 1992, p. 9); and perhaps our choice of this method refers to the nature of the material under study (advertising discourse), in addition to the nature of our problematic and its raised questions (deconstructing the structure of the discourse).

Hence, we can be aware of the role of discourse analysis in understanding the advertising discourse as an existing discourse first, through the process of deconstructing its structure and searching for the applied persuasive strategies in form and content. Secondly, and perhaps discourse analysis is among the approaches that search for the indications included accordingly to the adopted contexts (interpretation).

As for the analysis tool, there are many analytical tools to understand the discourse in general and the advertising in particular, and perhaps every analytical tool can be included according to the systematic approach in discourse analysis (structural analysis, semiology analysis, conversational analysis, cultural analysis, critical analysis...etc.) (شومان، 2007، الصفحات 11-12) so that, we tried in this framework to rely on the process of dealing with the analytical tools in the discourse directly, and that through the process of deconstructing the structure of the discourse first, and which branches into elements that can be helped with in this process, (such as thesis analysis, the process of proof, image analysis, the doers analysis, contexts analysis, references analysis, semantic analysis.... etc.) (دليو، 2019، الصفحات 33-35) secondly, through effective strategies used in the discourse, and which are considered ones of the most important analytic tools in the discourse, and which generally branch into three participial strategies: (mental, emotional, and ethical). Starting

from the latter which represented our analysis tool for the advertising discourse under study: we tried to construct a special network analysis) that includes all the persuasive strategies used in the advertising discourse of the pharmaceutical nutritional supplements of vilcom production institution.

3. THE THEORETICAL AND DOCUMENTARY APPROACH TO THE STUDY

The theoretical and methodological bases start in the approach of effective strategies in the advertising discourse from the overlap at least three basic fields, which are argumentative, persuasive, and effective. So that, we cannot understand this overlap only if we expose the so called "rhetoric", that Aristotle dealt with in his book "rhetoric in the art of speech"(1997، طاليس) especially in his speech concerning the effectiveness and persuasion between the addresser and the addressee, and his interruption of the argumentations role in the discourse. Hence, the importance of the cognitive cross-fertilization in the process of influencing the public in general, in addition to the importance of the social psychological theories that explain the human behavior, which is, affected cognitively, either psychologically, or behaviorally, as it is targeted socially. In which our knowledge starts first with the argumentations strategies (the argumentative strategies)"which mean a set of linguistics forms and communicative strategies, as well as they represent a group of planned and coordinated discursive and interactive procedures to support the addresser's point of view. So that, these strategies are antagonistic if they aim to triumph in point of view of the addresser versus the viewpoint of the responder (opponent).

In which this strategy can be considering corporative in two cases: the first case represents the role of addressees as actors who have the same role of the actor (the speaker), as they share a common point and help one another to support him, while in the second case, the respondents assume different roles as actors without defining these roles, as they corporate in building a common result" (Plantin, 2016, p. 552). Perhaps the argumentative strategies are built on four basic approaches, which are eight: Linguistic approach, Communicative approach, Dialogue approach, Gender approach, Image approach, Textual approach. (Amossy, 2012, p. 40):

From here, it can be seen that all of these methods are specific in the field of language sciences, which is a field that focuses on analyzing the discourse in its purpose and persuasive dimensions. And, based on the argumentative strategies which represent one strategy in the process of influencing strategies, and which do not deviate from the framework of the communicative strategies of the institutions to achieve its intended objective and which we find them represented in what follows (بوخبزة، 2008/2007، صفحة 172):

3.1. The external strategies of influence: These strategies work to influence the situational elements in the situational of the target individuals which means the influence on the external environment of the target audience, so that this effect creates a change at the level of behavior, and gradually it can affect the attitudes, opinions and beliefs of the target audience. As these strategies in turn, are divided into;

3.1.1. Coercion and power strategies: And they are also called the power strategies, in which the government agencies and state institutions use them as processing power for the purpose of approving a certain behavior and set punishments in case of rejection. (Rules, regulations, decisions... etc.).

3.1.2. Reward and facilitation strategies: These strategies encourage the approval of a certain behavior, and rewarding the individuals who perform it, and punish them in the case of not performing it, so that the state institutions prevent or reject the behavior through the influence on the external elements, and in order to make these behaviors desirable or forbidden, as for the facilitation process, it appears from or through reducing the effort to do that behavior as example, or helping to do it and other tools to facilitate the behavior's endorsement.

3.1.3. The hardening strategies: These strategies impose the behaviors by a set of pressures and obstacles managed by the states institutions to reduce on imminent problem or danger. So that, these external strategies are linked to specific procedures for the purpose of approving a behavior, in which the individuals behaviors change as a result of changing these procedures, or the expiration of their validity period.

3.2. The internal strategies of influence: these strategies aim to directly modify the mental characteristics of individuals (their attitudes, opinions, beliefs, attitudes, habits, etc.) to produce desirable behavior without prejudice to the situational factors, as the uses of these strategies vary according to the multiplicity and diversity of their methods and means. Where these strategies are built on other strategies that in turn deal with factors of those characteristics, or elements that include the levels of internal influence of the individual in his dealings with various discourses, whether news, advertising, dialogue, and other discourses, and perhaps these elements represent the field of function of these strategies, which It is embodied by three words of Greek origin that Aristotle presented in the process of influence and persuasion, namely (Logos, Pathos, Ethos) (Kafetzi, 2013, pp. 41-68):

3.2.1. Mental strategies (logos): the concept of Logos is a theoretical term referring to the use of logic, i.e. the exercise of reason in discourse, in other words the exercise of (the reason) arguments; and perhaps this is what makes the process of fixing behavior dependent on attitudes of the logical reasoning, the deduction, the induction, the interpretation, the example... etc.), and perhaps the symmetry among these the rhetorical process inherited from the ancient art of discourse, and which target the mind.

Moreover, based on this definition we can see that logo is constructed on mental and logical arguments, and which represents in its turn an existing kind of arguments, and perhaps this types of arguments is closer to the logic to the objectivity compared to the other types of arguments, as it is based on evidence proofs and evidences which in turn are divided into two types of evidences which concern persuasive topics (logical evidences, objectives) of which we find ethical evidences, the speaker/ the addressee, the persuasion actor: emotional evidences, the speaker targeted to persuasion. So, on the contrary of these subjective evidences, logical evidences are objective evidences, as they stand on demonstrative discourse itself. They limit the mental arguments as the inner persuasive capacity of language. It also defines the way in which the discourse should be constructed by inference to persuade the audience; therefore, this is the purpose of logical evidences, through adding the logical proof to the subjective evidence, which represents the way of the argumentative discourse, its interest in the building of the discourse arguments.

3.2.2. Affective strategies (pathos):

The entire concepts share in defining pathos as it represents everything that is emotional, and in this meaning, it becomes a summoning of feelings and sensations, whereas it can be seen as an attempt

to manipulate the audience emotion. Therefore, we find many definitions concerning this concept, but it cannot be different that it is a rhetorical concept, which is not related to reason and moral. While means the emotion that the speaker causes in the audience (feelings, desires, emotions, motivations ... etc.), and for the purpose to seduce them. Therefore, pains are based on emotion and the audience's feeling to have an impact on them: It designates the emotional outpouring which the speaker provokes in the audience, so that this emotional overflow mobilizes actions, and directs the behaviors, that is simply to agree with the speakers' position. When the speaker uses the emotional argument, he seeks behind it to provoke and stimulate the emotional reaction of the audience.

Hence, he targets the emotional side of the audience, so that this quote can be used as a justification for the argument of our suggestions, the arguments need to appeal the audience's feelings, motives and desires, which give him an undisputable authority over the arguments.

"As pathos represents a set of techniques of distraction if is used at the appropriate time in the dialogue and perhaps evoking emotions here can witness an argumentative weig" (Amossy, Op.cit., p. 193).

3.2.3. Ethical strategies (ethos):

The concept of ethos takes an important place in the thinking in the rhetoric discourse, in which the arguer here is essentially related to the moral, which represents the ethical system, and through the discourse speaker, the audience discover their usages, specifies and personalities, in the rhetoric framework ethics was called by (Anglo Saxons), the author of interactive literature to present the self or the identity management. Where the current researches on the idea of a self-portrait (image) related to ethics moral from Aristotle's eloquence. Where ethos appoint mainly the feature or the spiritual state, or psychological disposition, which corresponds in the rhetoric with the image that the speaker gives on himself through his discourse.

In which he must prove his credibility through regulating the quality of ethics which he is supposed to own it, as such the pleasing attraction has got a legitimate place in the persuasion field. So that, reason based arguments will not have the same value and effectiveness without the support of morality, then in most of the time, moral are reflected in the motives of the individual. Also, morals are considered a part of means of technical widened which makes the discourse persuasive, it represents the moral advantage which draws persuasion when the discourse is filmed in a way that makes the speaker inspires the confidence, and perhaps the self-image which is brought down is eager to act by his words. Therefore, this idea starts from the reality that the power (Ibid., p. 223) of the speaker lies in its ability to persuade or influence the addressee.

From here, and based on the existing relation between the analysis of the discourse and these strategies which are exposed as three basic hypothesis in the study of the language, the meaning and social communication, where this relation tries to describe the method used to define the word of psychological and social action by the word of language on one hand. Accordingly, to the role of these strategies in the persuasive process, and this in addition to two hypotheses which have the same importance in the study of this relationship and which we find it represented in: Communication situation (analyze the production conditions, which compose the components of the communicative position), the physical material to the language (morphology, connotations) organizing the speech, polysemy. (Charaudeau, 2007)

Based on these hypothesis which are grouped in five essential discourse strategies, and which in turn, form with its role the persuasive strategies in dealing with any types of discourse; the communicative process is understood in all of its forms on its basis; indeed according to which the argumentative elements are built due to the planned communication strategies which target all this processes with various media and communication means.

4. RESULTS AND DISCUSSION

According to our advertising discourse analysis concerning especially the pharmaceutical nutritional supplements of vilcom production institution, and that through the Algerian television channels either private ones or public ones, in which all the private advertising numbers available on the institution's channel are on YouTube, and may be this facilitates the process of obtaining the full numbers according to the publication date, and on this basis the results of our sample can be summarized below at the institution channel on YouTube.

4.1: Mental strategies:

4.1.1. Logic inference (logic reasoning): the inference represents one of the most important mental elements discourse, where it is based mainly on logical argumentation (logical argumentation) (Breton, 2003, p. 42), where this kind of inference is divided into: inductive reasoning, deductive reasoning, and perhaps these inferences are the ones which control the process of building logical arguments either inductive (from private to public) or deductive (from public to private) on this basis, our analysis to this kind of inference through the advertising discourse under study indicates that all the advertisements use inductive inference as opposed to deductive reasoning; so that it can be explained as below:

- **Inductive reasoning:** All the advertisements rely (vilcom production) on the argumentative building in which they follow an inductive approach, and perhaps this can have a logical measure which facilitates the mental process in reading the things and their measures, and perhaps this becomes clear in its advertisement scheme which usually starts with a specific feature which brings us a disease (colon diseases, pregnancy diseases, weak skin, poor energy, lice, fatigue), which embodies us a health problem that people suffer from. And from here, the diagnostic process becomes clear and which starts basically with a disease status indicator, and which represents the first basic phase in the advertising scheme or what is called the thesis, and then another stage show which represents the second (principal basic) in the advertising plan, and it is an alternative show, that is to say the solution to this disease which represents a health problem, and perhaps this solution may differs in the display process through either the sufficiency with displaying the food supplement as a solution and sometimes to continue the display of the result of this health problem, that is to say the result of using this product. And from here, the last steps (result, solution) represent the result of the diagnosed case or what is called reversal of the thesis.

4.1.2. Logical relationships and their connections: The logical relationships are considered one of the most important elements which establish the logical sequence in the advertising discourse, whether the sequence is at the level of the text (linguistic message), or at the level of the image (iconic message, and not iconic) according to Roland Barth classification (Barthes, 1964, pp. 40-51), so that it represents the strength of the thesis at its opposite, considering these ideas are logically connected, and perhaps this interconnection is strengthened by some linguistic tools called the

logical connectors. From here we can clarify these relationships and their interconnections (Moeschler, 1985, p. 62) in the advertising discourse under study in what follows:

- **The causal relationships:** Most of the advertisements of Vilcom production institution rely on causal relations compared to the other relationships in discourse, in which these relationships are used based on the nature and structure of the advertising content, and that through the advertisement scheme that starts with a status offer and ends with a result, and then shows the result (in some advertisements), then may be this scheme requires like these relationships which correspond to the thesis of the publicity and its opposite, that is to say through constructing causal relationships (cause / solution) or (cause / result).

4.1.3. Rhetoric logic: The rhetoric logic appears disproportionately in the advertisings, so that it includes the text and the image together, while the logical rhetoric does not go out of the framework which Roland Barth called the function of the establishment, that is to say that rhetorical logical elements in the text are the same found in the image, and may be among these elements we find; the repetition, accumulation through the accumulation of the product identifications, or the accumulation of images which convey the status of product presentation in the advertisement, an example of the accumulation of product benefits through the following verbs: strength..., combat..., nutritional..., useful..., improve..., motivate), this and in addition to the tandem, by tendering case by case, illness condition by a recovery condition, then the role of this product to cure this disease, this in addition to the process, that is to say to eliminate the illness symptoms because of the product use.

4.1.4. Identification of the product: the advertising discourse of the vilcom production depends a lot on the identification of the product by the nutritional supplements, so that the advertisements are introductory through insisting on the product mark, its components, and its scientific benefits.

4.1.5. The professionalization: the advertisement discourse depends on the professions (the professional institution), as a standard to prove the identification of the product, and which is (principally) reflected on the productive institution, so that the advertisement shows some elements which are considered as features of the product through proving its effectiveness, its kinds or its quality, in addition to its being available in pharmacies, and perhaps these characteristics include some advertisements under analysis.

Based on the data analysis, we conclude that the advertising discourse of vilcom production institution depends on the mental strategies, as it uses logical arguments and that through logical reasoning and especially the inductive reasoning. From here, we can understand the role of logical reasoning and the syllogism in mental persuasive strategies, to consider that targeting the audience's mind is aligned with the advertised persuasive strategies of the institution, and may be this refers to the nature of the institution and its products on one hand, which an absolute scientific field, either concerning the field of specialty, or the nature of the product which is subject to scientific components and medical specifications, In addition to targeting the citizen's health.

We also find in this context, the logical rhetoric among the most important mental strategies used in the text and the image of the advertisement discourse, so that the rhetoric of reasoning appears basically here in building the advertising discourse, especially what concerns with the dichotomy of the theses and the antitheses, and perhaps this action helps in its turn in the repetition component, accumulation, tandem and contrast, and which itself helps in its turn in the audience's mental

process in building his own image of the product, in addition to that these elements also helps in the process of consolidating the image of the product and its mark mentally, either through attending the product in an intensive way or through the perceptual mental processes via images accumulation its tandems (synonyms); and its contrasts. So, the logical statement at the level of the text and the image is considered as a basic operation in consolidating the product image mentally.

As for the product identity through its definition, its components, and its benefits which goes in the framework which is called the introductory phase of the product and advertising its reputation (notoriety) (Hierry Libaert, 2010, p. 44), and which is considered as the first essential phase to identify any new product in the Algerian market, through the products advertisement space, considering that the most of the advertisements under analysis depend on these marketing strategies in their speech, but sometimes there are some special advertisements only for defining the product brand, and perhaps this indicates that the organization is in its first stage in marketing its image built on persuasive communication strategies in the advertising.

And finally, we find the professional mental persuasive as a strategy in which the advertisement discourse tries to show the professionalization of the institution through highlighting some characteristics of the product: (effectiveness, quality, natural, safety, healthy, beneficial, and its availability in pharmacies as points of sale, and experienced (experts). Moreover, its being as a local product, and perhaps these elements contribute to the legitimacy in making it more professional and experience, so that these specifications and features do not deviate from the framework of providing the identity of the product and marketing its positive image.

4.2. Emotional strategies:

4.2.1. Health conditions before and after using the product:

The advertising discourse conveys images of health conditions that fit with the nature of the target illness, so that these conditions are divided into negative health conditions that convey us a specific health problem such as pains resulting from pregnancy diseases, colon diseases, lice, fatigue and exhaustion, poor energy, weak skin, so that these elements represent the thesis, that is to say before using the product, and there are positive health conditions that convey us a solution to these health problems, and that by presenting the product (the nutritional supplement) as a solution or as alternative treatment, and sometimes a health result is presented of course after using the product, and that in a form of psychological satisfaction such as comfort as example, or a sign of the good health, or an image of a cured consumer, or an image of being able to eat with appetite, or an image of a healthy hair without lice, or the existence of power and energy for endurance, or an image of a soft skin.

4.2.2. Psychological condition through facial expressions are one of the most important communication method to convey a specific psychology condition, and perhaps this type of communication falls under what is called non-verbal communication, so that the importance of this type of communication in transmitting psychological conditions that are in line with the context of communication or what is summed up in the advertisement in the possible communication situation (communicational situational that considering each communicative expression of the facial movement expresses necessarily a specific psychological state, mainly related to the presented health condition, and which does not deviate from the framework of the binary of the case presentation. Negative health that is to say, the disease (the thesis) and displaying the positive

health state that is to say the treatment condition or even the state of recovery to some advertisements which display the result of the product use (the antithesis).

4.2.3. Stirring up instincts:

The instincts in the advertisement are considered as basic elements to stir up up the emotion which is considered more emotional load than any other item, and may be the public discourse of Vilcom production institution uses some excitement to instincts, and which includes the nature of the thesis and its antithesis in the advertising discourse. Examples: (Maternity stirring, stirring up the appetite, Stirring beauty for the woman).

4.2.4. The decorations and colors:

Decorations and colors fall into everything which is psychology, so that every form, plan, or decoration conveys a specific psychological condition, and perhaps this is what stirs the emotion and makes it more following which creates a kind of emotion according to the degree and load of these elements according to a specific technical and means scheme, then perhaps the advertising discourse of Vilcom production institution deals with this side up the use items follows:

-The contexts of the decors which share all the advertisements:

household (kitchen, rooms, salons, home yards), educational (school transportation, pupils, students), public spaces (garden, public transportation, quarters), the nature (garden, beach, green spaces), so that the latter is characterized by some decorations and aesthetic design, and some home supplies, in addition to the aesthetic of the nature, and perhaps these scenes provide a kind of modernization and aesthetics, and which does not deviate from providing an atmosphere of happiness though the symmetry of the decorations which create a kind of aesthetic, and the nature which provides a kind of comfort, tranquility, purity and beauty. As well as, the public spaces create a kind of neighborhood, domestication and emotional exchange.

-The colors:

The colors seem to be the most used in any television advertisement discourse as a visual speech which mainly focuses on colors according to their significations and meanings (www.code-couleur.com, 2020) significance and meaning that do not deviate from the framework of the things around us, and in being it transmits us a certain psychological condition, and may be the importance of colors emotionally is considered among the easiest ways to contribute to the persuasive process as it passes directly to the target audience, whereas the color may differ from one context to another according to the nature of the advertising context and its objectives, so that we can summarize the amount of colors and their connotations which are used in advertising discourse under the analysis through what is following:

-The connotations of the basic shared colors in the advertising:

The blue: safety, healthy, clarity, truth, vitality, original and loyalty.

The pink: femininity, flattering, happiness, youth, and tenderness.

The violet: safety, friendship, tenderness, meditation, as it indicates the negative meaning according to the disease condition like depression.

The red: love, patience, enthusiasm, it also indicated here the negative significance of the disease condition: fearless, danger (as infection for instance).

The white: here: purity, innocence.

The connotations of the common secondary colors in advertising:

The green: the luck, stability, concentration, the nature source of the natural herbs, hope.

The orange: joy, connection, optimism.

5.2.4. The rhetoric of the graphic image and the creative enhancements:

This rhetorical type falls into the style analysis and which itself falls into the formal analysis of the language, considering that everything that is form stirs psychology of the listener especially at the level of the linguistic text in the public discourse, which represents an audio-visual discourse, so that we can highlight here some of the pictures and the creative enhancements used in linguistic discourse of the advertisements under analysis: (The graphic image: figure of speech, metaphor, abused metaphor), (The creative enhancement: rhyme, alliteration, counterpoint).

We conclude from what is above, that there are some argumentative elements which raise the emotional side of the public, and which relate to psychological states which are displayed, either at the level of the text or the image, so we can find the negative health states that are displayed and which represent the thesis advertising in general in diagnosing the disease and displaying its symptoms, and the opposite which comes in the second stage of the public discourse, and which represents the product display as a curative solution to this disease (positive psychological,) So the building of the advertising discourse from here, plays a basic role in the psychological process of the receiver, especially that it represents two opposite psychological conditions (the thesis antithesis), in addition to the non-verbal communication is basically related to the facial movements or signs which represents a group of feelings and emotions, which we transfer through our senses in expressing a specific psychological case.

But concerning stirring up instincts and its importance in the advertising speech do not seem with form which it appears, and then presenting its use result and perhaps this representation of these two conditions needs a communicative expression which conveys to us the psychological state of the patient before and after identifying the product and its use, and which becomes clear in the total of expressions and physical movements and especially facial expressions which embodies to use the negative psychological case and the disease symptoms in the first stage and a positive psychological case which fits the results and the benefits of the product use in the second stage. So that rhetorical structure of advertising here plays a fundamental role in the psychological process of the receiver, especially since it represents two opposite psychological states (thesis, antithesis), in addition to that the non-verbal communication is essentially related to the facial movement or the signs which represent a group of sensations and feelings we convey through our senses of expressing a specific psychological state.

As for arousing instincts, it does not seem important, according to the nature of the advertisements for the Vilcom Poduction Foundation related to the health field, as these instincts were limited to instincts in maternal instinct and biological instincts (the appetite), as well as, the beauty (the body), we also find among the strategies which raise the emotion are the formal aspect of advertising whether at the level of the image and text that do not deviate from the listener's sense of rhythm, resonance, harmony of speech and so on. Especially since the nature of the linguistic text came colloquial that is to say dialect or spoken language that represents the Algerian social tongue, and may be this reflects a part of the listener's identity. This is in addition to the use of attractive

sentences that summarize the meaning of the advertising, which is called (attractive phase), and which usually represents the mythical dimension in the advertisement according to Roland Barthes (Barthes R. , 1957, p. 179), considering its importance in attracting the watcher's attention, so the aesthetic of the image and the beauty of the language both convey to the viewer a common image, or at least complete image which represents an emotional flow which fits with the psych-social context on one hand, and its advertising context on the other hand, and its planned purposes on the other hand, moreover, may be these goals are usually confined in the marketing goals known as (AIDA) (Kevin Keller, Philippe Kotler, Delphine Manceau, 2004, p. 658), and on the basis, we can understand the using of these strategies which fit the socio-psychological approach in summarizing three basic (approaches) (Valérie Fointiat, Laura Barbier, 2015, p. 3) and which do not deviate from the framework of the three persuasive strategies used, and which are represented by the cognitive approach (cognitive), and emotional approach affective, and behavioral approach.

4.3. Ethical strategies:

4.3.1. The self-image of the institution (the self-image):

- The image of the product mark:

The self-image of the institution is considered among its most strategies goals and perhaps Vilcom production works on employing some ethical argumentative elements in marketing its image, through the image of its product brand so that the marketing process of the self-image in the advertising letter of the institution does not deviate from the following elements:

-Presenting the identity of the product: (The identity of the product from the identity of the enterprise) we find here that the most advertisements depend on an introductory presentation of the product either through introducing its mark, displaying all its components and its scientific specifications, in addition to some of its benefits.

-The repetition of the product mark: (omnipresence) their strategy reflects the frequency of the product branding in the institution advertising discourse, so that the product brand is evident everywhere across public speaking contexts, either directly through the presentation of the product (the nutritional supplement) as it is directly according to the context, or indirectly through the advertising background, or through clothes, or specific tools, and also through the color.

-The product available in the pharmacies:

This sentence is considered as a feature related to the publicity characteristics of Vilcom production institution, as it accompanies all the advertisements and usually comes at the end and it can be classified as an advertisement signature which allows the existence of the institution image through the availability of its product in the pharmacies as a point of sale.

4.3.2: Professional ethics:

The ethical system of the institution translates it into ethical argumentative elements in its advertising discourse, and which do not deviate from its legal and the professional ethics of the institution, and which is usually derived "legal restrictions, as well as the restrictions in relation with the protection of the consumer, and the restrictions in relation with the competition field between institutions, in addition to restrictions related to the economic activity sector (Caumont, 2001, p. 93). So we find that Vilcom production institution performs this role through some ethics

related to its product images, which is mainly reflected later in the image of the institution as a whole, in addition to its economic activity, and perhaps among these ethics that we find represented in some advertisements which are as follows: (Effectiveness, Reliability, Abundance, Experience, and Quality).

4.3.3. The social identity of the product:

- **Health care:** or the health preservation, as for the specialty of the institution in the health field through presenting pharmaceuticals products in a form of nutritional supplements, and considering that it targets the public health, so in this way, it works on introducing its social identification mainly in the field of the health based on taking care of citizens health through presenting these nutritional supplements as a healthy solution to some targeted health diseases.

- **Human assistance:** most of the advertisements of the institution (Gela form advertising, Mary Rose, photo-block, carbonate) depend on the human side in the action of marketing its identity or its social image in a human form which is based on the behavioral aid thanks to the use of the product, which in its turn allows dynamism, power, strength, fitness, good health in general, and that in the different spaces such as educational, household, neighborhood, so that the institution provides a social pattern which fits the context that represents this assistance, which starts from mere advice and instructions thanks to the use of the product, to direct assistances which happen between the product user, which has a principle cause in motivating these helps.

- **The family share and its customs:** so that all the advertisements cannot be free from showing the Algerian family image and its indicators such as the family sharing, and the meeting around the table, and the daily life of the Algerian citizen in general, in addition to the presentation of some traditions and habits of the Algerian society such as cooking for example (couscous, Mhajib), and may be these images convey to us the general identity scene of the Algerian society, which in turn is reflected on the identity of the institution, which is integral part of this identity (the identity of the Algerian society), and that through the daily life of the Algerian family and its cultural and social behaviors, traditions and customs.

Moreover, from here we conclude that the ethical strategies in the advertising discourse of the institution, through its various elements either related to its self-image, or its professional ethics, or its social and cultural identity, are considered an integral part from the social imagination of the institution, so that the latter cannot prove its existence and its identity only through the implicit and the explicit recognition of the Algerian society identity as a whole, as it is targeting a part from it, and perhaps this characteristics is very compatible with one type of advertisement which is called integrative or projective (www.marketing-etudiant.fr), and which is considered as one among the important advertisement in trying to integrate the scenes about customs and traditions of its society, or at least the attempt to drop the identity of the scenes through some customs and traditions in the advertising discourse, so that the identity of the advertisement becomes a part which does not divide from the identity of the viewer, perhaps this creates a type of integration and participation and social belonging, as the moral side of the institution is considered among the important direct ways which are related to the behavior, that is to say in the entirely behaviors which the institution translates in the advertisement to construct its image to the public, through the definition of its personal, professional and social identity. Basically, the process of identifying the product identity

is considered one of the features of the advertising discourse, which aims primarily to establish the brand in the mind of the consumer.

5. CONCLUSION

The results of our study starts from understanding the Algerian Advertising discourse through a set of advertisements of Vilcom production institution as an Algerian enterprise of local production specialized in the production in pharmaceutical products especially concerning nutritional supplements, and perhaps the activity of dismantling this kind of discourse makes us know the nature of advertisements and the applied strategic persuasiveness, and through these basic strategies: mental, emotional and ethical, they allow us to know the argumentative and rhetorical elements related to them, in which the analyses of these strategies do not stop at the limit of the apparent meaning (appointment), but goes beyond that to implicit meaning (suggestion), as it does not target the linguistic letter only (the text), but the iconic letter as well (the picture), especially since it a television advertisement audiovisual it has a special characteristics which make it differentiates from audio or visual advertisement, this is in addition to the fact that dealing with these strategies in such discourse it is not usually equal form, but rather there is dependence on one strategy without another, or the dependence on a strategy more than another one, perhaps this may due to the process of targeting a set of economic, psychological and social dimensions which do not deviate from the framework of the strategic objectives of the institution, considering that the overlap of a set of internal and external factors for the individual to integrate the achievement of the goal. While employing one strategy may suit the nature of the advertisement and its type and objectives as well, so that there is a type of advertisement which almost relies on the emotional strategies and it is named (persuasive advertisement), and there is an advertisement that often depends on mental strategies and it is called (informative advertisement), in addition to the advertisements which depends on ethical strategies and called inclusive or projective advertisements, or that has special feature that is either more suggestive known as suggestive advertisement or what is know as mechanical advertisement in dealing with the public, this is similar to the other types of advertising in which these strategies are mixed.

From here, we can employ persuasive strategies according to the nature of the advertisement, its types and its strategic objectives, which does not deviate from the framework of the organization's marketing communication strategy and especially which concerns its persuasive communication strategy through the advertising media. On this base, the importance of the corporate image in advertising discourse becomes evident through the process of employing various persuasive strategies.

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