



EMOTIONAL ARGUMENTATION IN ADVERTISING

FROM NEUROMARKETING TO NEURO-RHETORICS

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Persuasion & Emotions

Ancient Rethoric

New Rethoric

Gorgias

The power of discourse and the most divine works

Aristotle

The importance of hearers in the rhetorical genres

Persuasion

Cicero, Quintilian

Strategies of persuasion

Partes orationis: exordium y peroratio

Perelman

Adaptation of the speaker to the audience

Difference between persuasion and conviction

“That rhetoric is the artificer of
persuasion” (Plato, Gorgias, 452e)

“Discourse is a great potentate,
which by the smallest and most
secret body accomplishes the
most divine works”
(Gorgias, Encomium to Helen)



“Rhetoric falls into three divisions, determined by the three classes of listeners to speeches. For of the three elements in speech-making—speaker, subject, and person addressed—is the last one, the hearer, that determines the speech's end and object”

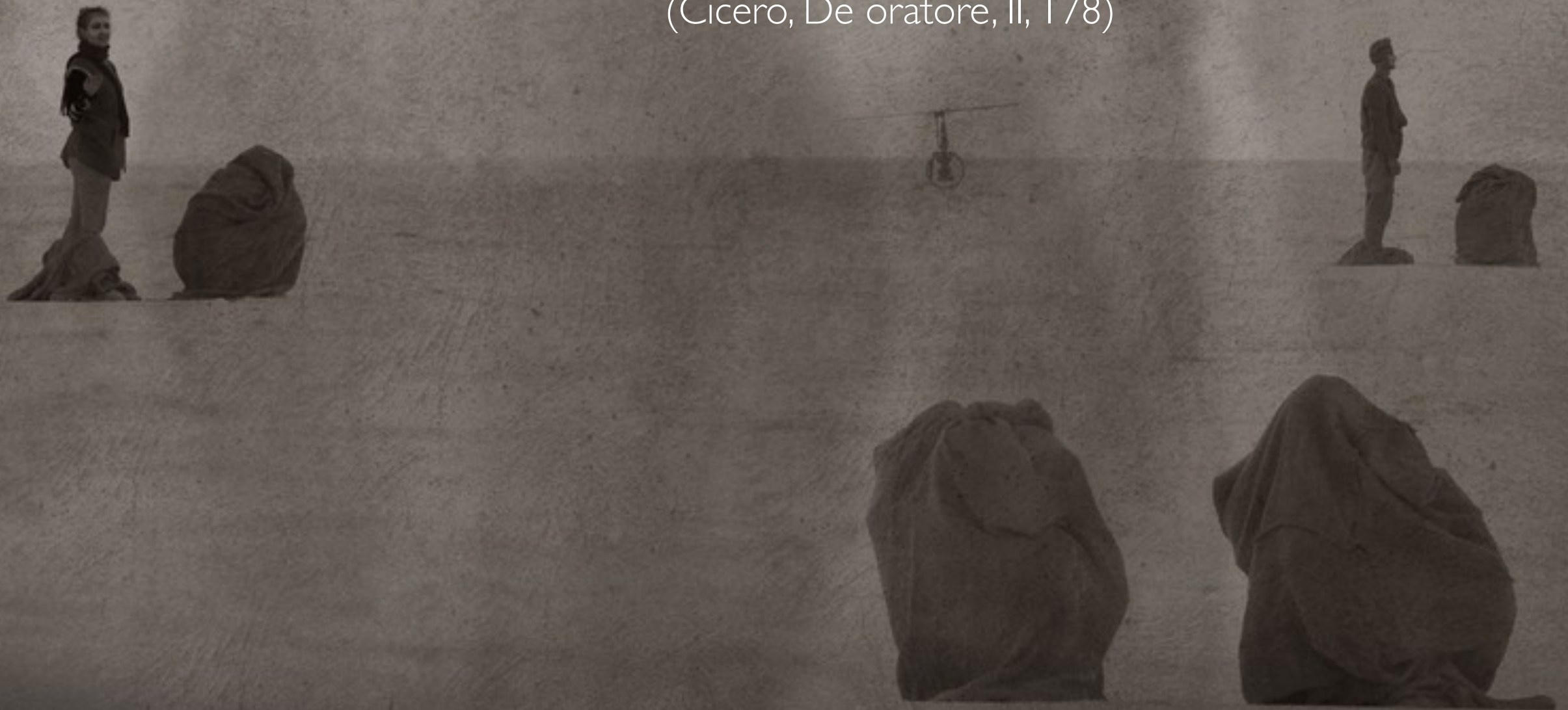
Aristotle, Rhetoric, 1358a36-1358b8

- The importance of hearers in the rhetorical genres.
- The hearer has faculty of deciding or not, and the field of this faculty determine the various rhetorical genres.



“For there is nothing, Catulus, of more importance in speaking than that the hearer should be favourable to the speaker, and be himself so strongly moved that he may be influenced more by impulse and excitement of mind, than by judgment or reflection”.

(Cicero, De oratore, II, 178)



“Proofs in our favor [...] may make the judge think our cause the better, but impressions on his feelings make him wish it to be the better, and what he wishes he also believes”

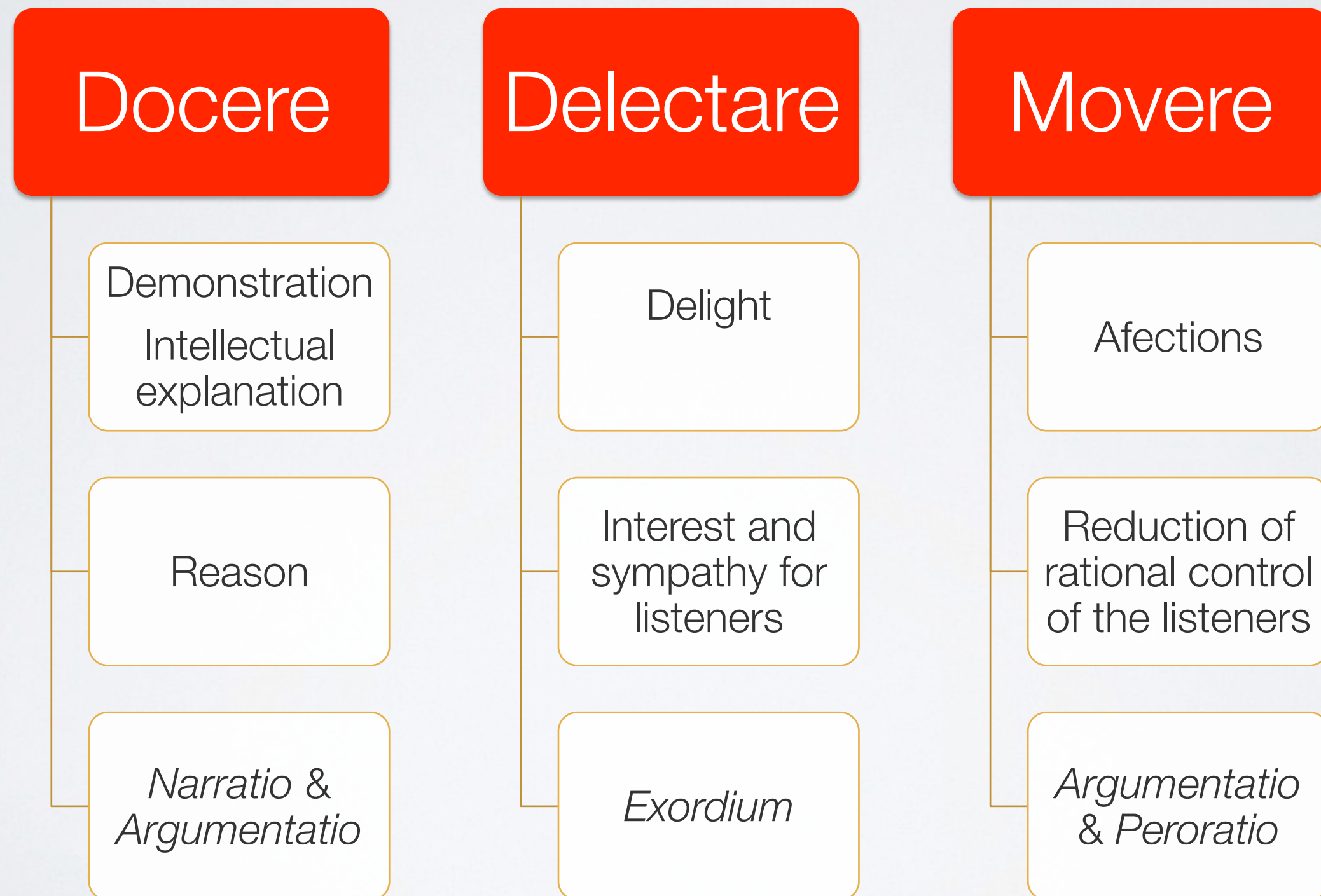
Quintilian, Institutes of Oratory, VI, 2, 5



“because passion overpowers the sense of sight, so a judge, when led away by his feelings, loses the faculty of discerning truth”

Quintilian, Institutes of Oratory, VI, 2, 6

Strategies of Persuasion



Perelman and the New Rhetoric

Adaptation of the speaker
to the audience



Conviction:
objective

Persuasion:
subjective

Persuasion &
Emotional Advertising

Marketing

Neuromarketing

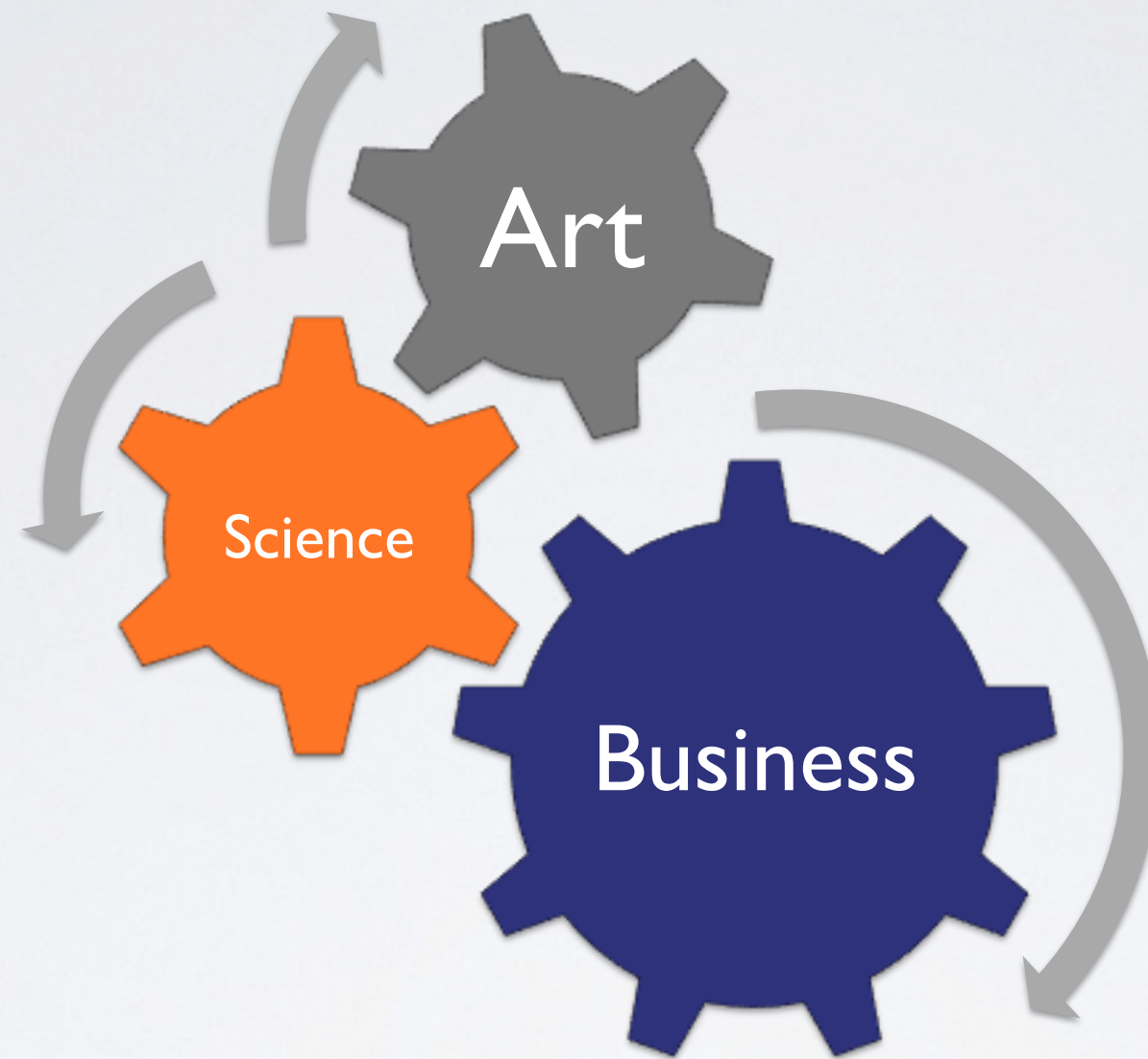


Advertising is...

The fine art
of separating people
from their money

(Hermann Vaske)

un peu d'air sur terre



The Advertising Mechanism

Central persuasion

Intense

Conscious receiver

Rational
mechanisms of
defense

Left hemisphere
of brain

Peripheral persuasion

“Secondary”
aspects

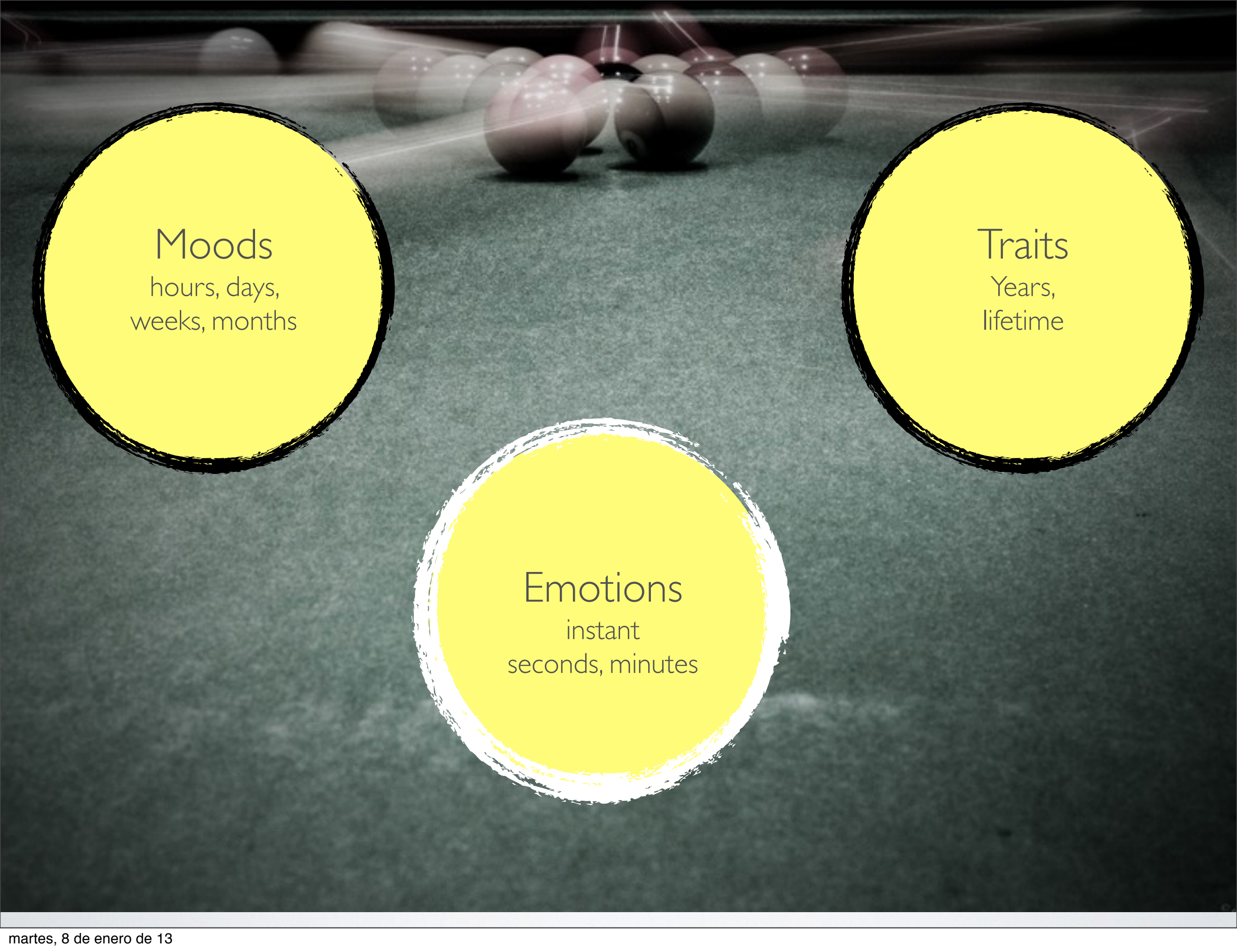
Most defenseless
receiver

Information
process easily

Right hemisphere
of brain

Pratkanis & Aronson

Humans as not being rational, but trying to prove to others that we are rational.



Moods

hours, days,
weeks, months

Traits

Years,
lifetime

Emotions

instant
seconds, minutes

Advertising, the reign of the positive things

Joy
Hope
Happy for
Gloating
Love
Satisfaction
Relief
Pride
Admiration
Gratitude
Gratification



“In our factory we make lipstick;
in our advertising, we sell hope”

Charles Revlon





▶ Air
▶ Drink

▶ Blue Skies
▶ Coke

**Informative
argumentation**

Central persuasion

**Emotional
argumentation**

Peripheral persuasion

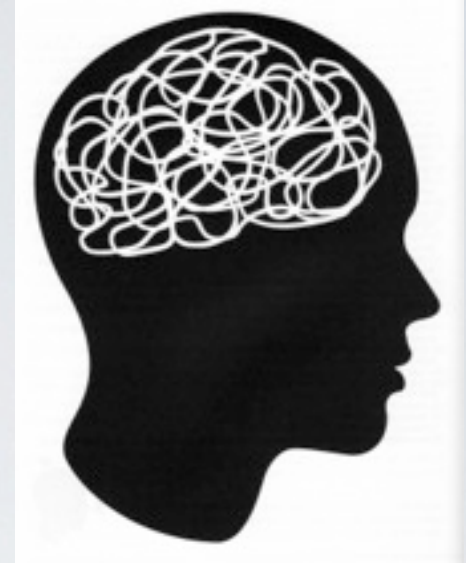
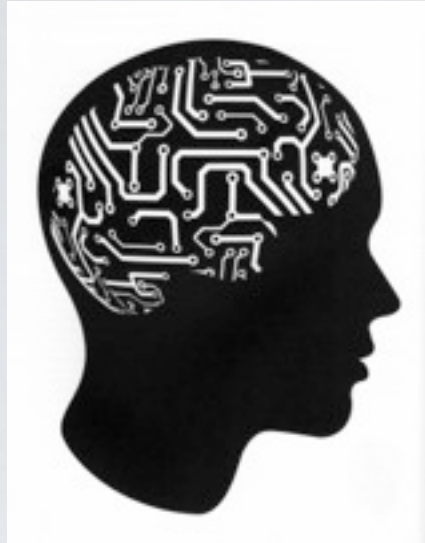
**Advertising
Strategies**

**Inferencial
interpretation**

Brevity & Redundancy
Enthymeme, without conclusion

Topics

Using topics & stereotypes



Neuromarketing

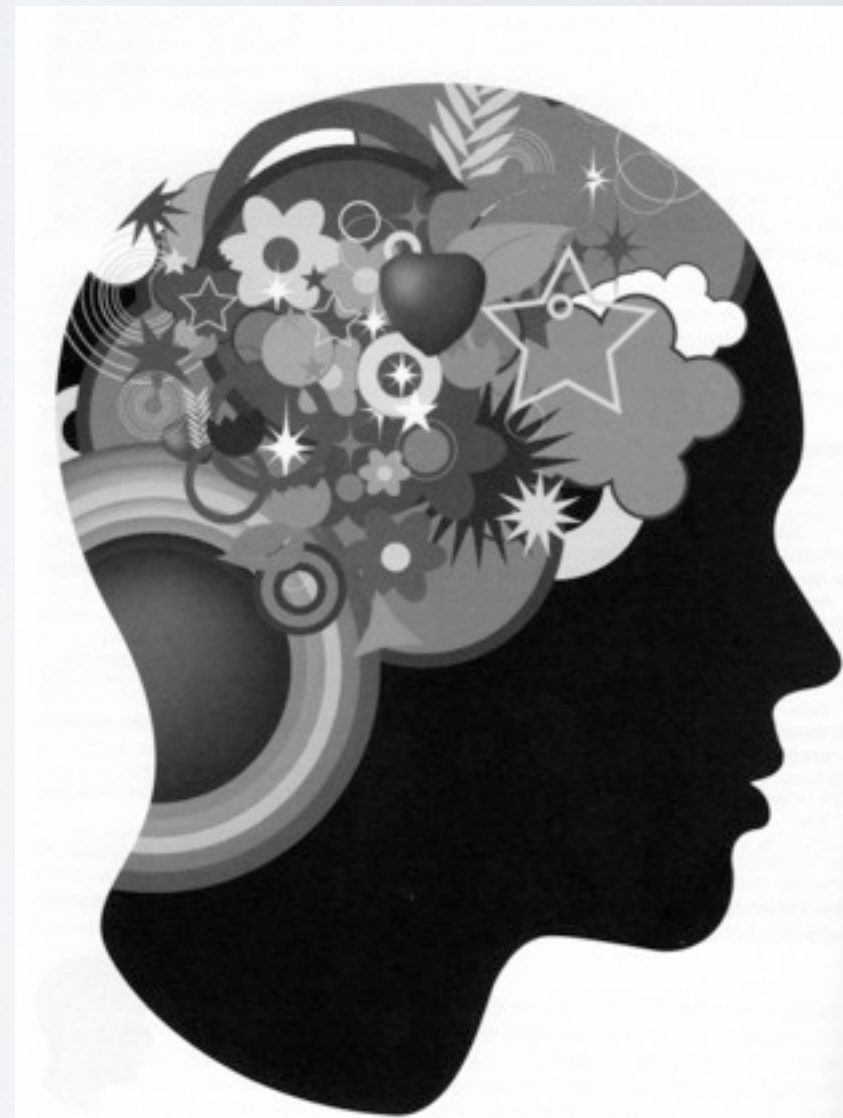
psicology, sociology,
anthrophology, economics

= MARKETING

+
neurosciences

=

NEUROMARKETING



Neuromarketing

The neuromarketing studies
the brain processes
that explain the behavior and decision-making

Thecnologies

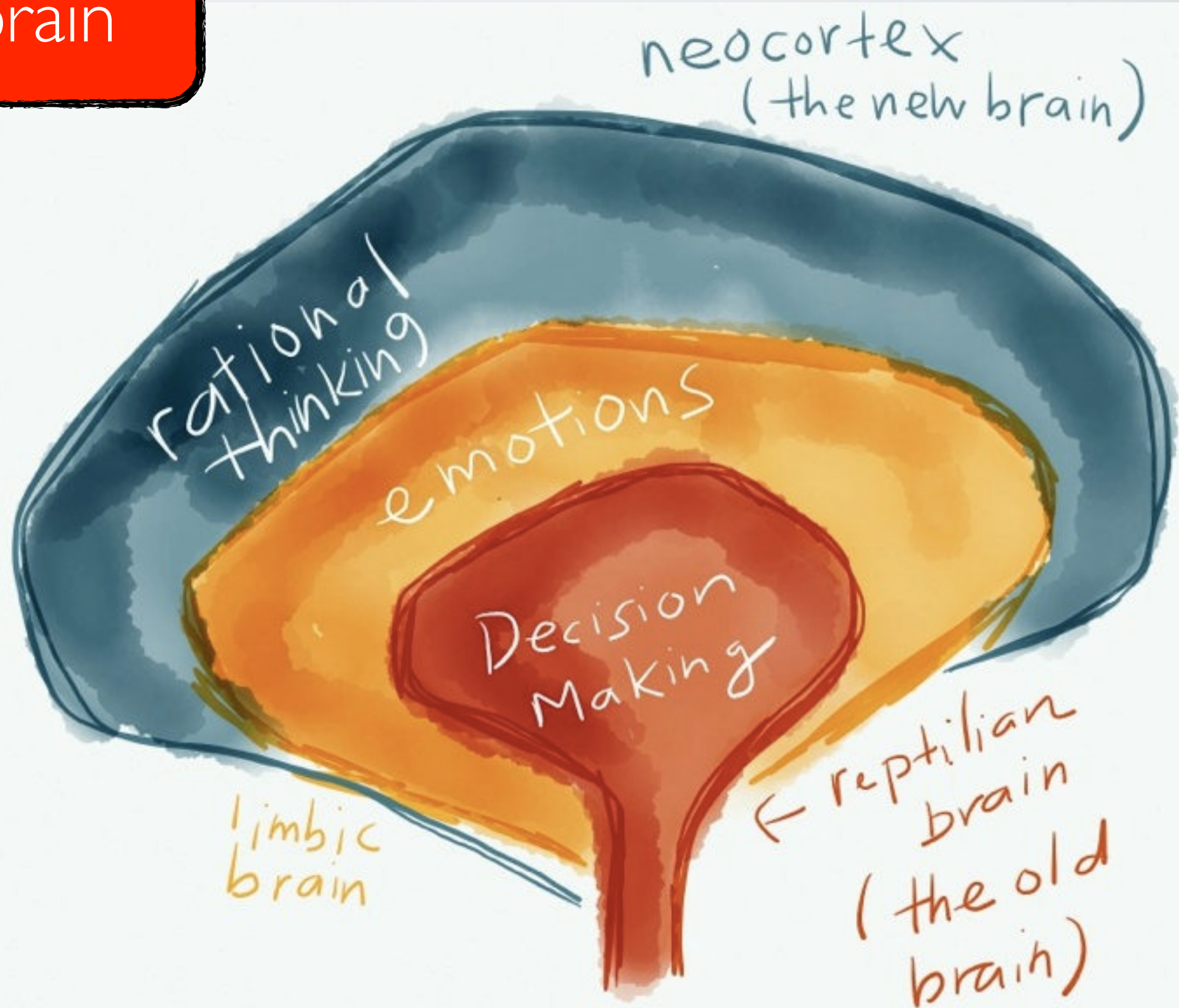
- ☒ Magnetic Resonance Imaging (MRI)
- ☒ Eye-tracking
- ☒ Electro-encephalography (EEG)
- ☒ Magneto-encephalography (MEG)
- ☒ Latent responses
- ☒ ...



Using two
brain theories



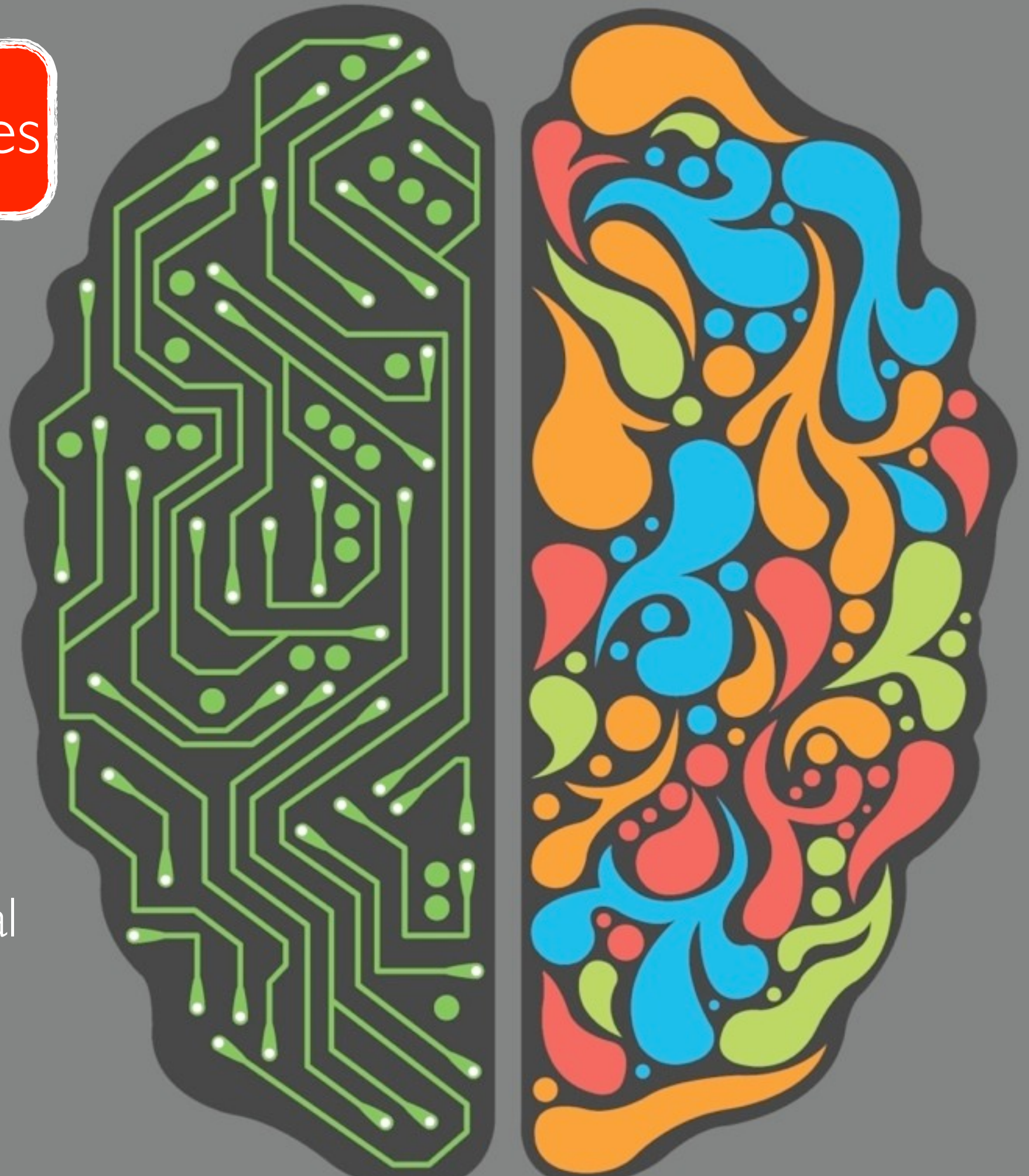
Triune brain



Two hemispheres

Rational, logical

Creative, emotional



Rhetoric & Advertising

Emotional argumentation

Pragmatics inferences (relevance theory)

Enthymeme (brevity, missing premises)



Often, without conclusion

The argumentation in advertising


Schwarzkopf
Anti-Dandruff-Shampoo

Rethinking the strategies of persuasion

movere
emotional advertising

delectare
emotional advertising

docere
rational advertising

Exordium resources

For the brevity...
Rhetorical Pills

Peroratio resources



and... NEURO-RHETORICS?

- * Rhetoric has always adapted to changing times.
- * It is necessary to adapt some traditional concepts.
- * ...and investigate the brain mechanisms and “neural correlates” of rhetorical concepts on persuasion.
- * The neuromarketing is a very good model for this work

Some ads

Coca Cola

Air France

DRINK
Coca-Cola
TRADE MARK
REGISTERED

IN BOTTLES 5¢



BE **REALLY** REFRESHED!



Only Coca-Cola gives you the cheerful lift that's bright and lively...the cold crisp taste that so deeply satisfies! No wonder it's the real refreshment...anytime...anywhere! Pause...for Coke!

*Get Coke in King Size, too.
Now available almost everywhere.*



SIGN OF GOOD TASTE

COPYRIGHT © 1959 THE COCA-COLA COMPANY. "COKE" IS A REGISTERED TRADE-MARK.





Coca-Cola
Coke adds life.





open happiness™



AIR FRANCE

BUSINESS CLASS. COMFORT.



AIR FRANCE
///

*LA PREMIÈRE : voiture avec chauffeur du salon à l'avion
et porteur à Roissy-Charles de Gaulle, service personnalisé,
cabine sophistiquée, cuisine de chef étoilé, lit moelleux
pour FAIRE DU CIEL LE PLUS BEL ENDROIT DE LA TERRE.*



AIR FRANCE
///

*Personnel attentionné, cuisine gastronomique,
service raffiné en long-courrier
pour FAIRE DU CIEL LE PLUS BEL ENDROIT DE LA TERRE.*

AIR FRANCE KLM

AIRFRANCE.FR



★ BE TIC Euro-AdG



"The heart has its
reasons, that the reason
doesn't know."

Blaise Pascal

Thank you!