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Advertising and Covid-19: how companies have changed the marketing communication during the pandemic

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Chapter 1

Introduction

1.1 Covid-19 consequences on the economic sphere

The Covid-19 pandemic, also known as the Coronavirus pandemic, has been considered as the most crucial global health trial of the century and the biggest challenge that the humanity has faced in the past few years. The virus is an infectious respiratory disease emerged for the first time in Wuhan, China, in December 2019 where most initial cases were related to source infection from a seafood wholesale market. In short time, given its human to human spreading capability, the virus circulated to other areas of China and later worldwide, with the exception of Antarctica. On 11 March 2020, Coronavirus has declared a global pandemic by the World Health Organization (WHO) (Chakraborty & Maity, 2020). In order to control the virus spread, countries have cautioned the public to take responsive care and various measures. The public care measures have included handwashing, wearing face masks, physical distancing, school closure, suspension of transport facilities, workplace non-attendance and avoiding mass gathering and assemblies. The major strategy which have been put in place is the lockdown, a needed action to flatten the curve and control the transmission of the disease (Pokhrel & Chhetri, 2021). Coronavirus has rapidly spread throughout the world, posing numerous challenges and consequences in the health, economic, social, educational and environmental spheres for the entire human population. From the end of the lockdown to the spread of vaccines against covid, it is possible to say that the situation improved, however, the Coronavirus has disrupted the normal daily life and the world still suffers from the damages that the virus led to the beginning of the pandemic.

Covid-19 outbreak also affected the economic sphere causing significant economic losses. As already mentioned, in order to avoid the transition of the virus, have been taken severe public measures such as the workplace non-attendance which was replaced with the smart-working modality. The global economy has suffered serious consequences in every field, increasing at the same time a sense of fear and insecurity among people due to the possible job and pay loss. Various industrial sectors (i.e., tourism, aviation, agriculture, construction, retail, hospitality, textile, jewellery, manufacturing, energy,

transportation equipment, fabricated metal products and start-ups) have been temporarily closed leading, as a consequence, to a significant revenue loss. Hence, this has led to the closure of many industries and the loss of jobs for many employees (Debata et al., 2020). The tourism and the transportation industry have faced serious issues due to the prohibition to move during lockdown, international flight and business transport have been deferred amid different countries. The same thing went for other transport services, such as domestic flights, railways, busses and trucks, which have been suspended with the exception of vehicles for the transportation of essential commodities. Several firms, commercial, educational and sport institution have been closed for a very long time since the beginning of the lockdown, excepting those related to essential amenities. Moreover, the manufacturing industry have been seriously affected due to lockdown. with strong negative effects on the production and profits also due to the inability to connect with clients (Chakraborty & Maity, 2020). Therefore, the pandemic has produced a negative effect not only on daily life but also on the world economy, for this reason, according to World Trade Organization (WTO) and Organization for Economic Cooperation and Development (OECD) Covid-19 pandemic has been defined as the largest threat to global economy since the financial emergency of 2008–2009. In general, Covid-19 affected negatively all industries except for food, chemicals, electronics, plastics and rubber products.

A very important area in which the Covid has caused significant damage is the communicative sphere both from the economic point of view and from the human point of view. With regard to the human point of view, Covid-19 has caused a very negative impact on people's lives. At the very beginning of the pandemic, state government, in order to avoid the spread of the Coronavirus, all schools, colleges, universities, offices, industries where closed, so, the education continued with the distance learning as smart working for the work and the people was forced to stay at home avoiding human contact and, therefore, communication with other people. As a consequence, the whole communication system has been disrupted. Moreover, the distance learning and the smart working has reduced the human contact which is important for the individual growth and for the personal' skills development. Therefore, the lack of sociality has caused emotional and psychological stress to the people, who, as a result, were unable to engage productively. From an economic point of view, the pandemic has disrupted the marketing

communication sphere, since, given the pandemic, consumers were not interested in purchasing new goods and services. In order to face the problem, many businesses have reevaluated their marketing and media spends, reevaluating at the same time their advertising, marketing and promotional strategies in order to generate interest and a sustained stream of spending on consumers maintaining at the same time sufficient returns on media spends (DiResta et al., 2020).

1.2 Covid-19 consequences on the marketing communication sphere

Marketing is a very important branch of economy, defined as the business of promoting and selling products or services. However, the advent of Covid-19 has brought several problems also within the marketing activities. For example, because of the lockdown have been interrupted the fairs and inaugurations that allowed the communication of new products, the buying consumer behaviour has changed and consequently also the objectives of companies that have had to adapt to the various changes that Covid-19 has made. The global pandemic has resulted in changes to advertising, marketing, promotional and media spends, forcing businesses and brands to reappraise their advertising and marketing campaigns to maintain a steady stream of income. Furthermore, the pandemic has caused limitations on the way how businesses operate and sustain their brand and customer base (DiResta et al., 2020). The main problem for businesses has been how to communicate with consumers to promote their products and services, to maintain their brand image strong and focus on strategies to achieve the customer satisfaction. Moreover, for brands this has brought to a market alteration because of the economic impact on all industry sectors, to face the increased competition, to analyse brand reputation issues and to identify potential new products and services needed to meet consumers' needs and expectations.

The Covid-19 crisis is affecting consumer behaviour and thus the way in which marketing can be used. For example, as well as a fall in consumption due to lower consumer confidence, lower incomes, consumer defaults on loans and reduced financial means as a result of falling share prices, shifts in consumption are also occurring between product categories. In parallel to these economic developments, the imposition of social distancing is also affecting the drivers of consumer behaviour. Therefore, in front of the global pandemic, consumers have re-evaluated their life priorities which have brought to

the awareness of new values and spending criteria. According to some studies, on the one hand 46% of people have reduced their spending, on the other hand people had increased their spending pattern on emergency products such as groceries and household supplies (Akter & Sultana, 2020). In this context however, the trend among consumers to shopping online has grown as, even after lockdown they felt safer, and this include both groceries and durables. This demonstrates how digitalization is very important as it showed how companies could continue to work. As a consequence, online stores have experienced considerable increases in turnover. Moreover, what has changed between the consumers behaviour is their tendency to attach greater value to connections with reliable, important and well-known brands. In general, with the exception of fresh food, packaged food and home care, the pandemic, on the one hand has negatively affected consumer markets, on the other hand other data have shown increases in products that people bought more online and that best reflected the needs of that period, because, since leave the house was not allowed, people could buy only these types of products.

In front of the significant changes that the pandemic brought, companies had to redefine their purposes, products, communication and target customers. According to their purposes, it has been evident that companies have adapted their aims launching initiatives in order to contrast the pandemic. Such initiatives are referred to as “purpose marketing” or “cause-related marketing” and demonstrated their corporate social responsibility (CSR), helping, for example elderly and vulnerable people in society and supporting and encouraging those in need of emotional support (Hoekstra & Leeflang, 2020). The research has shown that activities of cause-related marketing provoke a larger effect when it is done by a familiar brand of a utilitarian product, when a relatively large amount of money is donated. In consequence, these activities create a more positive effect on consumer attitudes and a larger purchase intention, strengthening at the same time the consumers’ brand attachment, the word-of-mouth and the brand awareness. This is the case of Google which committed \$50 million in grants focused on areas such as: health and science, economic relief and recovery, and distance learning (Fuller, 2020).

Nevertheless, the main challenge that marketing has faced during Covid-19 has been to communicate and to get the products to consumers. Since the product portfolio at that time was limited, given the problems above mentioned and also the lack of interest of people, which were forced to stay at home, they did not have need of several goods,

with the exception of primary needs. To face this problem marketing had to change the way of communicating with customers, or rather they adapted their advertising messages to the current situation. As a result, many companies had to think about new creative and innovative marketing campaigns strategies in order to deal with the market alteration given by the pandemic.

However, on 2020 it has been observed a decline in advertising expenditure of about 10% with television advertising expenditure decreasing by 25% (Hoekstra & Leeflang, 2020). During that period many companies, especially the small- and medium-sized enterprises (SMEs), have suspended their marketing activities in order to save money, while others increased their investments in advertising due to the less impact they experienced by the pandemic. The same can be observed when considering the more intense communication of grocery retailers and retailers of furniture, cosmetics and others since they made use of a mixed combinations of classical and social media (Hoekstra & Leeflang, 2020).

This is another important factor that companies have had to adapt to the situation, namely the communication channel. Research has shown that 45% of global consumers have devoted more time to social media, online video streaming has increased by 26%, moreover, consumers using online food delivery and essential goods delivery has risen dramatically (DiResta et al., 2020). As a consequence, companies have responded to the specific crisis period to a different use of medias to communicate, or rather, less outdoor advertising, more online, and possibly more television and radio advertising.

Finally, a very important factor which companies had to adapt to the situation was the language of the advertisements and what the advertisements communicated. When an event of big importance occurs, such as the global pandemic of Covid-19, it is difficult for companies to be tactful, employ mindful marketing and be empathetic to consumers' plight. Moreover, in such a situation it is important to recognise that the brand communication is less directed at acquiring new customers and more directed at devoting greater attention to existing customers. On the one hand, companies had to acknowledge the crisis while, on the other hand, reflect positive values and emanate positive vibes. This has been accomplished adjusting marketing campaigns and evaluating the advertising language style. In that period products were temporarily unavailable and consumers less interested in buying new products, as opposed to how it would normally happen and how

it happened before the pandemic. As a consequence, promotional advertising would have resulted senseless. Consumers were afraid of what was happening and they just needed support. Therefore, companies have changed their focus creating a communication in which a brands demonstrate support, their awareness of consumers' increased anxiety, their concern for victims of the coronavirus, their support to small businesses that have had to stop, or their responds to the regulations imposed to tackle the crisis.

1.3 Aims and objectives of the research

Having introduced the argument on which this thesis is based, the main purpose of this research consists in analysing how companies have changed their marketing communication due to the Covid-19 spread. In particular, the main goal is to compare the differences in the language style of advertising messages launched before and during the pandemic. Particularly the analysis is based on a content analysis of 79 advertisements dated back to the period before the pandemic and during the pandemic, respectively from February 2018 to February 2020 and from March 2020 to December 2021. The advertisements in question are both visual and commercials and belong to four well-known multinational companies, respectively Amazon, Burger King, Uber and Google. Starting from the research question: "How companies have changed the marketing communication during the pandemic?" have been examined several language style variables such as figurative and literal, Emotional and informative, persuasive and communicative, abstract and concrete. The variables has been examined in order to compare the type of language styles used on the different historical periods, before and during the Covid-19 pandemic and the dominant language style to analyse the change that the marketing communication message has suffered during the pandemic. What is expected from this study is a passage from a kind of advertising before the pandemic characterised by a product communication that has been paused during the pandemic to give space to a solid type of communication, where companies help people to better live the situation of Covid-19.

1.4 Research structure

After this first introduction chapter, the structure of this thesis consists of four main parts each dedicated to a specific purpose:

- the first chapter is dedicated to the presentation of the literary review on the different theoretical constructs considered for the purposes of research objectives and the definition of the terminology used;
- the second chapter deepens the aims of the study, the methodology and the research objectives, the research design and finally the four case study companies are presented;
- the third chapter is devoted to the presentation of the tables showing the analysis and the results obtained;
- the fourth and final part concerns the discussion of the results and the interpretation of the same for the development of future insights, in addition to the definition of the conclusions.

1.4.1 Summary of Chapter two

Chapter 2 is divided into two main parts. The first part introduces the changes that the pandemic has caused within the sphere of advertising marketing communication, making a comparison of the objectives that advertising had before the pandemic and during the pandemic highlighting the cause of this change, that is, the needs of consumers, who, if before the pandemic concerned the satisfaction of their needs through services and products, during the pandemic they needed emotional support and comfort in the face of the fears that the pandemic triggered. The second part introduces the definition of advertising, its functions, its objectives, its strategies and its relationship with the language that plays a very important role to attract consumers and define the message you want to send. At this point follows a definition of language style and its role in advertising, which is very important since has a creative concept to present a message to the reader or the audience. Since advertising is considered a tool of selling a product, it reaches this aim by manipulating the language by using many styles of language to get success in business. Finally, the different language style are introduced and presented that will be used for the research purposes.

1.4.2 Summary of Chapter three

Chapter Three is mainly devoted the definition of research objectives and the presentation of the methodology used. Once the main aim of the research has been

defined, that of analysing how companies have changed their marketing communication due to the Covid-19 spread, placing greater focus on the comparison of the differences in the language style of advertising messages launched before and during the pandemic. In this regard, we focus on the structure of the experiment that concerns a content analysis of 79 advertisements dated back to the period before the pandemic and during the pandemic, respectively from February 2018 to February 2020 and from March 2020 to December 2021 and which was performed using the variables collected. The advertisements in question belong to four well-known multinational companies, respectively Amazon, Burger King, Uber and Google which consists of the case study companies object of study. Still in the chapter there are two sections that explain what the content analysis and the multiple case study used in the present dissertation, finally going to present the company case studies subject of thesis.

1.4.3 Summary of chapter four

The fourth chapter focuses on the presentation of the main results emerged from the analysis of advertisements. The chapter opens with the tables that show the advertisements with their type of language style, the result of the analysis shown below each table. Each advertisement is analysed according to the characteristics of each type of variable. Finally, at the end of the chapter there is a summary table with the results of the period before the pandemic and during the pandemic and the differences between the two.

1.4.4 Summary of chapter five

Chapter five introduces a general discussion of the results presented in the previous chapter. The chapter focuses more on the economic impact that case study companies have experienced during the pandemic in order to introduce to the impact and changes the companies have experienced in the marketing and communication field based on the most important results obtained from the analysis of advertising before and during the pandemic, which are detailed in order to make a comparison. Finally, the thesis presents the concluding part of this work, highlighting the some theoretical and marketing implications and presenting the limitations of the research and some suggestions for possible future research on the subject.

Chapter 2

The relevance of advertising language style on consumer behaviour: A literature review

2.1 Language advertising's styles and strategies

The term “advertising” can be defined as “the activity of making products or services known about and persuading people to buy them” (Cambridge Dictionary, 2022). Advertising is part of the modern capitalist consumer society whose feature is its competitive fight and its aim is to be catchy and easy to remember (Vasiloaia, 2009). Advertising in business field is a form of marketing communication employed to manipulate or influence an audience or a particular group in order to take some action concerning the product or the service the advertisement is relate to. The word advertising originates from the Latin word “advertere,” which means to direct attention towards (Jafari & Mahadi, 2014). As a matter of fact, advertising, in its numerous forms, such as on television, on radio, in magazines, on the internet, surrounds all people of the world. Up to now, several authors confirmed that the effective intention or aim of advertising is to convince customers on buying a company's products, improve the image of the company, highlight and create a need or a necessity for products or services, make evident new uses for established products, proclaim new products, strengthen and support the salespeople's individual messages, draw customers to the business, and to hold existing customers (Jafari & Mahadi, 2014). There are several advertising language strategies that serve as a means to this end. The main strategy that plays a very important role is creativity. “The relationship between creativity and advertising is long, rich and textured” (Ahmad, 2018, p. 458). According to the author, characterised by the use of imagination and expression, creativity can be defined as the production of something original and valuable that involves the elaboration of new plan ideas (Ahmad, 2018). It plays a very important role in the sphere of advertising, in other words, it is considered an important determinant of advertising effectiveness. In today's highly competitive world, consumers are increasingly faced with a wide range of different products, choices and prices. As the Covid-19 outbreak has changed the public's mindset and diminished the concept of brand loyalty, marketers use creative strategies to build customer loyalty. Despite the presence

of these elements that cover a very important role on the advertising language style, the text type of advertising copy has to remain recognisable to the addressees as such and to meet their basic expectations. “Moreover, the companies want to rest assured that the money they invest in their advertising campaign meets their objectives, and the safest way to reach that aim is to rely on tested and proven techniques and strategies, also from a linguistic point of view” (Vasiloaia, 2009, p.2). Nonetheless, this is not the only function that advertising has, it may also amuse, inform, misinform, worry or warn (Vasiloaia, 2009).

Despite the different strategies and characteristics typical of advertising, it should be kept in mind that it is still language that forms the crucial part of advertising. Language is a very important aspect of human life, whose, it is basically function is to know and to understand other people’s idea. In general language can be divided into two kinds, spoken language and written language. “Spoken language is an utterance formed from sounds such as conversations, speech, storytelling, discussions, television broadcast, etc. While written language is an utterance which is formed in the written form, such as novels, comics, newspapers, magazines, letters, books, journals, articles, and etc” (Haqqo, 2016, p.1). In order to express or deliver their ideas in both forms, written and spoken, people use their own styles, that is the ability and the competence to make a sentence in a good way (Haqqo, 2016). The language style forms communication in the right way and determines how a social interaction will proceed, indicating how a speaker speaks and how the listener takes the meaning of the communication. Style is a very important peculiarity of the language that covers different functions on the communication system such as telling how to interpret a language or controlling the interaction. The term “Language style” refers to the way how people use the language in communication. It is a selection of linguistic forms used by people to convey social or artistic effect and to inform the listener to take what is being said seriously, ironically or humorously (Haqqo, 2019). All things considered, it is possible to deduce that, language style is a tool that people use to determine the purpose of a communication and to manipulate others controlling their interaction in bringing messages or ideas (Haqqo, 2019). Finally language style has the aim to create a certain mood that is really important in order to influence the reader’s feeling. (Haqqo, 2019).

As stated above, in order to express their ideas, people use written utterance. One example of written languages that is created by human being is advertisement., There is a growing body of literature that recognises the importance of advertisement as a very important tool of communication which purpose is to define to the consumers the meaning and the role of products, services or institution and tell what a specific product or brand should do when it is used. It is a well-known fact that language and advertising are closely related since language has a creative concept to present a message to the reader and to the audience. On the other hand, advertising does not always use the same type of language, but, it makes use of different styles of language in order to get success into the business field and convincing client to buy a product. According to the goal a company wants to achieve, advertising makes use of different language style. There is evidence that from the predominant persuasive function plays a crucial role on the advertising field, but from this important function a set of typical linguistic features can be derived. These can be considered characteristic of the language of advertising, as they best serve the purpose of attracting attention, as well as entertaining the addressees. The appellative function is often concealed underneath or accompanied by other functions such as the descriptive and narrative elements, which are very important to describe the products and report people's experiences with the product. Several studies have shown that the language of advertising frequently uses figures of speech and other stylistic devices that are considered typical of poetic language, such as puns, metaphors, neologisms, alliteration, assonance rhyme and others. Furthermore, this is extremely connected to the high degree of creativity involved in advertising language and contributes to the secondary function of advertising to entertain the addressees. As a consequence of the extremely presence of the appellative character, advertising is considered by several authors as one of the most efficient vehicles of ideology (Vasiloaia, 2009). Respectively, this concept, has been given to the language of advertising the epithet of "loaded language" as a result of its purpose of influencing and changing the will and attitude of its recipients (Vasiloaia, 2009). Such a goal is achieved by giving the advertisement a simple language with as weak structure grouped around a simple unit of meaning in order to make it easy to remember. Advertising, on balance, from a linguistic point of view, is can be defined as a dubious manifestation of free enterprise, in which language, is nothing but a natural resource exploited by companies in the sectoral interest of their client's marketing

programs. A study in this regard have highlighted as many as four important functions that advertising must have in order to be successful, such as attention value, readability, memorability and selling power. Each of this function, has consequence on the language that is used to achieve those aims (Vasiloaia, 2009). The attention value function reflects the main principles of advertising, that is to say, attract attention and arouse curiosity. On the linguistic level, this can be achieved by breaking conventions of language use such as using wrong spelling, neologisms, puns or rhymes. The readability function on the linguistic level, is reached making the sentences simple and quick to read, therefore, the style of adverts is mostly colloquial, using simple and familiar vocabulary. The memorability function has the power to make the sentence easy to remember and recognised as familiar thanks to the highly use of repetitions. Finally, the selling power function, reflects the main purpose of advertising, that is to say selling. This aim, on the linguistic level is achieved through the use of imperative to give the people instruction about what to do. The characteristics mentioned above are the important peculiarities that are generally owned by the language of advertising, despite that, advertising agencies have full freedom to give creativity to advertising by using disparate language styles.

Nowadays there are different types of language style identified in advertising language which are used as a tool by different authors to analyse the language and the message conveyed by the advertising. In this study I will generally take into account four types.

1. *Figurative / Literal or Non-figurative*
2. *Emotional / informative*
3. *Persuasive / communicative*
4. *Abstract / Concrete*

2.2 Corona virus's spread on the advertising market

Corona virus (Covid-19) outbreak has had a considerable impact on almost every field of human life and business. At the very beginning of 2020, Covid-19 pandemic became a global phenomenon (Ali & Yang, 2020). People have been confined for months by lockdowns with limited activities and restricted travel distances (Ali & Yang, 2020). During the lockdown period, online entertainment such as YouTube, social networks and the television became the main means source for people to stay in touch with the rest of

the world. As a result, every individual was constantly bombarded with advertisements about brand and products spreads through both the mass media such as television, newspaper and new media such as internet and social media. In consequence this time spent in front of technological devices, caused a change on the strategies and on the advertising marketing's language even due to the fact that the difficult context and the change in consumer behaviour has led advertisers to approach and communicate differently with consumers.

During a time of the epidemic, the advertising industry was no exception and has had a very important role in transmitting messages to the right destination. Advertisers made a change on the way to communicate with the people around the world, they redirected their message efforts to focus on risk communication strategies such as safe health and wellness practices. Compared to pre-pandemic advertising, the pandemic advertising has the power to guide the public regarding a fast-spreading health crisis. In order to achieve that, pandemic advertising must be evidence-based and provide information avoiding any misleading or unproven resources. Moreover, it should be precise, timely and attractive (Ali & Yang, 2020).

The lockdown period provided a new opportunity for the evaluation of online advertising because of its continuity of availability, as opposed to offline sources of information (Ali & Yang, 2020). As a result, online advertising got the chance of blooming at this time and becoming an educational force for the public with the purpose of transmitting clear information and building the self-protection consciousness against the pandemic (Ali & Yang, 2020). In achieving this aim, there are different strategies that organisations and advertising designer can choose in order to create a promotional text capable of transmitting an effective message to the consumer about health issue and being creative at the same time. The language styles used for the following research are introduced below.

2.3 Figurative and Literal/ Non-figurative language

As argued in the previous paragraph, language and advertising are interconnected and play a significant role in communicating a message directly or indirectly. On the one hand, direct roles concern buying decisions of the consumers while, on the other hand, indirect roles establish a lasting relation between the consumer and the brand (Zia et al.,

2018). Advertising plays the role of non-personal communication of information and this process of communication and conveying information takes place through various types of language, each one of them play their role in communicating the messages (Zia et al., 2018). Advertisement has the purpose to make wishes, feelings, emotions, values and states of mind towards the items in its viewers and confer information about products. In order to achieve this aim, copywriters can decide between giving information in a neutral and direct way or giving information arousing emotions towards consumers. In this sense, there are different styles of language that can be used. Previous research has established that certain language styles focus on direct indication of its literal meaning, others are defined by fun, playful and hedonic characteristics. These languages can be defined as such: *Figurative language and Non-Figurative or Literal language*. These differences in language style could influence consumer attitudes and purchase intention towards a business (Wu et al., 2017).

Figurative and literal language are two commonly used language styles in marketing promotions. Researchers established that, literal or non-figurative language means exactly what it says (Zia et al., 2019). This kind of language is characterised by the use of words solely by their defined or primary meanings, as opposed to any other meanings it is possible to give them. As a result of that, it has been claimed on several studies that non-figurative style may be the easiest to interpret as it is plain and simple “as it is”. In general, it can be said that literal language, mainly focuses on the denotative meaning of the message and on conveying direct indication of its literal meaning. Thanks to the peculiarities of the literal language, advertisement is made more vivid.

As opposed to non-figurative language, figurative is non-literal and uses different devices to communicate pragmatically complex discourse goals (Zia et al., 2019). Figurative language is one type of language style that focuses on connotative meaning rather than denotative meaning. In other words, figurative language uses words and expressions that go beyond the literal meaning of sentences, in order to indicate non-literal meaning. As reported, the main aim of this particular style is to drawn attention to the reader being persuasive making the reading process more exciting. This aim is achieved by adding further dimensions to the language and conveying messages and ideas in an unusual way by breaking the grammar rules (Al-Khasawneh, 2021). The peculiarity of this language style concerns around the fact that, in contrast to other ones, is defined

by fun, playful and hedonic characteristics. Several research carried by different authors, have found that figurative language generates positive feelings towards the advertising stimuli and result in higher levels of attitude and purchase intention (Wu et al., 2017). Due to this sets of reasons and the characteristics mentioned above, it can be said that figurative language is highly correlated with the element of creativity. The creativity and aims mentioned above, in figurative language are features achieved through the use of figures of speech. Moreover, it has been suggested that figurative language is a language which serves to convey thoughts, feelings, and perceptions that cannot be adequately expressed in literal language, for this reason it is used imaginatively and not literary because the use of the words diverging from its usual meaning (Hutauruk, 2019). These tools are called figure of speech which introduces an ambiguity between literal and figurative interpretation. Figure of speech, such as puns, metaphors, neologism and so on, have been considered by the author (Vasiloaia, 2009, p.2) “typical of poetic language” and this contribute to the secondary function of advertisement which concern the entertainment of the addressees. Consequently, data from several studies have suggested that the use of figurative language is highly common in advertisement and it is considered as the most valuable copywriting tools” (Ahmad, 2018, p.465). Furthermore, since it has an effective mnemonic effect on customers, thus by using rhetorical figures, copywriters can make their texts more striking and effective. In conclusion it can be said that advertising messages, enriched with rhetorical figures, appeal to the reader’s imagination, creating connotative meanings and helping the content to be more memorable.

A considerable amount of literature has been published on figurative language and on figures of speech. These studies shows that figurative language contains tropes and schemes. Tropes are defined as “the deviation or anomaly of the content”, while schemes are defined as “prominent recurrence of certain expressions”. Nonetheless, on the one hand, schemes include some categories such as “schemes of grammar”, “schemes of phonology”, and “schemes of a lexeme”. On the other hand, tropes contain certain figures of speech and their particular functions (Al-Khasawneh, 2021) Several authors have been reported, on their studies, different classification of figurative language. In this research, it will be taken into consideration the concept of figurative language as the classification into three different classes: figures of comparison, figures of association, and figures of contrast (Al-Khasawneh, 2021).

2.3.1 Figures of comparison

Figures of comparison are classified into four categories: metaphor, simile, personification, and apostrophe. (Al-Khasawneh, 2021). According to the author (Ahmad, 2018, p.468), “metaphor is one of the most power frequently used rhetorical devices in English advertisement”. A metaphor is a part of figurative language which makes use of analogies or implies close comparisons between two things which have anything in common (Hutauruk, 2019). Advertisers make a large use of metaphors in order to communicate a point to the consumer creating a symbolic representation of the key idea they want to convey. Moreover, metaphors plays a very important role in advertising because of the right kind of emotive associations for the product they suggest (Ahmad, 2018). Thanks to metaphors, a picture or image of a product can be intensified through the irrational use of language. The following examples made by the author (Ahmad, 2018, p. 468) can make the concept clearer. The following slogans “*Open Happiness*” by Coca Cola and “*Put a tiger in your tank*” by Esso, are two examples which can better explain the role of metaphors. In the first one, The Coca Cola slogan associates a bottle of coke with happy and carefree leisure time of a person who consumes this beverage; the second one, the Esso slogan implies that the fuel with whom their customers fill their car tanks, give their vehicles extra power and reliability. In this slogan also the word “tiger” is very important since it incorporates the brand name of the company into it, as the tiger has been the logo and symbol of ExxonMobil (Esso) idea, describing one object in terms of another.

With regard to simile, it can be defined as the direct comparison between two different things that resembles at least one way and creating at the same time an interesting connection between both objects (Al-Kasawneh, 2021). Despite that, this definition could be easily confused with the concept of metaphor. Although similar, they are different tools of figurative language; a simile differs from a metaphor because of the use of comparative nouns usually “*like*”, “*as*”, “*than*”, “*and*” or verbs such as “*similar*”, “*resemble*” or “*seems*” (Hutauruk, 2019, p.131). In this context, comparative nouns have the aim to convey an explicit meaning, that is to say, transfer something directly which is the same with other things (Hutaturk, 2019). According to some studies, in the advertising field simile has the power to emphasize some positive characteristics of the product or service highlighting the emotional representation.

Another very important function that simile develops on advertising, is to manage it as a tool to communicate symbolic ideas. Some examples of advertisements contain the typical characteristics of simile as described above such as: “*Nobody can do it like McDonald's can*” by McDonald, “*What beauty feels like*” by Veet and “*A battery that works as hard as you*” by Intel. In particular, on the last advertisement, the author (Hamad, 2008, p.466-467), sheds light on the fact that “the slogan promoting Intel batteries compares a computer user with a battery and declares that no matter how hard they work, the battery will always keep up with them”.

Personification can be defined as a part of figurative language which has the function to add vividness and give the attribute of human beings to animals, objects, concepts or expressions. As the author (Hutauruk, 2019, p.131)) claimed, “personification is a sub type of metaphor, an implied comparison in which the figurative term of the comparison is always human being”. The main aim of personification is not only to assign human quality to objects or concepts, but also to create pictures in the reader’s mind which help to convey a more vivid and faster message with respect to words said in a literal way. Enriched by a personification, as well as other figures of speech, a text became more interesting and obtain the capability of awaken the imagination of the reader as the following example express: “*the opportunity is knocking my door*”. In this statement, as the author (Al-Khasawneh, 2021, p.267) stated: “in this sentence the power of knocking is given to the opportunity which, of course, is non-human and thus cannot knock”.

The last type of category which concerns the figures of comparison, is apostrophe. This figure of speech addresses to a dead, absent, or even non-human object (Al-Khasawneh, 2021). This type of figurative language is very similar to the personification, but, the main peculiarity that allow to distinguish an apostrophe to a personification is, on the one hand, the final ending of the sentences with exclamation mark, on the other hand that apostrophe does not give a people’s quality or peculiarities to the object of the sentence. An example that can helps to better understand this phenomenon could be: One example of this figure is “*Oh death who are you going to take from me next?*”, (Al-Khasawneh, 2021, p. 267-268).

2.3.2 Figures of association

Figures of association are classified into four types: metonymy, symbol, synecdoche, and allegory (Al-Khasawneh, 2021). With regard to metonymy, it can be defined as a figure of speech which replace the name of a thing with another name closely related to the main object. To be more accurate, it can be said that a metonymy is the substitution of an appellative of an object with another one which is closely related. The phenomenon can be demonstrated with the following example: “*He is addicted to the bottle*” (Hutauruk, 2019, p.132). In the following sentence can be noticed that the figure of speech has the function to show that the object bottle has a closely to word addicted; Thus this sentence can be identified as a metonymy, for the fact that it is another way of saying that the object of the phrase has alcohol problems.

As far symbol regards, is an object which represents another object (Al-Khasawneh, 2021). The main aim of this figure of speech is to provide a more significant and deeper meaning. A symbol corresponds to universal content and values, accepted in society and used in everyday life. For instance, the dove is a symbol of peace, red colour is a symbol of love and romance, and black colour is a symbol of death and sadness.

The last two rhetorical figures which belong to this group are synecdoche and allegory. With regard to the first one, a synecdoche is a figure of speech which is defined as a figure in which a part of something is used to represent a whole thing. The main aim of a synecdoche is to give to a word a broader meaning than it normally has by using part of a whole to represent the whole or a whole to represent a part. As well as symbols, even synecdoche is conventionally accepted and used in everyday life such as the word "bread" can be used to represent food. Concerning allegory, it has been defined by the author (Al-Khasawneh, 2021 p.131), as “a type of figurative language which encompasses a picture or story with an hidden meaning”. Therefore, an allegory is a member of figurative language whose purpose is to express an abstract concept by means of a concrete image, action, or thing that seems to communicate something else, consequently, the result of this phenomenon is an interpretation different from the meaning that it conveys. Data from several studies suggest that this type of speech figure is highly used in literature for the purpose of showing some symbolic ideas (Hutauruk, 2019). A great example of allegory is ‘Animal Farm’ by George Orwell where the author represents communist people as animals during the Russian revolution led by Leon Trotsky.

3.2.3 Figures of contrast

Figures of contrast are classified into four types which are paradox, hyperbole, understatement, and irony (Al-Khasawneh, 2021). Taking into account the first element, which is paradox, it can be defined as a deep meaning statement that appears contradictory. To put it in another words, a paradox could be defined as a paradoxical statement which appears to contradict itself. This phenomenon can be clarified with the following example: “*your enemy’s friend is your enemy*” and “*truth is honey*”. This two statements on the one hand are contradictory, but on the other hand they convey a deep meaning.

Hyperbole is a figure of speech which make use of exaggerated statements and a deliberate exaggeration that are not meant to be taken literally, but at the same time it creates an intensified effect. Despite conveying exaggerate claims, hyperbole, at the same time creates an ironic effect. Examples of this type of speech figures are “*I got a headache, I feel my head as big as this room*” and “*I am starving, I could eat a cow*” (Al-Khasawneh, 2021, p.268).

Understatement can be defined as the presentation of an object or being smaller, worse, or even less important than it really is. This effect can be demonstrate with the following example: “*there is a rainy storm, we cannot go out, but at least trees will get watered*”. (Al-Khasawneh, 2021, p.268). In this understatement, people might try to reduce the fear of the damage that the rainy storm might cause, looking at the same time at the bright side of the situation.

The last figure of speech belonging to this group is Irony which it has been defined as the opposite of what one means. Irony is an allusion which conveys a message with a different meaning on what it contains on the words (Keraf, 2009). This kind of figure of speech, is used by the speaker to transmit a meaning by using different words. Taking into account the following example: “*my friend is as intelligent as donkeys*” (Al-Khasawneh, 2021, p.268), it is possible to immediately understand that the speaker is making fun of his friend’s mental ability. It is important to remember that even irony, as the others figures of speech mentioned above, plays a very important role on rising reader’s imagination and stimulating and creating intense emotions.

An important class of rhetorical figures, which is not part of the categories mentioned above, depends not so much on breaking rules or exploiting semantic

ambiguity as on repetition of linguistic patterns. This grammatical term is called parallelism and it is essentially the repetition of formal patterns and verbs. In advertising slogans this effect is made by the repetition of initial consonants as it is possible to notice in the following example: “*Pure clean. Pure beautiful. Pure me*” by Ivory soap (Torresi, 2021, p.144). Parallelism is usually used by advertising agencies to create slogans with the purpose of enhancing memorization, enhancing cohesion and giving more relevance to the repeated elements, which is the pure function of parallelism.

3.2.4 Emotional and informative language style

The second category of language style, which is commonly used by advertisers, concerns emotional style and informative style. Any direct or indirect communication has a purpose, or rather, it can provoke an immediate effect to the reader, or an influence. In this sense, an immediate and intended effect would be to transfer information to the audience. Consequently, the communication assumes an informative function (Jafari & Mahadi, 2014). On the advertising language field, copy writers create slogans with the unique purpose of transmitting information about the product achieving this aim with the use of the informative language style, since the main function of informative style is to transfer information to the audience (Jafari & Mahadi, 2014). The kind of information that are conveyed concerns to the product, its characteristics and the price. As far as the syntactic structure of the sentences concerned, it can be said that are short, emotive and simple. Copy writers prefer to use simple words and indirect sentences with the purpose of making the statement easy to remember and easy to understand. Due to all these peculiarities, recent work established that the way the informative language of the advertisement is presented, must deal with the concept of persuasion, or rather, to persuade people to buy a product or service (Jafari & Mahad, 2014). This announcement can deal with the first purpose of advertisement, that is to say, to inform consumers about the product and service persuading them to buy it. Given these reasons it can be said that the informative style, covers the first purpose of the advertising. Another similarity which is very close to the advertisement purposes, is that informative style has the power to facilitate the relation between the announcer and the consumer presenting and promoting a product or service as advertisements are meant to do (Petrovici, 2014).

To date several studies have suggested that human language, besides gestures, is the main driver and tool with the capability of codifying emotional experience in marketing and advertising (Bhatia, 2019). An emotion can be defined as a conscious mental reaction subjectively experienced as strong feeling and typically accompanied by physiological and behavioural changes in the body (Webmaster, 2022). According to this definition, emotions have a great ability to persuade and direct the human mind. Owing to these definitions, emotional language, is one of the tools of the language style widely used by copy writers in order to attract the attention of consumers and convince them to buy products or services. Arousing emotions throughout advertising, they attract the consent of many viewers. Emotional language style in advertising, see the language as an expression or a tool of primary and derivative, sometimes intensified emotions. Many recent studies taken by modern cognitive scientists have shown that have identified seven or eight primary or basic emotions and they have divided them into three typologies based on the mental states they invoke in the human mind (Bathia, 2019). Therefore, according to this study, emotions can be divided into:

1. Positive emotional advertising has the aim to recall positive feelings and emotions such as love, joy, surprise and happiness. Sentences are sometimes characterised by some linguistics markers such as the presence and strength of vowel of elongation and repetition like *“I can’t believe it!”*, the presence of emotional nouns and verbs as “love” and “enjoy”. Finally emotional advertising is characterised by a very small size text. An notable example of an emotional advertising spot could be the following: *“Open Happiness”* by Coca-Cola (Bathia, 2019, p.441) On the one hand, the following slogan contains a linguistic violation due to the presence of a synaesthesia given the fact that it is possible to open a bottle but not happiness. Despite that, the presence of the word “happiness” gives to the slogan and emotive nature and make it catchy.
2. Negative emotional advertising has the aim to highlight and recall negative feelings as fear, anger, sadness, disgust. The major peculiarities of negative emotional advertising are some linguistics markers like the omission of the subject, the use of explicit verbs and quantifiers such as: *“very”* *“much”* and *“very much”* (Bathia, 2019). Despite that, it is now well established from a variety of studies based on psycholinguistic research, that processing a negative structure requires more time than

a positive structure (Bathia, 2019). This is not the only reason why advertising and marketing gurus suggest not using negative emotions and negative structures in their advertising, but also for the fact that positive emotions are associated with optimism and an cheerful outlook, whereas negative emotions are associated with pessimism and fear. The use of negative advertising could distance the consumer from the main purpose of advertising which is, on the contrary, to bring it closer. In general, the typical linguistic elements of emotional advertising, whether positive or negative, could be grouped as: emotional words with variable intensity, deixis, question words, homonyms, experiential subjects, non-volitional verbs, omission which comprehends zero pronouns, pronoun omission and function words, the use of possessive pronouns and finally common nouns which evoke the human relationship in family such as “*sister*”, “*mother*” and so on.

Regarding negative emotional advertising, there is no doubt that it is much less used in advertising for consumer products, technological products and services for the fact that they invoke unpleasant reactions towards the product. Nonetheless, many recent studies have shown that there is a large use of negative emotional advertising in pharmaceutical product categories (Bathia, 2019). Rich in information with sad emotions such as fear and suffering, their aim range from the disease treatment to symptom relief. Despite that, the negative appeal of the advertising which characterised these products play a very important role, that is to say, pushing the consumers to take actions to cure their disease. Another very important peculiarity of pharmaceutical advertising is the passage from negative emotions to positive one at the end with cheerful messages and solutions.

As it has been mentioned several times in this study, it is highly known that the fundamental and primary goal of advertising is to inform and persuade. To date a number of studies revealed that the boundaries between informative and emotional language style in the advertising field are becoming more and more blurred (Bathia, 2019). This particular phenomenon is due to the fact that the mindset in the marketing world has been changed through the years. If beforehand the primary goal of the companies was to sell the product only, now the aim of the majority of the companies has changed, they are getting closer and closer to the consumer, their needs and the benefits they seek in products and services. Companies today focus on building relationships with the consumer. In the new millennium, advertising and marketing have managed several

studies on motivational and neurological field due to which is entering into a new era adopting a new approach in which the main mantra is emotional branding and marketing. Products and their message convey information with a language with emotional appeal. Up to now a number of studies revealed the existence of other kind of words in advertising that have the power to attribute and heavy emotional load to the slogan which are called “*Taboo words*” (Bathia, 2019). These words have been given the appellative taboo because are conferred to taboo product which invoke a negative effect in the mind of the audience. These products, which are socially-sensitive and sometimes subject to social restrictions for reasons of morality and delicacy, can be classified into two groups: sex-oriented such as birth control pills, and health-oriented such as cigarettes and alcohol.

3.2.5 Persuasive and Communicative language style

It is well known that companies make use of advertising as a mean of communication in order to achieve its aims and profits by means of other two different language styles: the persuasive and the communicative language style. Persuasion is the most important means that can be used in advertising. If the main goal of companies is to attract consumers and convince them to buy products and services, then persuasion is the most effective tool. The concepts mentioned above has been highlighted on several studies which demonstrated that advertising must accomplish important rules such as attracting reader’s attention, appealing the reader and generating desire for the product (Jafari & Mahadi, 2014). Thus far, previous studies have indicated that in order to accomplish the mentioned tasks, numerous rhetorical persuasive ways and means are employed in advertising texts, which are part of the persuasive language style of advertising (Jafari & Mahadi, 2014).

In business, persuasion can be defined as a process aimed at changing consumer’s attitude or behaviour toward some event, idea, object, or other persons, by using written or spoken words to convey information, feelings, or reasoning (Jafari & Mahadi, 2014). Persuasion in advertising affects the sphere of people’s beliefs, opinions, attitudes, convictions and motivations; this approach at the same time motivates the people to act. As a matter of facts, a successful persuasive message leads people to create a strong belief in something through conviction which results when an argument is delivered effectively when it appeals to emotions or even when it provides reasons to buy a product (El-Dali,

2019). Advertisers make use of some linguistic and syntactic features to set a persuasive tone on an advertising message. These characteristics include the following: *repetition, glamorization, hyperbole*, and some syntactic features, such as *long noun phrases, short sentences, ambiguity, commands, rhetorical questions* or *alliteration* (Rahmawati, 2019).

Regarding hyperbole, to date it can be said that is the common one which can make advertisements more alive. With respect to repetition, it plays a very important role on conveying not only a persuasive but also a creative tone to the advertising. What is frequently repeated in a slogan are words, ideas, the brand name or words associated with it. Repetition is an essential tool for the reason that it accelerates the consumer storage process making a connection with the product and the brand at the same time. Short sentences often concern slogans as it can be seen on Nike's slogan "*Just do it*" (Rahmawati, 2019, p.27). The following slogan is a short sentence which may be appear incomplete but, it conveys exhaustive information and the brand identity. The purpose of this syntactic feature is to capture the audience's attention with clear and completed information (Permatasari, 2014).

As far as long noun sentences concern, they have the purpose of describing the product in three or more words or independent phrases in order to impress the audience conveying to the consumer the feeling that the proposed product has special qualities in comparison to other similar products (Permatasari, 2014). Glamorization is a linguistic feature whose aim is to modify the words employed in advertisements by combining the words which are uncommonly used in common daily speaking conceiving a more interesting and elegant tone to the sentence. A great example of glamorization could be the use of the word "*charming house*" instead of "*old house*", or in Magnum advertisements where the word "*cracking*" used to modify the word chocolate to describe the sound which people would hear while biting the chocolate with the sentence "*cracking chocolate*" (Permatassari, 2014, p.34).

Ambiguity is defined as a sentence with more than one cognitive meaning. According to several studies, ambiguity includes lexical ambiguity, which consists of lexical homonymy and lexical polysemy, and grammatical ambiguity, which consists of grammatical homonymy and grammatical polysemy (Permatasari, 2014). An exhaustive example of ambiguity which is part of lexical homonymy is the word "*mole*" because of his three different meanings. A mole can be a small mammal which is nearly blind, has

dark fur and lives in passages that it digs under the ground, a small dark spot or lump on a person's skin or a person who works for an organization or government and secretly gives information to its competitors. Another example of ambiguity which is part of grammatical homonymy can be the sentence "*I like moving gates*" (Permatasari, 2014). This sentence is ambiguous because it is difficult to understand whether moving gates is gates that move or causing gates to move. Based on these rhetorical and syntactic tools, advertisements, can convince the target about the product which shows a product guarantee. Since the persuasive state is the state of having the characteristic of urging people to do something, persuasion is a verbal communication which make people have certain judgment or change their previous judgment to accept the new one which they do not believe before, therefore, advertisement is the best tool to persuade consumers (Permatasari, 2014). Up to now, a number of studies highlighted factors that are associated with the persuasive language strategy of advertising. Based on marketing situation and human characteristics, persuasion techniques can be classified on three stages: the *pioneering stage*, the *competitive stage*, and the *retentive stage* (Permatasari, 2014).

According to the author the pioneering stage is a technique used to introduce a product which has been just launched. Advertisers make use of this technique by convincing the consumers that the product will give them satisfaction. The advertisers direct people to choose the products which have existed in the market. The competitive technique is used by advertisers to emphasize why consumers should choose the advertised product instead of other similar products from other brands. Finally, the last technique, the retentive stage, has the purpose of maintaining the existence of the advertised product. Advertisers make use of this technique to remind the audience about the existence of the product in the market because the product has been marketed for a long time. In conclusion it can be said that are numerous the rhetorical ways and means employed by advertisers in order to make the advertising text more persuasive and effective. The main advertiser's chore is to use associations with the purpose of raising discernment and awareness, creating at the same time a resolute mental image stimulating consumer's attitude and thoughts around the product. As it has been mentioned above, the most prominent instrument that can help reaching this goal is the adept use of language style accompanied by rhetorical means. Another important point to specify, is that

advertising is closely related to the receiving culture. (Jafari & Mahadi, 2014). Precisely, advertisers use images, notion, concepts which are already culturally accepted. This is a very important factor that must be stated for the reason that an advertisement slogan in order to be motivating and to purchase a consumer, it must be coherent to the reader's culture by creating a connection with the reader on an individual level.

Regarding the communicative language style, it can be divided into two strategies: the explicit and the implicit strategy. As it has been mentioned before, the main aim of the advertising is to spread information about the product or service. Depending on the purpose of the message and on what the advertiser want to inform about, these information can be communicated explicitly or implicitly. Explicit communicative style is employed by advertisers to present the information in a straightforward manner (Garcia-Yeste, 2013). This strategy makes the reader capable of understanding what exactly the message is conveying owing to the fact that it is clear and direct. The explicit style is generally used for giving directions or information of what is not allowed. A great example of explicit communicative style is given by the author: *"you should buy this product because it is good for your health"* (Garcia-Yeste, 2013, p.202). In the following slogan the message can be classified as a direction, or a suggestion conferred to the audience in an explicit way and the denotative meaning is clearly conferred.

On the other hand, implicit communicative style plays around the audience's ability to comprehend the hidden meaning hold on the advertising slogan. The peculiarity of this strategy is given by the fact that the conveyed message is not openly and clearly announced to the audience. Slogans which are built through this strategy usually keep an encoded message which only the subconscious can get it. Consequently, the message is transmitted in an connotative way. An example of a person's testimonial can explain this phenomenon: *"I started feeling better after two weeks taking this product"* (Garcia-Yeste, 2013, p.202). The message which, in this case, makes use of an implicit communicative style, is the same in both cases, but the reader has to deduce what the latter text means, because it is not explicitly said.

A significant study and discussion on the subject was presented on several studies (Toon & Kim, 2021). The authors reported that there is a vague boundary between implicit and explicit expressions on advertisement's slogans, owing to the fact that the creativity level is related to how implicit the expression is. Consequently, it appears

difficult to consider the unambiguous aspect of an expression as a clear and direct expression. Two important themes emerged from the studies discussed by the authors. On the one hand explicitly expressed messages have the aim to convey product's functions or attributes to consumers, on the other hand implicitly expressed messages describe situational information as they are effective in conveying product information to help consumers reach intended conclusions (Toon & Kim, 2021).

To conclude, the authors argued that communicative language style consists of implicit and explicit expressions (Toon & Kim, 2021). With regard to implicit expressions, are dependent upon several implicit options that do not immediately convey product information to consumers to help them reach their intended conclusions. This strategy requires a high level of message processing in order to lead consumers to read further advertisements or product information (Toon & Kim, 2021). Furthermore, the authors stated further that implicit communicative strategy produce a high level of involvement between the product and the consumers. As a consequence, this provokes a positive effect on product selection (Toon & Kim, 2021). Conversely, in contrast to implicit expression, explicit expression accurately conveys the product's performance or function, helping at the same time the consumer to observe and understand the product information. This is given by the fact that explicit advertisements deliver the information clearly and directly, in a way that the consumer can comprehend it without any further interpretation (Toon & Kim, 2021). At the same time the authors argued that explicit advertisement messages have also negative aspects, such as the difficulty on communicating product information to consumers for products that value personal experience or sense. Lastly, the authors concluded that explicit advertising's messages can effectively communicate information regarding unique functions or characteristics to consumers. In this way, messages explicitly expressed in advertisements facilitate the apprehension of the consumers experience, only by removing uncertain information.

3.2.6 Abstract and Concrete language style

The last category of language style considered in this study, has been defined by many scholars abstract and concrete language style. These linguistic strategies have been considered by several authors to analyse the language of advertising. In particular, in this study it will be taken into the explication which comes from some research on the

linguistic theory in order to analyse information on the basis of linguistic categories (Yuan & Peluso, 2020). Using this approach, researchers have been able to argue this theory suggesting that language information in interpersonal communication can be divided into two categories: concrete and abstract. “Concrete language expressions describe a behaviour’s situational characteristics, capturing contingency features and the accidental attributes of the subject. Conversely, abstract language expressions describe the inherent characteristics of the behavioural subject” (Yuan & Peluso, 2020 p.580). As reported by several authors, studies in the fields of sociology and marketing which are related to this theory have shown that there are language expressions with different levels of abstractness that are typically used to describe social stereotypes, expectation bias, group bias, and product experiences (Yuan & Peluso, 2020). Nonetheless, it is important to highlight that abstractness and concreteness are not fixed elements since they are divided into different levels. As reported by several studies, a message can be categorised on the basis of its degree of abstractness versus concreteness. Up to now, a number of studies demonstrated that there are four levels of language abstractness/concreteness (Amatulli et. al 2019):

1. The first level can be defined as the most concrete one. It refers to the use of descriptive action verbs, which allow people to define observable behaviours, i.e., “*to caress somebody*”.
2. The second level refers to the use of interpretive action verbs, which allow people to not only describe but also interpret behaviours i.e., “*to take care of somebody*”.
3. The third level includes state verbs, which refer to the unobservable psychological state of a subject i.e., “*to love somebody*”.
4. The fourth level can be defined as the most abstract one. It refers to the use of adjectives, which allow people to generalize the behaviour to a trait level i.e., “*being tender*”.

The concrete language has the function of describing behaviour’s situational characteristics, capturing features and the attributes of the subject. In order to conceive concreteness to a message, concrete language style make use of descriptive action verbs and interpretative action verbs. Concrete language refers to tangible qualities or characteristics, things that are available to the senses and that can be observed and measured. Concrete concepts generally are those concepts that most often describe

objects, locations and behaviour in specific situations, giving at the same time a clear description of the object that is presented. Without concrete language, writing can seem vague, unclear, or uninteresting. To date several studies indicated that descriptive-action verbs are used to form the most concrete terms. Concrete words are easier to process and to remember. They better support memory context than abstract words. Concreteness of language used in slogans and public announcements can not only catch the attention but also affect consumer emotions (Yuan & Peluso, 2020). Consequently, advertisers who create slogans following the concrete language style, will be more inclined to introduce detailed information about a product owing to the fact that it gives the readers a clear meaning of what the slogan conveys whether it is a place, event, person, or other topic, by providing precise details and specific identifying information (Yuan & Peluso, 2020).

As far the abstract language style concerns, several studies developed on this topic state that the linguistic features developed in order to convey an abstract meaning are usually state verbs and adjectives which indicate personal states or characteristics (Yuan & Peluso, 2020). To put it in a nutshell, it can be said that while concrete language is more vivid and comprehensible, abstract language is more complex and unclear when used in advertising in view of the fact that it refers to something that cannot be perceived in reality, leaving the audience a free interpretation. Abstract language style refers to ideas or abstract concepts related to states, persons, relationships, beliefs and communicative event with no physical referents. Examples of abstract terms can include “*love, freedom, good, moral*”, and any *-ism* like “*feminism*” and “*racism*”. These terms are common because are culturally accepted, but there is no possibility to imagine to what these words corresponds with. Additionally, the authors shed light on the fact that abstract language describes the inherent characteristics of the behavioural subject. Finally, according to the authors, the language abstractness depends on the way how an action is described. As it have been mentioned above, there are different levels of language abstractness; an action can be described by using a variety of verbs or adjectives such as: descriptive action verbs i.e. “Tom hits Jack”, interpretative action verbs i.e. “*Tom hurts Jack*”, state verbs i.e. “*Tom hates Jack*”, or adjectives that form predicates i.e. “*Tom is an aggressive man*” (Yuan & Peluso 2020, p.580).

Chapter 3

Methodology of research

3.1 Objective of research

In front of negative events such as the Covid-19 pandemic, companies were faced with new challenges including that of completely changing their communication strategy, thus, adapting their advertising messages to the current situation and the type of language style used to convey messages. The aim of this research consists in analysing the way in which companies have changed their marketing communication messages due to the advent of the Covid-19 pandemic, paying particular attention to the role of language style within the advertising sphere, which plays a fundamental role to convey the message according to the communicative purpose that a company wants to pursue. The purpose is achieved by comparing, through a content analysis, the differences in the language style of 79 advertising messages launched before and during the pandemic. The advertisements in question are both visual and television commercials and belong to four well-known multinational companies, respectively Amazon, Burger King, Uber and Google. Starting with the research question: “How companies changed their marketing communication during the pandemic”, different styles of advertising language were examined as variables to perform the analysis. The language styles in question are figurative and literal, emotional and informative, persuasive and communicative, abstract and concrete. In particular, the variables have been examined to compare the type of language style used in the different historical periods, before and during Covid-19 and the dominant language style to analyse the change that the marketing communication underwent during the pandemic. What is expected from this study is a shift from pre-pandemic advertising characterised by promotional communication that has been paused during the pandemic to introduce a solid type of communication, where companies help people live better with the situation that Covid-19 has caused.

3.2 Research design

In order to reach the aim of this study, the research has been carried out through a content analysis of a multiple case (Yin, 2014) study of 4 multinational big companies, respectively Amazon, Burger King, Uber and Google. The content analysis bases on 79 advertisements and aims to compare the language style's advertisements launched by the companies in question during the two different historical periods examined, or rather, before and during the pandemic, in order to study how such companies have changed their communicative message and to find the dominant kind of language style adopted during the pandemic. The data in question, are visual and commercial advertising, respectively related to two different historical periods: from February 2018 to February 2020 and from March 2020 to December 2021. According to the data source of this research, are advertisement available on the Internet gathered through note taking and transcribed using audio to text conversion programs as instrument.

Regarding the technique of data analysis, after collecting every advertisement, based on the respective historical period, have been made several steps in order to analyse the data. Firstly, every advertisement have been specifically examined from the linguistic point of view, according to the language structure and to the respective linguistic features of the four considered language style. Secondly the data have been categorized in accordance with the kinds of language style based on the four types of language style collected by studies carried out by different authors as described on chapter 2. Thirdly, have been calculated the frequency of every type of language style, belonging to the advertisements object of study on the two respectively periods of time, before the pandemic and during the pandemic. Finally, have been calculated the difference of every language style types between the data collected though the advertising belonging to the pre-pandemic period and during the pandemic period.

3.3 Experiment description and research tools

To reach the research purposes the advertising messages have been analysed in terms of content. Content analysis can be defined as the scientific study of content of communication with reference to the meaning, to the context and to the intention contained in messages (Prasad, 2008). On the one hand the term “content” refers to what is contained on the communicative message, on the other hand the term “content analysis”

refers to the analysis of what is contained in a message. The application of content analysis has the aim to work as a method where the content of the message forms the basis of making inferences and conclusions about the content, object of study. In contrast to reactive methods of research, content analysis differs from the fact that it is a non-reactive method of research, it does not require an interaction with people, but it takes the communication that people have produced (Prasad, 2008). To date there are several definitions of content analysis. Some examples regard the definition of content analysis as a research technique for the objective, systematic, and quantitative description of the content of communication; other define the analysis as a method of studying and analysing communication in a systematic, objective, and quantitative manner in order to measure variables. What all these definitions have in common is the emphasis placed on terms such as system, objectivity, quantification, context and validity; aspects which make reference to the inferences drawn from the communication content about the message or the receiver of the message (Prasad, 2008). In conclusion it can be argued that content analysis is about making a content valid, replicable and objective on the basis of explicit rules and like other methods, complies to three basic principles of scientific method which can be reassumed as:

- Objectivity: concerns the fact that the analysis is conducted on the basis of explicit rules, enabling researchers to obtain the same results from the same documents.
- Systematic: concerns the fact that the inclusion or exclusion of content is done according to some applied rules.
- Generalizability: concerns the fact that the obtained result can be applied to other similar studies.

According to some investigation, it has been shown that the content analysis method is used not only for studies which belongs to these fields, but also to understand extensive themes such as social and cultural changes, social movements, social problems, changes in the mass media content and so on. As regard to the last element, it is important to refer to the fact that content analysis is mainly used by several authors for systematic analysis of advertisements to examine useful inference on national culture or media preferences of advertisers. In this case, a good source of material for content analysis could be the television, the radio or the internet. In summary the content analysis method can produce a quantitative expression about the phenomenon studied, for example expressing it in

numbers or in percentages which makes the data more specific and objective, and it can deal with a large volume of data making the research safe because, in the case some data are missing, it is possible to return to the text and supplement it. On the other hand, even though content analysis is useful for many purposes, it is worth emphasizing that method cannot be used for testing random relationship between variables and its inferences are limited to the content of the text only.

The core of content analysis, that is, the main reason that drives researchers to choose such a method is a specific statement of the research question. Once the researcher has identified the objective to be pursued, he should establish a source of communication relevant to the research question and ask questions that can be solved by content analysis. Successively, the researcher employs the content analysis method in order to convert raw information to data. In this case, the research question from which the interest to develop this research was born is: “How companies have changed the marketing communication during the pandemic”. In closing, content analysis method, still remains an underutilized research method, in fact, many researchers use it as a research tool to be supplemented with surveys, but at the same time the method confers the possibility to obtain excellent results (Prasad, 2018).

In order to develop the study, and, to have the possibility to obtain more information and data useful to find possible answers to the research question, not a single case study but a multiple case study was carried out. Regarding the employment of the case study method to conduct a research, it can be argued that many scholars are afraid to fail in obtaining applicable or generalizable results (Arena et al., 2006). The case study method has been chosen for this study owing to the fact that it allows to give more detailed information, a wider background that can be useful to collect data and to answer the research question. As regard to the case study method, it can be said that it is highly popular among researchers, but there is not a definition of what is a case study, for this reason is not easy to give a detailed definition of this method (Gustafsson, 2017). Nonetheless, through the years, scholars have tried to give a suitable definition of the method. According to the author (Gustafsson, 2017 p.2) “a case study can be defined as an intensive study about a person, a group of people or a unit, which is aimed to generalize over several units. In a case study the focus is based on a special unit, it explores a real-life, contemporary bounded system or multiple bounded systems over time, through

detailed, data collection involving multiple sources of information and reports a case description and case themes”. Despite the fact that the case study method is highly used, it is not completely understood by researchers because of conflicting opinions such as getting results that are difficult to validate or to prove. The case study, in general, can be used for a double purpose, it can be managed for study cases on its own unit as well as case studies of a larger group of units. By and large, a case study method is used by scientists to test or to develop theories about several topics, or, when it is hard to find a precise solution. Generally speaking, the purpose that leads scholars to implement this method is to generate background material to a discussion about a concrete problem.

According to the format of a case study, it can be said that there are two options, a single case study or a multiple case study, this decision must be made by the researchers who, after having identified the specific type of case study to be implemented, has to choose the best format for the comprehension of the phenomenon. The difference between the two types of case study is that with a multiple case study, the researcher has more information and can derive differences and similarities between the cases in such a way as to extract more data; furthermore, for the researcher is possible to analyse the data not only within each situation, but also across situations. Despite that, it is worth to say that it has been suggested that multiple case study wider exploring of research questions and theoretical evolution (Gustafsson, 2017). The reason why several authors came to this conclusion is that multiple case studies can provide important similarities and contrasts, a strong and reliable evidence obtained through data measured and finally a more convincing theory because suggestions are intensively based on diverse empirical evidence.

An important fact that needs to be emphasized concerning this approach, is the way the case studies are presented. It has been reported that the most difficult part concerning the case study is presenting the data in a way that is understandable to readers but also in a way which makes sense for the study itself (Gustafsson, 2017). A very useful way for readers to understand case studies is to report the data chronologically, providing a chronological report and telling the story of each case in such a way as to give the reader a broad view of each case. Again, to make the data derived well understandable to the reader, it is necessary that the researcher should compare the results with the published literature. In this way, the study is made not only easier to understand, but also more

reliable. Another way that can help the study to be more precise and reliable, are tables, figures or appendixes with extra information with a view to the rich presentation of evidence. This procedure can be shown on this study on which have been reported tables and images of the advertisements object of study. Another point to consider is the method, or rather, the steps to be followed to introduce a case study or multiple case study into research. The steps relative to a case study methodology are the same as for other types of research (Heale, 2017). The first steps regard the identification and the definition of the single case or a group of similar cases that together form a multiple case study. The second step regards a research to determine and to explain to the reader what is known about the cases. The research can include a review of the literature, media, reports which will be included in the study and which will serve as a background and to inform about the development of the research question. To conclude, the case study method has its benefits and limitations. A multiple case study is preferred with respect to a single case study, unless the researcher wants to study a single phenomenon (Heale, 2017). The multiple-case study allows for a more in-depth understanding of the cases, stronger and more reliable results and a more comprehensive exploration of research question than from single case study. Despite that, there are also limitations which concerns the volume of data difficult to organise.

Owing to the reason above listed, in order to develop the study, and to have the possibility to obtain more information to find possible answers to the research question, not a single case study but a multiple case study was carried out to answer to the research question basing the study on four case companies, respectively Amazon, Burger King, Uber and Google. The companies concerned, have been selected for several reasons. First of all, they are four large multinational companies based almost all over the world, so they are known by the entire world. Secondly, these are public traded companies, so they have undergone not only drastic changes in management but also at the economic level. However, they are also among the few companies that did not suffer so many losses, that continued to operate during the pandemic, and finally that helped small and medium-sized companies to recover, such as Google, and that donated economic incentives for the Covid-19 emergency, such as Amazon. The description of the four case companies, taken into consideration for the development of the thesis, is reported below.

3.3.1 Amazon case study

Amazon is an American multinational technology company based in Seattle, Washington. An online retailer, manufacturer of electronic book and Web services, whose turnover dated back to February 2022 amounts to +9% at 137.41 billion, has become the iconic example of electronic commerce (Salerno, 2022). Amazon is focused on e-commerce, cloud computing, digital streaming and artificial intelligence; is a vast Internet-based enterprise which sells books, music, movies, housewares, electronics, toys and many other goods, either directly or as the middleman between other retailers and Amazon.com's millions of customers (Hall, 2022). According to several researcher, it has been reported that, on account of its considerable online presence, in 2012 in North America 1 percent of all Internet traffic travelled in and out of Amazon.com data centres (Hall, 2022). Regarding Amazon's mission, Bezos stated that Amazon is the most customer-centric company in the earth. In 2021 he further stated other two other important visions such as being the best employer on earth and the safest workplace (Heiligenstein, 2022). Amazon is a strong firm guided by four solid principles such as the customer obsession rather than the focus on competitors, the long-term thinking, the passion for invention and finally the commitment to operational excellence. Amazon was founded by Jeff Bezos in his garage in Bellevue on July 5, 1994, as a website that, at the time, only sold books.

The founder had from the very beginning a vision for the company's explosive growths and ecommerce domination, just as it has become (Hartmans, 2021). Bezos, graduated on Princeton University in 1986 in computer science and electrical engineering, left his position of vice-president of the major Wall Street firm DE Shaw and Co. in 1994 in order to launch his company (Onion et. al, 2015). The idea of launching a new business simply came to his mind by reading report about the future of the Internet which projected annual Web commerce growth at 2,3% (Morano, 2020). Consequently, he decides to create a list of five most promising products that could be marketed online which included: compact discs, computer hardware, computer software, videos, and books. Looking through a dictionary, Bezos choose the name "Amazon" for his company merely for two reasons. Firstly, because the letter "A" is the first alphabet's letter and name that began with "A" was preferred because it would probably be at the top of an alphabetized list; this is where the official slogan come from, Amazon's slogan is From

A to Z. Secondly, it is worth to emphasize the association with the vast South American river, hence, the public original logo (Hall, 2022). Moreover, the choice of the Amazon's name is a reference to Bezos's plan for the company's size to reflect that of the Amazon River, one of the largest rivers in the world, thus, since its birth, the company's motto has always been "get big fast" and his vision was to make his store the largest bookstore in the world (Yasar, 2022). Amazon was not the first name the founder chooses. At the very beginning Jeff Bezos decided to give the company the name "Cadabra". Nonetheless, according to reports by several authors, in that period, Todd Tabert, Amazon's first lawyer, convinced Bezos that the name sounded similar to "Cadaver", so Bezos finally choose "Amazon" (Hartmans, 2021). As it has already mentioned, Amazon's first ideas was to sell books, Regardless, Amazon was not the first company who had the same idea. In 1991 a Silicon Valley bookstore named "Computer Literacy" began selling books from its inventory to customers; in spite of that Bezos's idea was much more astute, or rather, delivering any book to any reader anywhere, in any part of the world especially due to the large worldwide demand for literature, the low-price points for books, along the huge number of titles available in print (Hall, 2022). It was during the 1990s that the company's big growth began.

As it has already said, the company began as an online bookstore. The idea was born from a discussion with John Ingram of Ingram Book, with Keyur Patel who still holds a stake in Amazon. Amazon was incorporated in 1994, in the state of Washington. It is reported that, in the spring of 1995, Bezos invited a small group of friends and colleagues to check out a beta version of Amazon's website, and the first-ever order occurred on April 3 of that year, for a science book titled "Fluid Concepts and Creative Analogies".

The website had been opened to the general public for the first time in July 1995. Despite the fact that initially sales occurred solely by word of mouth and Bezos collaborated with assembling orders and driving the packages to the post office (Onion et. al, 2015). Nevertheless, in the first two months of business, Amazon immediately has sold books throughout the United States and in more than 45 countries. From this great success, in two months Amazon's sales were up to \$20,000/week. Another feature that has contributed to Amazon's success is the fact that, while the largest bookstores and mail-order catalogues in the world might offer 200,000 titles, Amazon, as an online bookstore,

could offer several times more owing to the fact that they had an almost unlimited virtual warehouse, or rather those of the actual product markers and supplier. Since that, the company had immediately a huge success. After its first full year in operation, Amazon.com reached 180,000 customer accounts by December 1996 and successively in October 1997, it had 1,000,000 customer accounts. Its revenues jumped from \$15.7 million in 1996 to \$148 million in 1997, followed by \$610 million in 1998 (Hall, 2022). Going back to 1996 it was reincorporated in Delaware, a U.S. federal state located on the East Coast that is part of the Mid-Atlantic states.

By the end of 1996 Amazon collected \$15.7 million in revenues, and in 1997 Bezos took the company public with an initial public offering that raised \$54 million trading under the NASDAQ stock exchange symbol “AMZN”, at a price of US\$18.00 per share. Moreover, it is said that the same year, Bezos personally delivered his company’s one-million order, to a customer in Japan who had purchased a Windows NT manual and a Princess Diana biography (Onion et. al, 2015). In 1998, Bezos decided to expand its market by extending its product portfolio beyond books and started selling music CDs, and others product categories, such as toys, electronics and tools (Morano, 2022). According to what several authors claims, it was Amazon.com’s service which acquire customer’s loyalty and ultimate profitability and not the offer of new products. Furthermore, the publishing of customer reviews of product has led to the creation of a “community of consumers” who helped each other find everything from the right book to the best blender (Hall, 2022).

Even though, during the 90’s, Amazon business strategy was often met with scepticism because of his slow growth since the company did not expect to make a profit for four or five years. This fact caused stakeholders to complain about the company not reaching profitability fast enough to justify investing in, or to even survive in the long-term. Despite that, it has been reported that on December 1999, Amazon had sold 20 million items to 150 countries around the world. For this reason, that same year Bezos was named Time magazine’s Person of the Year (Hall, 2022). In 2000 Amazon took a turnaround and from an online bookstore it converted in an everything store, or rather a marketplace selling movies, video games, music and many other items. The service allows online retailer and merchants to do business with their own products alongside Amazon’s own items. In this way Amazon gave the possibility to the users to find and

sell a variety of high quality levels of products (Onion et. al, 2015). Furthermore, Amazon marketplace gave people and small businesses the possibility to sell their used books directly to customers (Weinberger and Aydin, 2003). In the meanwhile, Amazon continued to spend an heavy amount on his expansion without posting its first full-year profit until 2003. It is worth to say that, once entered the 21st century, Amazon made great strides. In 2002 Amazon continued diversifying by launching “Amazon Web Service” a cloud service platform which initially offered data on Internet traffic patterns, web (Hall, 2022).

The service also provided a variety of infrastructure services such as storage, networks databases, application service, artificial intelligence and many others. Even through Aws is located in 190 countries around the globe, its data centres are in the United States, Japan, Australia, Brazil, Europe and Singapore (Morano, 2022). The AWS portfolio has been expanded by the company with its Elastic Compute Cloud (EC2), a web service interface, which rents out computer processing power in small or large increments. The same years, also the Simple Storage Service (S3), a cloud-based object storage, which rents data storage over the Internet, became available. S3 and EC2 quickly succeeded owing to the fact that with the help of those services companies and individuals didn't need to own computing resources since they could rent them as needed over the Internet, or in the cloud.

For this reason in 2007, the S3 service contained more than 10 billion objects, or files; five years later, it held more than 905 billion (Hall, 2022). Amazon Elastic Compute Cloud (EC2) and Simple Storage Service (S3) are the pillar of the company's growing collection of web services (Yasar, 2022). In 2005 Amazon launched his Amazon Prime service which allow to sell products not only by the company but also by third parties free of charge in a period never exceeding 48 hours. When the service was launched for the first time, the cost amounted to \$79 per year, but in 2018 increased to \$120 per year. Today the service includes streaming movies and music (Weinberger & Aydin, 2019). In 2006 Amazon launched another innovative service started his growth, or rather Fulfilment by Amazon (FBA), a ground-breaking program which allow seller to sell items on the Amazon platform and storing them in the warehouses, but, at the same time even Amazon is responsible for sending them to customers, handling all refunds, returns and providing an excellent service to the client. A very important factor to emphasize is that more than

50% of all Amazon sales come from third-party sellers, one of the most important sources of income for Amazon (Morano, 2022). The company, not only changed the way people can buy books, but also how they can read them by launching his first Kindle e-reader in 2007. Kindle is a portable wireless electronic reading device which helps users browse buying and reading e-books, magazines and newspaper from the Kindle store (Gaur et. al, 2022). Amazon debuted with its Kindle e-reader that, four years later, the company announced that it was selling more e-books than print books (Onion et. al, 2015). In spite of that, Amazon was not the only company who produced their own e-reader since other companies have previously produced this kind of device. Despite that, what made the Kindle different was having the marketing power of Amazon to distribute titles, a vast selection of e-books, newspaper, magazines always available in the Kindle Store. Moreover, what made Amazon's Kindle special was a self-publishing program, Kindle Direct Publishing, that allows authors to upload books to the Kindle Store and also the device's wireless capability which enables users to buy and read material anytime (Gaur et. al, 2022).

The Kindle was so successful that in 2009 Amazon launched the Kindle 2, a slimmer reader with more storage capacity, a powerful battery, and the ability to convert text to speech. Due to the success and numerous sales, Amazon, in 2011, decided to opt for another type of device, The Kindle Fire, his first tablet computer (Onion et. al, 2015). Among other initiatives of Bezos, which it is worth emphasizing, it is possible to mention the creation of a studio that develops movies and Tv series in 2010 and an online marketplace for fine art in 2013 which has featured original works by artist including Claude Monet and Norman Rockwell.

Among his own innovation, despite Kindle, the company launched other devices which became popular around the world; in 2015 the popular in-home virtual assistant Amazon Alexa was introduced to the consumers, then in 2016 was launched by the company Alexa-equipped Echo Dot. Among other ventures which helps the company to gain a rapid diversification, it is possible to list the acquisition of companies and the creation of projects with them such as Joyo, (the largest online seller of books and electronics in the Chinese markets, Audible (audiobooks company), Zappos (shoe shopping site), IMDB, Good Reads, Kiva Systems (robotics company), Twitch (social video game streaming site), Whole Foods, and The Washington Post among others

(Morano, 2022). The organic grocery store Whole Food was acquiree in 2017 for \$13.17 billion, then, Amazon launched Amazon Go, a chain of cashier less grocery stores in 2018 (Weinberger and Aydin, 2019). Amazon is a great example of a company that started from the scratch to become a global giant. Starting from books, Bezos developed his company spreading to other business areas from the sale of all kinds of products to cloud services, moreover, two decades after its founding Amazon's market value reached \$250 billion. Not only innovation and development but also consumer attention has led Amazon to become an inimitable giant and the most valuable retailer in the world in 2015. While many book publishers continue to derive significant revenue through sales at Amazon, the company is no longer considered by publishers as another bookseller, but as the major competitor in their industry. In 2017 Bezos has been defined by Forbs as the richest person in the world (Weinberger & Aydin, 2019). At the top of Amazon there has always been Bezos until the 2021 when he decided to focus on his aerospace company Blue Origin in 2021, (Onion et. al, 2015).

3.3.2 Burger King case study

Burger King is an American-based multinational chain of hamburger fast food restaurants founded in 1954 (About BK, 2022) in Jacksonville, Florida, by Keith Kramer and Matthew Burns, who, inspired by the original McDonald's restaurant, decided to name the fast-food chain as Insta-Burger King after buying the rights to a special grill machine called Insta-Broiler (Daszkowski, 2018). In 1954 Insta-Burger King suffered financial difficulties, since two Miami based franchisees, respectively David Edgerton and James McLamore, purchased the company. The two franchisees eliminated the problems with the Insta-Broiler machine by inventing a gas grill machine called flame broiler.

In addition, in 1961 the two-businessman decided to completely change the identity of the company by renaming the restaurant as Burger King and the typical hamburger as the Whopper. From this moment on, the restaurant begun to spread not only throughout the United States but also outside the United State in 1963 with a store in Puerto Rico (Lewis, 2019). Over the next half-century, the company have changed ownership and corporate governance four times. In 1967 Pillsbury Company bought Burger King Corporation for \$18 million thanks to whom Burger King managed to grow and to

become the America's second-largest burgers chain just behind McDonald's which at the time was already a very strong company due to the fact that they had a considerable capital base and their large customer's network (Daszkowski, 2018). In 1978 Burger King decided to introduce to the company Donald N. Smith, a former McDonald's executive who restored the firm by expanding the menu and restructuring the company's franchise agreements by tightening the control of franchisees. In this way, owners, could not own franchises in other chains and operate stores more than an hour's drive from home.

The result was the abandon of the business by many unprofitable franchises. The 70's are also remembered as the year when market wars between McDonald Company and Burger King Corporation began. In these years, as it has been already mentioned, Burger King was growing at a very fast rate and introduced the main executive director of McDonald. This let the companies find an agreement on how the franchise will be made between the two companies. Nonetheless, this also forced Burger King to reach the children market, a potential force to counter the McDonald company which had already dominated the adult market (Lewis, 2018). At the same time Smith decided to introduce not only his former employer and Long John Silver's with Burger King's first fish sandwiches, but also Kentucky Fried Chicken and Wendy's by introducing their first chicken sandwiches. By 1980 company sales reached 15%, at which point Smith decided to abandon the company for PepsiCo producing a decrease in sales (Daszkowski, 2018).

The 1980s are also remembered because Norman Brinker becomes part of Burger King history, a restaurateur who had been introduced into Pillsbury during the time when the initial owners of the company bought it from McLamore and Edgerton, then they also bought his chain Steak & Ale. Brinker became famous because was charged with turning the company around. He his remembered owing to the fact that he became the person who started the Burger Wars during the period that said Burger King's burgers were bigger and better than McDonald's; these may be defined as the first political style "attack ads" in the food industry (Daszkowski, 2018). Unfortunately, Brinker worked for a brief time in the company since he left in order to build his own company, the Chili's restaurant chain. The absence of Brinker, as well as that of Smith, left the company in decline. The withdrawal of the two businessman, lead Pillsbury in being unable to defend himself from a takeover bid by British company Grand Metropolitan PLC. The fact happened in 1988

when Pillsbury was acquired by the British company Grand Metropolitan (Grand Met) PLC.

Subsequently, Grand Met became Diageo PLC in 1997 after its merger with the Irish brewer Guinness PLC which ignore Burger King in comparison to its alcoholic beverage properties, including Guinness, Johnnie Walker, and Moet & Chandon. (Lewis, 2018). Already having a worldwide focus, Grand Met changed Burger King's distribution methods, switching their soft drink's supplier from Pepsi to Coca-Cola, a change that made more customers come for their burgers since most customers already preferred Coke to Pepsi. Furthermore, they also started parenting with the Walt Disney Company to make a deal with Disney films, and expanding BK around the globe, partially by buying the company that ran British-based burger chain Wimpy (Daszkowski, 2018). Another important fact is that in 1992, the company's main headquarter in Miami was destroyed by hurricane but, in 1997 was made to be operation.

In 2006 Burger King had a second decline until a consortium of private equity financiers namely the Texas Pacific Group, Bain Capital and Goldman Sachs Capital Partners (TPG Capital), decided to buy Burger King for \$1.5 billion (Lewis, 2018). In the same year, was launched an IPO which generated \$425 million in equity proceeds. TPG Capital introduced some changes into the business model with the Whopper Bar concept, which allowed the customers in some stores to see how the burgers are made; a concept similar to Starbucks, with the workers being named Whopperistas (Daszkowski, 2018). In 2010 the company has been bought in a leveraged buyout by 3G Capital, an investment group controlled by the Brazilian billionaire Jorge Paulo Lemann. Since that time the company grew obtaining a worth of \$3.2 billion in 2010 (Lewis, 2018). In 2011 the company improved its menu and its ad campaigns. The business company was going well since in 2012 3G Capital sold Burger King's shares to the public retaining a controlling interest. In 2014, the Burger King merged with a Canadian doughnut and fast-food chain Tim Hortons, a Canadian chain of restaurants and coffee shops forming a new parent company called Restaurant Brands International (Lewis, 2018).

In 2018 Popeye's, an American fast-food chain, was bought by the company for \$1.8 billion. The acquisition let to a menu expansion which offered not only burgers and donuts but also fried chicken. This fact is linked to the fact that Restaurant Brands' goal has been to expand into multiple stable fast-food chains. In 2018, Burger King has

reclaimed the second spot in the burger wars with \$9.6 billion in U.S. sales in comparison with \$9.3 billion in sales for Wendy's for the previous year. Nonetheless, McDonald's is still the leader with \$37.6 billion in U.S. sales (Daszkowski, 2018). Burger King's stock, which trades under Restaurant Brands, has gone from \$35 in 2014 to \$55 as of 2018 or 57%. It has been declared that Burger King is the second largest hamburger chain in the United States after McDonald's. In the early 21st century, Burger King claimed to have about 14,000 stores in nearly 100 countries. Nowadays Burger King has over 12,000 stores worldwide (Lewis, 2018).

With his headquarters in Miami, Florida, it has been stated that Burger King's annual revenue is currently \$1.6 billion (Flynn, 2022). Regarding Burger King's mission statement is to offer reasonable quality food served quickly in clean environment. On the other hand, Burger King's vision statement is to be the world's favourite and innovative burger restaurant (Nash, 2021). In this case is possible to say that the company does a great job owing to the fact that Burger King provides a variety of different food for a low price in clean environment, served quickly in a waiting time that ranges between ten minutes inside the restaurant and five minutes in drive thru. Finally Burger King is guided by four important values which make the company different from others, such as teamwork and family, excellence and respect.

3.3.3 Uber case study

Uber Technologies' Inc., known worldwide as Uber, is a San Francisco-based company or an American mobility as a service provider, which throughout a mobile application connects drivers and passengers directly allowing users to book a car and driver to transport them in a way similar to a taxi. With its chief executive officer Dara Khosrowshahi, Uber has been registered for the first quarter of 2022 a revenue of \$6,854 million compared to \$2,903 million a year ago (MarketScreener, 2022). The company provides not only a mobility service, but also other services such as ride-hailing, food delivery with Uber Eats, package delivery, couriers, freight transportation, electric bicycle and motorized scooter rental. The particularity is that Uber does not own vehicles, but receives a commission from each booking which are quoted to the customer in advance. The global ride-sharing application has been founded in 2009 and became public ten years later, on May 9, 2019; nowadays the company is considered one of the major

representatives of the so-called collaborative economy (Blystone, 2021). The company idea was born in 2008 by a couple of friends Travis Kalanick and Garrett Camp during an annual technology conference called "Le Web" in Paris. In 2007 both had sold start-ups they co-founded for large sums, in fact, on the one hand, in April 2007 Travis Kalanick becomes a millionaire at age 30 and he sold his start-up called RedSwoosh, to a cloud company called Akamai for \$23 million. On the other hand, Garret Camp sold StumbleUpon to eBay for \$75 million (Blystone, 2021).

The concept for Uber was born on a winter night during the conference. The company's idea born from a simple question: "What if you could request a ride from your phone?". The question come to light during the conference when Camp told a story about spending \$800 on a private driver for New Year's and how decreasing the cost with a lot of people would make black car services more affordable. Moreover, that night, after the conference, the two men were unable to take a cab because of a storm (O'connell, 2020). After the conference, the two businessman separated and continued their own life, but, when Camp returned to San Francisco, persisted in thinking about the idea, since in March 2009 Camp and two graduated school friends, respectively Oscar Salazar and Conrad Whelan, build the first version of their black-car service, buying the domain name Uber Cab (Hartmans & Leskin, 2019). During the summer of that year, Camp persuaded Kalanick to join the Uber Cab as a chief incubator, he served as a mega advisor.

At the beginning of 2010, Uber Cab has been tested in New York by using three cars, however, the launch took officially place in San Francisco in May, 2010 (Blystone, 2019). At the very beginning the services cost 1.5 times as much as a cab, but, since ordering a car was simple and fast, it became famous. By 2010 the start-up closed a seed funding round of \$1.25 million from First Round Capital (Hartmans & Leskin, 2019). In October 2010 Uber Cab change the name in Uber in order to avoid the company from marketing itself like a taxi business and since the company was not really a cab company in the traditional sense of the term, so there was no reason to attach the term "cab" to its name. This fact led to tensions into taxi industry. The name Uber comes from the German word meaning "above all else," a fundamental principle that the two businessman, Kalanick and Camp wanted for their fledgling company. At the beginning of 2010, Ryan Graves, the Uber's general manager, became CEO of Uber and company earn \$1.25 million in capital funding to expand (O'Connell, 2020). Successively, on December of

the same year, Kalanick was in charge of the company as CEO, while Graves obtained the title of general manager and senior vice president of Global Operations. In February 2011 Uber closes an \$11 million Series A funding round that values the company at \$60 million (Hartmans & Leskin, 2019). On May 2011 Uber has been launched in New York, where covers the entire market. Six months later, on December, Uber has been launched in Paris closing a \$32 million Series B funding round from Menlo Ventures, Jeff Bezos, and Goldman Sachs (Blystone, 2021). In July 2012 Uber broadened its offer by launching UberX project to the world which provided a less expensive hybrid car as an alternative to black car service.

The result of this was a service which debuted at 35% less expensive than the original black car. In August 2013 Uber was launched in India and Africa, closing a Series C funding round that sees an enormous \$258 million investment from Google Ventures. On July 2014 entered into the Chinese market after raising a \$1.2 billion funding round at a \$17 billion valuation a month previous (Hartmans & Leskin, 2019). In August 2014 Uber introduces UberPool, a ride-sharing model that allows riders to "pool" their rides and split the fare between multiple parties. In April 2015 Uber launches UberEats, an on-demand food-delivery service that brings meals at home in few minutes. The service started in four cities such as LA, Barcelona, Chicago, and New York City, then expand nationally.

In July 2015, Uber, valued at \$51 billion after its funding rounds, became the most valuable start-up in the world. In June 2016, Uber then raised \$3.5 billion from Saudi Arabia's sovereign wealth fund (Blystone, 2021). In April 2017, Uber made its finances visible for the first time to Bloomberg and reported a global loss of \$3.8 billion for 2016. This included losses from its China business, which it has been sold in the summer of 2016. The following year, the firm's valuation decreased from \$68 billion to \$48 billion. (Blystone, 2021). From there follow a series of accusations and controversies that Uber is forced to face. The result of controversies has been the resignation as CEO of Kalanick on June 2017. Kalanick has been replaced by Dara Khosrowshahi, the former CEO of Expedia (EXPE). On May 2019 Uber has been listed on the New York Stock Exchange, with an initial share price of \$45 and a market capitalization of \$75.5 billion (O'Connell, 2019).

From this year on, Uber faced other accusations and lawsuits injected by the citizens on discriminatory and even racist issues. Nonetheless in 2021 has been recorded that Uber owned operations in approximately 72 countries and 10,500 cities. Then, in the fourth quarter of 2021, Uber had 118 million monthly active users worldwide generating an average of 19 million trips per day. Finally, In January 2022, Uber recorded a 71% market share for ride-sharing and a 27% market share for food delivery (Perri, 2022). Uber is a big company that since 2008 succeeded in becoming a tech company which helps people to go anywhere and get anything, to move and earn safely. The company succeeded in obtaining this concept especially thanks to its mission and values. Uber's mission is to reimagine the way the world moves for the better, making the transportation available everywhere and giving the transport accessible to everyone regardless of their gender, religion or race. Finally, Uber's company culture is shaped by some core values such as the devotion to the customer's or the compliance with the rules.

3.3.4 Google case study

Google LLC is one of the most important American IT companies which offers online services with headquarters in Mountain View, California, in the Googleplex. The company offers a large number of products and services such as Google search engine, the Android operating system, the Chrome OS operating system and web services such as YouTube, Gmail, Play Store, Google Maps and many others. Nowadays Google owns offices in 170 cities and 60 countries around the world, and, according to ANSA, the company has been closed the first quarter with revenues of \$68.01 billion, compared to 55.31 billion last year (Uspi, 2022).

The idea's company was born on January 1996 when two Phd Stanford's University students Larry Page and Sergey Brin decided to start a new project in their dormitory room to better organize internet search result. They created a search engine that, by means of an algorithm that ranks pages based on the number of other pages that link back to it, establishes the importance of individual pages in the web. The search engine was initially called "Backrub". In 1997 they decided to rename it and on the 14th September 1997 Google.com has been officially registered as a domain name (Valinsky & Sherman, 2018). The idea's name of Google on the one hand was based on mathematical expression that represented the number 1 followed by 100 zeros, on the other hand was based on

company's mission which still states to organize information around the world and make it universally accessible and useful, which along together with their vision statement to provide access to the world's information in one click, they have shown that they have succeed. Nowadays it can be argued that the company's nature of business is a direct manifestation of his vision and mission statement (Thompson, 2022).

August 1998 it's the year which marks the first Google's investment. An ex-Stanford alum, co-founder of Sun Microsystems Andy Bechtolsheim became interested in Google's idea and decided to offer to the team \$100,000 cheque to begin developing this search engine. At this point the two men decided to move the operation to a garage on the outskirts of Menlo Park, California, owned by Susan Wojcicki, now CEO of YouTube. Computers were assembled at the best, they had also a ping pong table and an intense blue carpet. The tradition of colour is still alive. Since one year later, the company had grown considerably since had to move again, but on their first office called GooglePlex based in Palo Alto California (Valinsky & Sherman, 2018). In August 1999 moved to Mountain View in California, a few miles from Stanford University. In October 2000 the company created a program called Google AdWords in order to sell advertising. In this way they offered marketers the opportunity to acquire relevant keywords that appear next to search results.

The revenue from these ad sales have been propelled Google to be one of the richest companies in the world. In August 2001 Eric Schmidt, previous vice president at Sun Microsystems has been named Google's CEO, while Sergey Brin and Larry Page has been named company presidents. In April 2004 Google launched Gmail, its webmail service which offers a large amount of free storage and other products such as Google Docs challenging Microsoft Office for word processing dominance. In August of the same year Google went public and debuted on the Nasdaq at \$85 a share but valued at \$23 billion. The company introduced in its IPO filings the phrase "Don't be evil" and Brin, Page and Schmidt decided to cut their annual salaries to \$1 (Valinsky & Sherman, 2018).

Other services launched by the company through these years comprehend Google Maps launched in April 2005, a tool aimed at helping users navigate the real world, which was renamed after Google Earth a 3-D mapping technology that offers a way to see locations on computer monitor; and Google Talk launched in August 2005 a voice and

text program. In October 2006 Google acquired the popular internet video company YouTube for \$1.65 billion in stock and in September 2008 Google released Google Chrome, a web browser that is much speedy and lighter enough to challenge Microsoft's Internet Explorer and Apple's Safari. In 2010 the company realised its first mobile phone which debuted at the time because of its small size and powerful camera

In 2011 Eric Schmidt leaved the position as CEO to become executive chairman, then the Co-founder Larry Page replaced him four months later. In 2013 Google debuted with other two services, Google Glass, a pair of technological glasses which displays everything from text messages to maps and Chromecast which can be defined a streaming content device. In 2005 the company decided to fold itself with Alphabet with Page as its CEO.

The new parent included other businesses under its umbrella such as Nest, Google X, Fiber and Google Ventures. Sundar Pichai, an Indian-American business executive, was named Google CEO and still remains in the position today. Thanks to his creativity and business strategy, Google in 2018 overcame \$100 billion in annual sales for the first time in his 20-year history (Valinsky & Sherman, 2018). The company continued to grow announcing in 2019 that it would enter the video game market, launching a cloud gaming platform called Google Stadia (Warren, 2019). Nowadays Google is the biggest and the more remarkable company in the world, it can be defined as another example of company that, starting from the dormitory to the garage till today, has become a global giant.

Chapter 4:

Results of analysis

4.1 Presentation of the results

The following chapter is devoted to the presentation of the results obtained through a content analysis of 79 advertisements dated back to the period before the pandemic and during the pandemic, respectively from February 2018 to February 2020 and from March 2020 to December 2021. The advertisements analysed, both visual and television commercials, belong to four well-known multinational companies, respectively Amazon, Burger King, Uber and Google, that constitute the multiple case study on which this research is based. The results were obtained from the language style's analysis of each advertisement, taking into account the research purposes and comparing the dominant language style used on the different periods taken into consideration that are before and during the Covid-19 pandemic.

4.2 Findings

The following tables show the analyses of the collected advertisements related to the different case study companies. The analysis identifies the type of language style implemented by the various companies in the advertisements during two different historical periods, before and during the pandemic.

4.2.1 Amazon language style findings

4.2.1.1 Amazon pre-pandemic language style

Table 1 shows 13 advertisements launched by Amazon during the pre-pandemic period which goes from March 2018 to December 2019. The advertisements have been analysed and categorised on the basis of the language styles taking into account for this study. As shown in Table 1, five advertisements have been categorised as literal, five as figurative, three as emotional, three as abstract, seven as informative, one as persuasive and two as communicative implicit. The other remaining types were non-occurring in this study.

4.2.1 Table 1: Amazon advertising before the pandemic

Pre-Pandemic	Title / Date	Content	Language style
1	<i>“Our Playlist: Moonlight”</i> [March/05/2018]	Man: Alexa, what’s the song goes “Hello stranger”? Alexa: It’s “Hello stranger” by Barbara Lewis. Man: add this song to a wedding playlist. Alexa: ok, added.	Literal
2	<i>“Mother’s Day: Painter”</i> [May/10/2018]	Millions of gift as unique as your mum. Happy mother’s day.	Figurative Emotional
3	<i>“Back to School: Rainbow Unicorn”</i> [July/30/2018]	I’ll go call everyone: future palaeontologist, aspiring zoologist, rainbow unicorn trainer. At Amazon we have everything for back to school.	Figurative Informative
4	<i>“A Big Collection of Small’ Song by Canned Heat”</i> [Sept/17/2018]	Part of the rising sold on Amazon came through small million business just like mine.	Figurative Informative
5	<i>Holidays: Can You Feel It’</i> [Nov/12/2018]	Don’t miss Amazon Black Friday sells starting at November 16, with deals on every department low prices and free shipping on millions of Items. Amazon Black Friday sells November 16 to the 23th.	Informative Persuasive Communicative Explicit
6	<i>“2018 Holidays: Can You Feel It: Last Minute Gifting”</i> [Dec/17/2018]	Put a smile on everyone’s face this holiday with green gifts through Amazon with low prices and fast, free delivery with prime. For everything you need this holiday, this is Amazon.	Persuasive Figurative Informative Communicative Explicit
7	<i>“Tell me a joke”</i> [March/05/2019]	Man: Alexa, tell me a joke. Alexa: who was the roundest knight at King Arthur’s Table? Man: I don’t know, who? Alexa: Sir Cumference!	Literal Figurative

8	<i>“Summer Delivered: Home, Garden and more”</i> [May/22/2019]	Amazon’s got everything you need for your home, garden and more. Find low prices and free shipping on millions of Items. When you shop: summer at Amazon.	Informative Persuasive
9	<i>“Sisterhood”</i> [July/8/2019]	Girl 1: What are you listen to? Alexa, skip try. Girl 2: Alexa, play that song that goes. I hate you so much right now Girl 1: I’m gonna miss you so much! Girl 2: Yeah you are. Girl 1: Alexa, call Kelly. Girl 2: You miss me already? Girl 1: May be. Girl 2: I knew it, I knew it.	Emotional
10	<i>“The Amazon Echo Buds”</i> [Sept/30/2019]	Alexa, start my running playlist. Alexa call Kim. Alexa, directions to the nearest train station. Alexa, resumed my audiobook adding your selections from audible. Alexa, turn it up.	Literal Communicative Explicit
11	<i>“Oprah's Favourite Things”</i> [Nov/16/ 2019]	Shop Oprah’s favourite things on Amazon and find must give gift for everyone on your list this holiday season. Oprah’s favourite things on Amazon.com/Oprah. For gift, you love to give	Informative Emotional Communicative Explicit
12	<i>“Holidays: Umbrella”</i> [Dec/3/2019]	“Hey Mr. Jones”. Find gifts for everyone on your last days holiday. With low prices and free shipping on millions of Items at Amazon.	Persuasive
13	<i>“Nutpods Amazon: Small Business of The Year”</i> [Dec/3/2019]	This is Nutpods, a small business on Amazon. This is their CEO. “Hi I thought, combining coconuts and almonds to create a creamer was nuts beauty work hearts”. They are always adding employees, flavours and fans. “We are obsessed with giving our customers an amazing product they're going to love and Amazon really helps us do that”. More than half of everything sold on Amazon comes from small and medium-sized businesses like that pods and you can find them on Amazon	Literal

Advertising 1 “Our playlist: moonlight” is a presentation of the service Amazon Alexa through a conversation between a man and the device Alexa. The advertisement has been categorised into literal type since the message its conveyed on its literal meaning by using words with their primary meaning, for this reason, it is easy to understand. In the advertising 2 “Mother’s Day: painter”, Amazon celebrates the mother’s day offering a free shipping on items they sell on their website. The advertisement has been categorised into two different language style: figurative and emotional, or rather a mixed style advertisement. The presence of the figurative language style can be noticed from the use of the comparative noun “as” in the sentence “*as unique as your mum*”, which is a simile. The emotional language is the core of the entire advertising, since it arouses emotions as love, but also because of the use of a positive words such happy and mum, finally, the small size of the text is typical of the emotional style.

Advertising 3, “Back to School: Rainbow Unicorn” is another example of mixed style advertisement because it includes two different styles such as figurative and informative. The figurative style can be noticed from the use of a metaphor “*rainbow unicorn trainer*”, on the other hand, the informative style can be noticed on the second sentence “*at Amazon we have everything for back to school*”, since the advertising with this sentence is giving information to the audience about the service that Amazon offers, or rather, the tools necessary for starting the school, persuading the audience to buy the products on the web site, since the function of the informative language style is to persuade the audience through small sentences to buy products or services presented. The advertising 4 “*A Big Collection of Small' Song by Canned Heat*” has been categorised with the informative and the figurative style.

The informative style comprehends the entire campaign advertising since it gives information about the service that Amazon gives, or rather products which comes from small businesses, emphasising the fact that in this way the company helps small firms to grow. The figurative style is given by the figure of comparison “just like mine” which is called from the linguistic point of view, simile. The advertising 5 “*Holidays: Can You Feel It*”, has been classified as informative and persuasive style, because, on the one hand it focuses on giving information about the features of the service offered by Amazon, the Black Friday sells, with simple words easy to remember and to understand. On the other hand, the advertisement has been classified as persuasive because it creates a strong belief

around the sentence providing reasons to support the service offered with sentences like: “don’t miss” or “low prices and free shipping”. Furthermore, the sentence “don’t miss” is, at the same time, classified into the communicative explicit style, since it is a suggestion expressed directly. Moreover, persuasive style can be identified from the use of the repetition, a linguistic feature typical of persuasive style. The repetition, in this case, concerns the repetition of the service offered Amazon Black Friday. In advertising 6, have been identified four styles: Persuasive, because as it has been mentioned on the previous advertising, it supports the service offered by the company, convincing the audience to adhere giving the reasons why the service offered should be supported as it is evident from the sentence: “*with low prices and fast, free delivery with prime*”.

Finally, what highlight the presence of the persuasive style is the repetition of the brand name. The advertisement contains informative elements that have the purpose to inform the audience about the service itself and when it occurs; figurative elements with a metaphor “*green gift*” and finally the communicative explicit style is given by the sentence “*put a smile in everyone’s face*” since it is a direction conferred in a simple and direct way. The advertising 7 “*Tell me a joke*”, is a presentation of the Amazon service Alexa through a conversation between a man and Alexa. Even this advertisement has been categorised into literal type since the message its conveyed on its literal meaning by using words with their primary meaning, for this reason, it is easy to understand. The only exception is given by the presence of a rhetorical element “Sir Cunference” categorised into Irony, typical of the figurative style.

The advertising 8 “*Summer Delivered: Home, Garden and more*”, is another example of Amazon’s slogan presenting the service he offers. The advertising has been categorised into informative style, since it gives information about the service itself presenting low prices and free shipping on items for the summertime, and into persuasive style, because it convinces the customer giving the reasons why he should choose Amazon.com for buying summer’s items. The advertising 9 “*Sisterhood*” is an example of emotional advertising. The spot presents a conversation between two sisters and the amazon product Alexa. The advertising has been classified into the emotional style since it presents positive emotions such as “I’m gonna miss you” and negative emotions such as “I hate you”. The advertising 10 “*The Amazon Echo Buds*” is a presentation of the Amazon’s product Echo Buds, a pair of wireless earphones which can connect with


Alexa. The advertising presents a series of commands that people give to Alexa while wearing the Echo buds. Moreover, the advertising is written in a simple way with words on its literal meaning, has been classified into the literal style. Finally, since the spot is a series of directions conveyed directly and with its denotative meaning, has been classified even into communicative explicit style.

The advertising 11, “Oprah's Favourite Things”, has been classified into informative language style since the advertising, through the sentence “*Oprah’s favourite things on Amazon.com/Oprah*”, gives information on where to find the famous singer Oprah’s items. The language style used in the advertisement is also emotional because of the presence of the word “love” which produces positive emotions on the audience, then, finally, the last language style used in communicative explicit since the advertisement contains a series a suggestion which communicate to the audience to shop on Amazon.com to find a gift for the holidays. The advertising 12, *Holidays: Umbrella*”, is a persuasive message owing to the fact that it tries to convince and motivate the audience to find gifts for holidays on Amazon.com, providing reasons to act such as the fact that Amazon offers low prices and free shipping. The last advertising “*Nutpods Amazon: Small Business of The Year*” has been categorised as literal style since the message is conveyed on its literal and denotative meaning.

4.2.1.2 Amazon during-pandemic language style

Table 2 shows 8 advertisements launched by Amazon during pandemic period which goes from March 2020 to February 2021. The advertisements have been analysed and categorised on the basis of the language styles taking into account for this study. As shown in Table 2, three advertisements have been categorised as literal, three as figurative, six as emotional, two as abstract, three as concrete, two as informative, one as persuasive, one as communicative implicit and two as communicative explicit. The other remaining types were non-occurring in this study. Moreover, the table show 1 visual advertisement and 7 non-visual advertisements.

4.2.2 Table 2: Amazon advertising during the pandemic

During the pandemic	Title - Date	Content	Language style
1	<i>“Thank you Amazon heroes”</i> [Mar/31/2020]	“Right now, delivering the things people need has never been more important. To all of our Amazon retail heroes, on the floor, in the air, and behind the wheel, we want to thank you. We’ll continue to do everything we can to keep you healthy, safe, and protected. The work you are doing, means everything right now. Thank you.”	Literal Emotional Figurative Concrete
2	<i>“Keeping our teams safe”</i> [April/9/2020]	“Right now at Amazon nothing is more important than Safety, Health, Protecting our people. To everyone who makes staying home possible, thank you.”	Communicative Implicit Emotional Abstract
3	<i>“Protecting our people”</i> [April/9/2020]	“At Amazon we're pretty good getting things done, we're pretty good solving problems. Covid-19 is the biggest challenge we have defaced. The challenge have well motivated us, like finding masks to our employees around the world. We are doing everything we can to get you what you need and doing everything we can to keep our people safe”.	Figurative Literal Concrete Communicative Explicit
4	[April/16/2020]		Emotional Concrete Literal

5	'Connected' [Aug/25/2020]	Well, things are different these days, but we are figuring it out. Reduced scholar online now, learning a lot, finding cool staff to watch. Dad got new workout and I still getting spend time with you.	Emotional
6	"No bad time" [Nov/10/2020]	There is no bad time to start at Amazon. I like the flexibility and also allows for picking up shifts. Safety comes first speak on second. Safety, safety, safety! We are making sure that somebody gets in there very important items to make you very happy.	Emotional Abstract
7	"Thank you for delivering" [Dec/11/2020]	Thank you to over 1 million amazon associates and partners for delivering 16.8 million bottles of hand sanitizer, 23.4 million diapers, 127.1 million bags of pet food, 1.6 billion grocery items. For all you're doing to deliver essentials right now, our countless thanks.	Informative Emotional
8	"Helping those in need" [Feb/8/2021]	At amazon, we don't just think big, we do big. We've given more than 5.4 million items to victims of natural disasters. We've donated over 7.1 million items for Covid-19 relief. We've delivered over 12 million meals to people in need and we're not stopping there.	Figurative Informative Communicative Explicit

The advertising 1, *“Thank you Amazon heroes”*, is a mixed style advertising. The prominent style is the emotional language since the message arouse positive emotions to the audience that can be recognised through the word “thank you”. The purpose of this advertisement is to thank the Amazon deliverymen who made deliveries possible during a difficult time such as the lockdown when travel was limited. The other two language styles used in this message are the literal style, since the message is written in a simple and direct way and the figurative style because of the presence of the metaphor “Amazon heroes”. The noun heroes is used to indicate the Amazon delivery man because during the lockdown they completed heroic acts, namely, allowing deliveries despite it was impossible to travel because of the Covid-19 pandemic. The last language style observable in this message is the concrete style that has been implemented to describe an action by means of an interpretative action verb as in the sentence “keep you healthy, safe, and protect”.

The advertising 2, *“Keeping our teams safe”*, have been categorised in three different styles: communicative implicit, emotional and abstract. The communicative implicit style is given by the first sentence *“Right now at Amazon nothing is more important than Safety, Health, Protecting our people”* in this sentence the message is not expressed clearly openly and directly, the message is hidden and depends on the audience’s ability to comprehend it. The hidden message in the sentence expresses that safety, health and the protection of the customer are the most important things. On the other hand, the second sentence express emotional elements with the word “thank you”. Finally, the last language style used in this advertisement is the abstract because two abstract words such as “safety” and “health”.

The advertising 3, *“Protecting our people”*, is a four sentences advertising classified into four different styles such as: figurative, literal, concrete and communicative explicit. The advertising talks about the series of initiatives that the company have taken in order to deface the Covid-19 emergency. The first sentence has been categorised into the literal style, since the message is easy to understand and conveyed on its literal meaning and not denotative meaning. On the contrary the denotative meaning has been recognised in the second sentence, categorised into the figurative style because of the metaphor *“Covid-19 is the biggest challenge we have defaced”*, which defines the Covid 19 as a challenge and not a virus. The last two

sentences have been classified into communicative explicit since the message is conveyed in a clear and direct way. Moreover, the last sentence contains also the concrete style that has been implemented to describe an action by means of an interpretative action verb as in the sentence *“to keep our people safe”*. The advertising 4 is a visuals dedication to doctors, nurses and volunteers who, during the pandemic, have worked to save the humanity. The advertising message has been classified into emotional language because of the repetition of the word “thank you” which, with the dedication, arouse positive emotion emotions to the audience. Moreover, the advertising message has classified into concrete language style that has been implemented to describe an action by means of an interpretative action verb as in the sentence *“keep our communities going”*.

The advertising 5 “connected” is an emotional and concrete language style’s advertising. The message describes how the scholar system as changed during the pandemic. On the one hand the entire message is conveyed clearly and directly, and, since it is easy to understand, has been classified into literal. On the other hand, the message arouses positive emotions to the audience owing to the sentence “spend time with you”. The advertising 6, *“No bad time”* has been defined as emotional because of the entire message that the advertising launches, or rather, reassuring people about the pandemic because the company works to protect them. Moreover, the emotional appeal is given by the sentence *“make you very happy”*. Furthermore, the message has been classified as abstract because of the word *“safety”* which is repeated four time.

The advertising 7, *“Thank you for delivering”*, has been categorised as informative and emotional. The message is building around a dedication to the Amazon delivering system which has made possible the delivering even during the difficult pandemic period. In this case, the emotional language has been used in order to build the message and is given thanks to the use of words such as *“thank you”* and *“thanks”*. On the other hand, in order to create the advertising message, has been implemented the informative language style as it is possible to recognised it from the information written about the action taken by Amazon delivering service such as *“over 1 million amazon associates and partners for delivering 16.8 million bottles of hand sanitizer, 23.4 million diapers, 127.1 million bags of pet food, 1.6 billion grocery items”*. The last advertising message, *“Helping those in need”*, it’s a mixed styles message. The first visible language style used is the informative one, since the advertising conveys a series of information about the

initiatives taken by the company during the pandemic. At the same time the information is conveyed in an explicit way, since are not difficult to understand, thus, the communicative explicit style is used. Finally, the message shows creativity conveyed by the implementation of the figurative language style throughout a figure of contrast called hyperbole. The he hyperbole “*we don't just think big, we do big*”, is an exaggerated statement which creates an intensified effect, in this case the sentence means that Amazon in order to help the humanity during the pandemic, did things in an exaggerated and excellent way, regardless of limitations.

4.2.2 Burger King language style findings

4.2.2.1 Burger King pre-pandemic language style

Table 3 shows 11 advertisements launched by Amazon during the pandemic period which goes from March 2018 to February 2020. The advertisements have been analysed and categorised on the basis of the language styles taking into account for this study. As shown in Table 3, seven advertisements have been categorised as literal, four as figurative, two as emotional, ten as informative, eight as persuasive, one as communicative implicit and ten as communicative explicit. The other remaining types were non-occurring in this study.

4.2.3 Table 3: Burger King advertising before the pandemic

Pre Pandemic	Title - Date	Content	Language style
1	<i>“Spice is on”</i> [March/05/2018]	The spicy is on with this one. A blend of cayenne pepper and spices coated on seasoned 100% white meat chicken filet. It’s the crispy, juicy and new spicy crispy chicken. Now border 2 for 6 mix or match deal only on Burger King	Figurative Informative Persuasive Communicative Explicit
2	<i>“Let's Have A BBQ, Father and Son”</i> [Jul/5/2018]	“Hey, let’s have a barbeque today!” Today it’s Barbeque day at Burger King, come on try a delicious new frozen lemonade refreshingly, tart and sweet perfect for summer, part of new summer barbeque menu. Burger King where taste is king.	Figurative Persuasive Informative Communicative Explicit
3	<i>“Fluff that's More Than Enough”</i> [Nov/15/2018]	Turn off the size and turn down the price with three large pancakes for 89 cents at Burger King. Stacks on stacks with sweet syrup of goodness with fluff that’s more than enough. Get three large pancakes for just 89 cents only at Burger King.	Figurative Persuasive Informative Communicative Explicit
4	<i>“Choose”</i> [Dec/06/2018]	Introducing the 6 dollars King box choose for a flame grilled whopper or three other favourites and get fries, a drink and two cookies for just 6 bucks, the 6 dollar King box only at Burger King.	Persuasive Informative Communicative Explicit Literal
5	<i>“For a change”</i> [Feb/27/2019]	Burger King Flame-Grilled Chicken for a change and you can taste it on the new Flame-Grilled Chicken Sandwich. Fresh veggies and juicy white meat chicken with sweet honey mustard. The all new flame-grilled chicken sandwich only at Burger King.	Persuasive Informative Communicative Explicit Literal

6	<i>“All by myself”</i> [Mar/11/2019]	All by yourself? Find the perfect deal for you in the 6 dollar king box and pick two premium sandwiches for 6 bucks. You pay for 6 now with a big fish only at Burger King.	Persuasive Informative Literal Communicative Explicit
7	<i>“Cheesy Delicious”</i> [May/20/2019]	Try the new chicken parmesan sandwich for Burger King. With marinara sauce, juicy white meat, chip parmesan and melted mozzarella. It’s cheesy delicious. Have chicken parmesan and crispy grilled and spicy only at Burger king.	Persuasive Informative Communicative Explicit Literal
8	<i>“Flame Grilled Whopper and Chicken”</i> [Sep/20/2019]	Mix or match the flame grilled whopper with Crispy Chicken or Spicy Crispy Chicken. The two for 6 mix or match deal. Only at Burger King.	Informative Literal Communicative Explicit
9	<i>“Woah”</i> [Nov/11/2019]	Wow! Burger King is now on Uber Eats. You can buy one Whopper and get one Whopper on your order. Have your next wing come from the King! Buy one Whopper and get one Whopper when you order Burger King on Uber Eats. Deliver your way.	Emotional Figurative Communicative Explicit
10	<i>“Delivery”</i> [Dec/05/ 2019]	The new Rodro Steak King from Burger King. Steak or flamed-grilled beef, smoky bacon, crispy onion rings, and creamy stacker sauce. The Rodeo Stacker King. Order the Kings collection. Order now on BK app for 0 dollar delivery only at Burger King.	Informative Persuasive Literal Communicative Explicit
11	<i>“He's Into It”</i> [Feb/25/2020]	So hard finally convinced those to try the Impossible Whopper. I think you will be surprised. It is good. Two for six. Get impossible Whopper two for six mix or match. Your way, way better.	Persuasive Informative Communicative Implicit Literal

The advertisement 1 “*Spice is on*”, is a mixed advertising presenting a product. The styles used in this commercial message are four. The first style is the informative one, since the main aim of this advertising is to inform the customer about the product presented, or rather the spicy chicken, how is it made of and finally the offer proposed by Burger King which permit to buy the product profitably. At the same time, the persuasive style is used in this message in order convince the customers to buy the products; the use of this style is also given by the use of the linguistic feature called long noun phrase such as “*new spicy crispy chicken*”. Furthermore, the message is conveyed by the use of the communicative explicit style, since the message conveys products information in a direct and simple way. Finally, is made creative thought the use of the figurative style, by means of the linguistic feature called metaphor observable in the sentence “*Spice is on*”. In this sentence the spice flavour is compared to an object who activates when required. In a literal way, the sentence would be “the spice is on point”.

The advertisement 2, “*Let's Have A BBQ, Father and Son*”, is a four different language styles message. The main aim of the advertising message is to persuade the consumer to try the new summer barbeque menu, thus, the main language style implemented is persuasive, that is even possible to recognised it through the use of the linguistic feature typical of the persuasive style, or rather, the long noun sentence, observable in the sentence “*delicious new frozen lemonade refreshingly*”. The second language style used is the informative language style since the advertising give information about the service offered by the company, the summer barbecue menu, and the description of the products offered. Finally, the last two styles implemented in this advertising are the communicative explicit, since the message is conveyed directly and simple and the figurative style since the advertisement is enriched by means of this style, or rather, a personification observable in the last sentence “*Burger King where taste is king*”. In this sentence, personification has the aim to assign human quality to the taste, or rather the taste is defined a king conveying a more vivid and faster message.

The advertisement 3 “*Fluff that's More Than Enough*”, is another example of mixed styles advertising. The entire message has been built around the informative style, visible throughout the description of the products and the price with different offers, such as in the sentence “*Get three large pancakes for just 89 cents only at Burger King*”. At the same time, the persuasive style is also used in this message owing to the repetition of

the brand, desired by the copy-writer to convince the consumer to choose Burger King. Not only the previous one, but also this message has been enriched with the figurative style *“Turn off the size and turn down the price”*. The sentence is an example of metaphor since it is impossible to “turn off” the size or to “turn down” the price. Finally, the message has been built through the communicative explicit style because of the fact that it is easily understandable. The advertisement 4 *“Choose”*, has been classified as persuasive, informative, communicative explicit and literal. The message, by means of the informative style, informs the consumer about the Burger King’s service, the King Box, and about the price as it is observable from the sentence *“Introducing the 6 dollars King box”*. The advertising has also the power to persuade and attract the consumer through the use of the persuasive style, observable through the use of the repetition of the brand. Finally, the message has been conveyed in a straightforward manner and by means of words with their literal meaning.

The advertising 5, *“For a change”*, has been classified as persuasive, not only because the message is created around the aim of convincing the costumer to buy the product, but also, because of the presence of two linguistic elements typical of the persuasive style such as: the repetition and the long noun sentence. The repetition required the repetition of the brand’s name “Burger king”. The long noun sentence’s linguistic feature requires the description of the product in three or more name as observable in the sentences: *“Flame-Grilled Chicken Sandwich”* or *“juicy white meat”*. The advertising has also been defined informative because describes the product served. Finally, the advertising is expressed with simple words conveying its literal meaning, and in a straightforward manner through the use of the communicative implicit language style.

The advertising 6 has been created through the use of four different language style. The main language styles are the persuasive and the informative one. The advertising communicates information about the products served or rather the “King box” and the price. At the same time the advertising try to convince the consumer to buy the product through the use of the persuasive language style that can be observable through the use of the rhetorical question *“All by yourself?”*. Finally, even this advertising is expressed in a literal and simple direct way through the use of the literal and the explicit communicative style. The advertising 7, *“Cheesy Delicious”*, is another mixed style advertising, whose main styles are informative and persuasive. The message has the aim

to inform the customer about the sandwich “Chicken parmesan” by Burger King giving a description of the product, observable in the sentence “*With marinara sauce, juicy white meat, chip parmesan and melted mozzarella*”. On the other hand the message has been defined persuasive since it has the aim to attract the consumer by the use of the linguistic feature called glamorization, as it is possible to notice in the words “cheesy delicious” which describes the new sandwich offered by Burger King. Finally the information conveyed in the advertising slogan are expressed in a literal and explicit way. The advertising 8, “*Flame Grilled Whopper and Chicken*”, has been classified into informative language style since the main aim of this message is to inform the customers about the Burger King’s product or rather the “Crispy Chicken” and the “Spicy Crispy Chicken”. Moreover, the entire advertising has been created through the use of the literal style and the communicative explicit language style, since the information are conferred by means of simple and direct words.

The advertising 9, “*Woah*”, has been categorised into informative language style since the message’s goal is to inform about the new Burger King’s deal with Uber Eats. At the same time the advertising message has been conveyed by means of a communicative explicit style, since the information are clearly and directly conferred. The only exception in the advertising is given by the presence of the exclamation “wow!” which express surprise conveying positive emotions; the exclamation is a feature typical of the emotional style. The advertising 10, “*Delivery*”, has been classified into informative and persuasive language style. The informative style is given by the fact that the advertising message conveys information about the Rodro Steak King, a new sandwich by Burger King, describing the product and giving information about the price and the way how to order it, as demonstrated in the sentence “*Order now on BK app for 0 dollar delivery*”. At the same time, the advertising contains persuasive language style’s elements such as long noun sentences as in the phrase “*crispy onion rings*” and the repetition of the company’s brand.



Finally, the advertising has been conveyed by means of a communicative explicit style and the literal style, since the information are clearly and directly conferred. The last advertising, “*He’s Into It*”, has been classified into informative and persuasive language style, since on the one hand the message gives information about the Burger King’s sandwich the Whopper, on the other hand the message persuades the customers through



the repetition of the sentence “two for six”. Finally, on the one hand the message has been created through the use of literal language and the communicative implicit style since the conveyed message is not openly and clearly announced to the audience as observable in the following sentence “*I think you will be surprised. It is good*”. In the sentence, the copy writer has expressed in an implicit way the fact that the new sandwich surprised every customer since it is good.

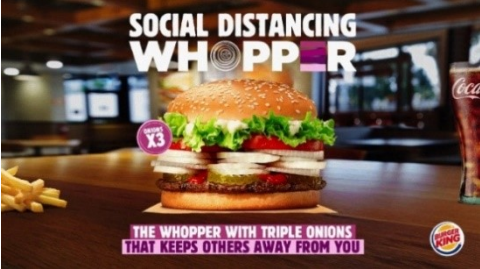

4.2.1.2 Burger King during-pandemic language style


Table 4 shows 14 advertisements launched by Amazon during the pandemic period which goes from March 2020 to February 2021. The advertisements have been analysed and categorised on the basis of the language styles taking into account for this study. As shown in Table 4, ten advertisements have been categorised as literal, four as figurative, seven as emotional, two as abstract, four as concrete six as informative, one as communicative implicit and eight as communicative explicit. The other remaining types were non-occurring in this study. Moreover, the table reports 10 visual advertising and 4 non-visual advertising.

4.2.4 Table 4: Burger King advertising during the pandemic

During the Pandemic	Title - Date	Content	Language style
1	[March/17/2020]		Communicative Explicit Literal Emotional Abstract
2	[March/18/2020]		Emotional Informative Abstract Literal Communicative Explicit
3	“Contactless: Free Delivery” [March/19/2020]	We know you might not be thinking of Burger King right now, we are thinking about you, that’s our offering a zero dollar delivery fee, we are also working to minimize contact at delivery experience, let us take care of you while you take care of yourself.	Informative Communicative explicit Literal Emotional Concrete

4	“Contactless” [March/19/2020]	We know you might not be thinking of Burger King right now, we are thinking about you, we are taking extra safety steps to minimize contact in our drive-thru, download the “BK app”, place your order ahead and pick it up with contactless payment, let us take care of you while you take care of yourself.	Communicative Explicit Literal Concrete Emotional Informative
5	[March/21/2020]	 <p>burgerkinguk</p> <p>WHOPPER®, STILL YOUR WAY (BUT FROM A DISTANCE)</p> <p>Just so you know, we are still open at many of our locations for drive-thru and delivery. 🍔🚚</p> <p><i>Take care, stay safe. Team Burger King UK</i></p>	Informative Communicative Explicit Literal Concrete
6	[March/25/2020]	 <p>burg... · Segui già</p> <p>MINIMUM CONTACT DELIVERY</p> <p>Illustration showing a green delivery van, a red car, and a brown delivery van with a person on a scooter.</p>	Literal Informative

10	[May/10/2020]			Figurative
11	[May/22/2020]			Figurative
12	[10/June/ 2020]			Emotional

13	<i>“Phase 2 Procedures”</i> [July/05/2020]	At Burger King we are uptaking safety procedures with you in mind, so we are checking employees temperature every day, wearing mask and gloves at all times, we are continuing contactless drive-thru and delivery, let’s taking care of each other.	Literal Communicative Explicit Concrete Emotional
14	[April/06/2021]	 <p>The image is a promotional graphic for Burger King delivery. It features the text 'STAY HOME SAFE' in large, bold, brown letters. Below the text is a photograph of a Burger King meal consisting of a large burger, a cup of fries, and a soft drink. The Burger King logo is visible in the top left corner. At the bottom, there is a dark banner with the text 'Have it delivered only on:' followed by icons and names for delivery partners: 'THE MESSANGER', '92 22 22', 'GrabFood', and 'foodpanda'.</p>	Literal Communicative Explicit

The advertisement 1 have been classified into a mixed language style. The most prominent language style is the emotional one since the message arouse positive emotions to the audience given by the sentence “think about you” and by the word “you”. On the other hand the verbs “*think about*” and “*take care*” are features typical of the abstract language which differs because of the use of state verbs which describe, in this case, state and beliefs. Finally, the message makes use of a literal language and communicative explicit style because is direct and clearly comprehensible. The advertisement 2, is a visual advertisement containing five different language style. The message is a dedication to the social workers to thank them because for working hard to save and help the humanity during the pandemic. The informative style in the sentence “*drinks are free for all nhs emergency and social workers in all UK restaurants*”, has the aim to inform the people about the service which Burger King is offering. Since the advertising conveyed is a dedication, the entire message arouses positive emotions, especially from the words “*thank you*” and “*love BK*”, which are typical of the emotional style and of the abstract language style because of the abstract word “love”. Finally, the message contains the literal and the communicative explicit style since is conveyed directly and clearly.

The advertising 3 “*Contactless: Free Delivery*”, has been classified into informative since it gives information about the service “free delivery” offered by the company during the pandemic in order to help people. The last part of the advertising “*let us take care of you while you take care of yourself*”, has been classified into emotional and concrete because on the one hand makes use of the state verb “take care” and the pronoun “you” arousing positive emotions; on the other hand, since the verb “to take care” is a state verb, has been classified into concrete because describes a concrete action. Finally, the message is conveyed by the use of clear and comprehensible words, which reflects the use of literal and communicative explicit style.

The advertising 4 “contactless” has been defined as informative since has the aim to give information about the service “BK app” which minimise contacts during the drive through. On the other hand, contains elements of the emotional and the concrete style because of the sentence “*let us take care of you while you take care of yourself*” which not only arouse positive emotions, but also contains the state verb “to take care of” which is typical of the concrete style. Finally, even this advertisement contains the literal and the communicative explicit style. The advertisement 5 has been classified into

informative and concrete. The first part gives information about the decision of the company to open only for the drive thru and for the delivery service. The second part has been classified into concrete style due to the presence of state verbs such as “take care” and “stay safe”. The advertisement contains also literal and communicative explicit style since the message contains clear and direct words easy to understand.

The advertisement 6 has been classified into informative and literal style due to its shortness that, with few and simple words, gives information about the delivery system which provides a minimum contact to respect the norms. The advertising 7 has been classified into figurative and informative language style, divided in two parts; the first part contains a sentence which has been classified into the figurative style since it contains a linguistic element which is part of the figures of contrast defined Irony. Thus, the sentence “which menu items would you isolate with?” has been defined as an irony since is used by the speaker to transmit a meaning by using different words, making fun of the situation in which restaurants at the time were closed. The meaning that the writer wanted to transfer in this case was given the impossibility of eating inside the restaurant, the choice of a menu to eat at home in isolation. The second part has been defined informative and literal since it gives information about the menus realised by the company communicated directly and clearly.

The advertising 8 is a visual advertising which with the sentence “*be a patriot, stay at home*”, has been defined communicative explicit and literal since the message conveyed is clear expressed directly and comprehensible without any use of linguistic features. The advertising 9 “*Stay home of the Whopper*”, has been classified into communicative explicit, emotional and figurative. The entire message arouses positive emotions and emotions of hope to the humanity; the emotional language is especially expressed by the pronoun “you”, observable on the first sentence “*Your country needs you to stay on your couch and order in, do your part and we’ll do ours*”. The remaining part of the advertising has been classified into communicative explicit style due to the directness and the simplicity on which the message has been conveyed, with the exception of the figurative style observable on the sentence “*It makes you a couch patriot*”, which invite ironically people to stay at home. The linguistic element used has been define irony. The advertising 10 is a visual advertising classified into the figurative language due to the presence of irony elements. The phrase “*lockdown nuggets, censored to reduce cravings*”

makes fun of the situation with the consumers that at the beginning of the lockdown couldn't go to the restaurant since were close. The advertising 11 is another visual advertising created with the figurative style by means of irony. The sentence "*social distancing whopper, the whopper with triple onions that keeps others away from you*" has been defined as an Irony since it has the aim to present the sandwich whopper ironically into the pandemic background, inviting people to take distance from others.

The advertising 12 is a visual advertising categorised into emotional style due to the sentence "*our neighbour, our friends*" which arouses emotions of love due to the presence of the personal pronoun "our". At the same time, the advertising invites, in an indirect way, people to stay home and to see neighbours as friends, since, as the time of the lockdown, where the only nearest people that we has in a certain sense. The advertising 13 "*Phase 2 Procedures*" has been defined into literal and communicative explicit since communicates directly and literally the safety procedure adopted by the company during the lockdown. The last part, "*let's taking care of each other*" has been classified into concrete style due to the presence of the interpretative action verb "to take care of". Finally it presents also elements typical of the emotional language due to the presence of the pronoun "you" and "each other" in the last sentence evoking a sense of protection and positive emotion. The last advertisement is a visual message which, by means of the literal and the communicative explicit style, invites and suggest people to stay home.

4.2.3 Uber language style findings

4.2.3.1 Uber pre-pandemic language style

Table 5 shows 8 advertisements launched by Uber before the pandemic period which goes from March 2018 to February 2020. The advertisements have been analysed and categorised on the basis of the language styles taking into account for this study. As shown in Table 5, four advertisements have been categorised as literal, three as figurative, four as emotional, two informative, one as persuasive and six as communicative explicit. The other remaining types were non-occurring in this study.

4.2.5 Table 5: Uber advertising before the pandemic

Pre pandemic	Title - Date	Content	Language Style
1	<i>“Interacting with Sleepy Riders, Uber Support”</i> [Mar/9/2018]	Uber is a safe and reliable option for riders to get home late at night, because of this some may fall asleep during the trip. If that happens avoid shaking the rider awake. Shaking may startle them especially if it's done by someone they don't recognize, instead, you may want to use audible cues such as calling their name clapping your hands or playing loud music. If the rider has a friend with them or when waiting at the destination you can ask for the friends help with the rider. In the rare event that the rider remains unresponsive, or you are concerned for their well-being, contact emergency services in your area to assist before reporting the incident to Uber.	Literal Communicative Explicit Informative
2	<i>“Moving Forward”</i> [May/14/2018]	I'm Dara Khosrowshahi, Uber's new CEO. Since joining 9 months ago my priority has been to listen to you. To cities and communities. And to my own employees. I've seen a lot of good. We've changed the way people get around. We've provided new opportunities. But, moving forward, it's time to move in a new direction. And I want you to know just how excited I am to write Uber's next chapter with you. One of our core values as a company is to always do the right thing. And if there are times when we fall short we commit to being open, taking responsibility for the problem and fixing it. This begins with new leadership and a new culture. And you're going to see improvements to our service. Like enhanced background checks, 24/7 customer support better pick-ups and ride quality for both riders and drivers. And you've got my word that we are charting an even better road for Uber and for those that rely on us every day.	Literal Informative Emotional Communicative Explicit
3	<i>“Doors are always opening”</i> [Sept/16/2018]	Opportunity is everywhere. It's gonna be fine. It's a door... It's doing a lot of kicking down there. Waiting to be opened. Whatever your ambition, whatever your drive, whatever you're chasing. Driver, are we almost there? Opportunity is everywhere. All you have to do to find it, is get out.	Figurative Emotional

4	<i>“Saturday Morning Pancakes”</i> [Nov/29/2018]	Opportunity is everywhere. Like here, where nothing stands between you and your best friends.	Figurative Emotional
5	<i>“March Madness: Randy Watkins: Man of Delivery”</i> [Mar/19/2019]	Randy Watkins: Man of Delivery, they make it, I take it. I’m always busy but march is an all different month. March madness. No stuff this time year. One of my best customers.	Communicative explicit Literal
6	<i>“Meet our Driver-Partner Heroes: Michele, Dallas-Fort Worth Area Uber”</i> [May/2019]	Sometimes it takes the smallest thing to make the world a better place. My name is Michele, and I have been a driver partner with Uber for a little over a year. I started Halloween, 2017, which was an interesting day to start. But it was fun. So I kept going. I was a 911 call taker and dispatcher for 12 half years. I've learned how to deal with the stress of an emergency situation, how to stay calm when everything's going crazy. This is where it happened. On the way to Dallas...I picked up somebody in the area, and we were driving on the highway. We looked to the side of us and we noticed orange flames coming from under a car, and she was still driving. I just knew I couldn't keep going and not stop. I had to do something. She started to pull over. So I pulled over, and my passenger told me there were two kids in the car too. So I jumped out, I run back there, and we got the mother and kids out of the car safely. I called the fire department. By the time they got there, the whole engine was engulfed. The hood was burned away. What was going through my mind when I saw that is “I can't let it go”. I cannot drive away and not know that they're okay, 'cause what if something happened when I could have done something? This is what I do. I take pride in my work, and I take that seriously that I'm getting people where they need to go safely. I think we all have to... help each other. I think it is our responsibility to help each other out. That's the essence of community. It's just being there for each other.	Communicative explicit Literal

7	<i>"Upgrade to Uber Comfort"</i> [Dec/17/2019]	You can't always choose how you travel but now you can choose a little extra comfort. Upgrade to Uber Comfort, enjoy extra legroom, choose your temperature, select your conversation preferences.	Communicative explicit Persuasive
8	<i>"Bring it"</i> [Feb/11/2020]	Everybody's bringing in life to a certain extent. Do I bring it? Absolutely! Okay pretty much we worry bring. It bring what you might ask. Well I'll bring your food obviously but you can bring anything. It's about bringing the energy it's about bringing a vibe, it's about bringing good times. You know what Socrates and Plato and all that man said? yeah give a man a fish he'll eat for a day. Teach a man to fish really for the rest of his life, but if you bring the man the best fish and chips in town you change the game. They are bringing it, I'm bringing it, Uber eats is bringing it. Everybody's bringing it.	Figurative Emotional Communicative explicit

The advertising 1, *“Interacting with Sleepy Riders, Uber Support”*, has been classified into a mixed styles. The first sentence “Uber is a safe and reliable option for riders to get home late at night” has been conveyed by means of the informative style, since it conveys information about the company, but, can be also classified into the communicative explicit style since it conveys the information clearly and directly, in a way that the consumer can comprehend it without any further interpretation. The other sentences, are a series of suggestions of what to do and what not to do during an emergency in an Ubers car when the driver fall asleep. An example of a suggestion can be the following: “If that happens avoid shaking the rider awake”. Finally, the entire advertising message has been conveyed by means of the literal style which make the advertising easy to understand. The advertising 2 *“Moving Forward”*, is an informative advertising created through a monologue of an employee which gives information about the company and the action taken by the company. The advertising contains also the emotional language style due to the presence of the pronoun “you” which have the function to create a link between the message and the reader arousing positive emotions as observable in the sentence: “And I want you to know just how excited I am to write Uber's next chapter with you”. Finally the advertisement contains element typical of the communicative explicit and the literal style since the message has been conveyed in a straightforward manner and with words easy to understand.

The advertising 3, *“Doors are always opening”*, is an emotional advertising created by means of the figurative style. The linguistic feature observable in the advertising is the personification which has the function to add vividness and give the attribute of human beings to animals, objects, concepts or expressions. In this case, as observable in the sentence “Opportunity is everywhere” and in the sentence “It's a door”, the copy-writer has been compared the opportunity to a person and to a door, giving it more vividness, making the concept more clear. The emotional appeal is given by the use of the pronoun “you” and by the rhetorical question “Driver, are we almost there?”, typical elements of the emotional style. The advertising 4, *“Saturday Morning Pancakes”*, is another example of emotional and figurative advertising. The figurative element present in this message is the personification as in the sentence *“Opportunity is everywhere”* which gives to the abstract word opportunity human attributes, making the concept clearer. The emotional appeal, is given by the use of the pronoun “you” and by the word best friends



which makes a sort of connection between the reader and the message, transmitting positive emotions. The advertising 5 “*March Madness: Randy Watkins: Man of Delivery*” has been classified into communicative explicit and literal style as the message is announced clearly, fluently and in a comprehensible way. The same regards the advertisement 6 “*Meet our Driver-Partner Heroes: Michele, Dallas-Fort Worth Area*”, classified into communicative explicit and literal style with the difference that this advertising message is a monologue of a woman who tell about her experience in Uber as a driver.

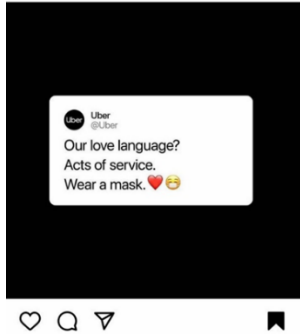
The advertising 7 “*Upgrade to Uber Comfort*”, presents persuasive and communicative explicit style. The message persuades the consumer to choose the service Uber Comfort by providing the reasons to choose it, such as “*enjoy extra legroom*”, “*choose your temperature*” and so on. The last advertisement “Bring it” has been classified into emotional since, by the use of the pronoun “you” and the rhetorical question “Do I bring it?”, it creates a link between the message and the reader, arousing positive emotions at the same time. The message contains also the rhetorical figure called metaphor which is part of the figurative language style. The metaphor in question is: “*It's about bringing the energy it's about bringing a vibe, it's about bringing good times*”. In this case the copy-writer, by using a metaphor, has created a symbolic representation of the key idea in a creative way. The symbolic idea regards the fact that Uber, with his service “Uber eat” delivers not only food, but also brings happiness and positive emotion to the people. Finally, the entire advertising has been created by the use of the communicative language style since it conveys the message directly and clearly.

4.2.3.1 Uber during-pandemic language style

Table 6 shows 8 advertisements launched by Uber during the pandemic period which goes from March 2020 to May 2021. The advertisements have been analysed and categorised on the basis of the language styles taking into account for this study. As shown in Table 6, six advertisement have been categorised as literal, one as figurative, seven as emotional, two as communicative implicit and two as communicative explicit. The other remaining types were non-occurring in this study. Moreover, the table reports 3 visual advertising and five non visual advertising.

4.2.6 Table 6: Uber advertising during the pandemic

During the pandemic	Title - Date	Content	Language Style
1	[Mar/28/2020]		Emotional Literal
2	[Mar/31/2020]		Communicative implicit Emotional
3	<i>“Thank You for Not Riding”</i> [Apr/11/ 2020]	Stay home for everyone who can’t, thank you for not riding with Uber.	Communicative explicit Literal Emotional

4	<i>“Wear a Mask. Protect Each Other”</i> [Jul/2/2020]	“When you wear a mask You protect Jin. Jin protects Chelsea. Chelsea protects Raphael. Raphael protects Jasmine. Jasmine protects Pat. Pat protects Nancy. Nancy protects Lauren. Lauren protects Melissa. Melissa protects David. David Protects Alice. Alice protects Carey. Carey protects Derek. Derek protects Jameo. Jameo protects Umer. Umer protects Obi. We protect each other. No mask. No ride.”	Communicative implicit Figurative Emotional
5	<i>“Move What Matters: No Mask. No Ride”</i> [Jul/6/2020]	When the world stopped, they didn’t. They’ve done their part. Thank them by doing yours. No mask. No ride.	Literal Emotional Figurative
6	<i>“Thank You to All Drivers and Delivery People”</i> [Dec/2020]	Woman: I was on vacation with my husband and my water broke at only 23 weeks Man: we had to stay in the hospital for 10 weeks thousands of miles from family, our driver Kristin came alone in our most desperate hours. Woman: brought us some cooked meals and gifts Man: day after day. Kristin is the most uncommonly kind person we have ever meet. Woman: Thank you so much.	Literal Emotional
7	[Feb/14/2021]		Communicative explicit Literal
8	<i>“Uber- Anthem”</i> [May/23/2021]	Thank you for getting vaccinated, Uber free riders to vaccine	Emotional Literal

The advertisement 1 is a visual advertising classified as emotional and literal style given by the fact that the message is a dedication of gratitude to the workers, drivers, and delivers who normally worked to help the humanity even during the pandemic. The emotional style is observable from the presence of the word “thank you” which arouse positive emotions. Finally, the advertisement has been created by means of the literal style since it contains words with its primary meaning. The advertising 2 is a visual advertising classified into two different styles. The communicative implicit style is observable in the first sentence “*a company that moves people is asking you not to move*”, since it is an implicit suggestion which not directly suggest people not to move or go out. The emotional style is observable in the last sentence “*together we can stop this*” due to the adverb “together” and the pronoun “we” conveys a link between the reader and the message arousing hope and love, positive emotion.

The advertising 3, “*Thank You for Not Riding*”, consists of two sentences; the first sentence “*stay home for everyone who can’t*”, since it is an explicit order, has been classified into the communicative explicit style. The second sentence “*thank you for not riding with Uber*”, has been classified into the emotional style because of the presence of the word “thank you”. The entire advertising message has been created by means of the literal style since it conveys a clear and understandable message. The advertising 4 “*Wear a Mask. Protect Each Other*”, has been classified into the communicative implicit style, since, suggest indirectly to wear the mask. The advertising message has also been classified into the figurative style because of the presence of the linguistic feature known as Parallelism, which is the repetition of formal patterns and verbs. In advertising slogans this effect is made by the repetition of initial consonants as it is possible to notice by the repetition of the names and in the last sentence “no mask, no ride”. Finally, the slogan contains also the emotional style because of the sentence “*We protect each other*” which arouse a connection between the audience and the company.

The advertising 5 “*Move What Matters: No Mask. No Ride*” is divided into three parts classified into three different language styles. The first part “*When the world stopped, they didn’t*”, has been classified into literal since the message has been conveyed with comprehensible and clear words. The second part “Thank them by doing yours” has been defined as emotional due to the word “thank” and the possessive pronoun “yours” which has the power to increase the connection between the reader and the advertising.

The last part “*No mask. No ride.*” has been classified into figurative style, since the sentence is a parallelism because of the repetition of the initial consonant. The advertising 6 “*Thank You to All Drivers and Delivery People*” has been classified into literal style since it conveys a clear and an easy understandable message, and into emotional because of the last sentence “*Thank you so much*” which, due to the word thank you, arouse positive emotions. The advertising 7 is a visual advertising classified into communicative explicit and literal style due to the fact that it conveys a direct and a comprehensible message, but also because of the presence of the sentence “wear a mask” which can be categorised as an explicit order or suggestion. The last advertising, “*Uber- Anthem*”, has been classified into literal and emotional, due to the fact that on the one hand it conveys a direct and comprehensible message, on the other hand, it arouses positive emotions due to the presence of the word “*thank you*”.

4.2.4 Google language style findings

4.2.4.1 Google pre-pandemic language style

Table 7 shows 7 advertisements launched by Google before the pandemic period which goes from September 2018 to February 2020. The advertisements have been analysed and categorised on the basis of the language styles taking into account for this study. Six advertisements have been categorised as literal, one as figurative, three as emotional, one as persuasive and one as abstract. The other remaining types were non-occurring in this study

4.2.7 Table 7: Google advertising before the pandemic

Pre pandemic	Title - Date	Content	Language Style
1	<i>“World Teachers' Day: A Moment in Search”</i> [Sept/6/2018]	How to become a teacher. Best colleges for teaching. What to wear as a teacher. How to introduce yourself as a teacher. How to make learning fun. How to get supplies from my classroom. Best way to teach art. Best way to teach music. Best way to teach Shakespeare. Best way to teach physics. Best way to teach self-confidence. How to help my student succeed. How to help my students fail forwards. Creating a self-space in the classroom. Motivation for struggling students. What great teachers do differently. "We're not here to be average, we are here to be amazing". How to challenge, evaluate, protect, inspire, motivate my students.	Literal
2	<i>“Introducing GoogleMaps”</i> [Nov/2018]	Don't know where to see shows in your neighbourhood? Events on Google Maps gives you the proper weekend plans. Find concerts and more with Events on GoogleMaps.	Persuasive Literal
3	<i>“Home alone”</i> [Dec/20/2018]	Hey Google what's in my calendar today? You have one event called house to yourself. Hey Google add aftershave to my shopping list. Hey Google remind me to clean these sheets later. Hey Google turn down the temperature two degrees hey Google begin operation Kevin. Operation Kevin underway.	Literal
4	<i>“100 Billion Words”</i> [Feb/03/2019]	More than 100 billion words are translated every day. Thank you very much for your help. What's about food, what's about friendship about sport, about belief about fear was that can, hurt and sometimes divide but every day the most translated words in the world are how are you. Thank you and I love you.	Literal Abstract Emotional
5	<i>“Small thanks”</i> [Mar/2019]	Town centre Cold Pressed Norfolk. Thanks for making us feel special last month. For telling us we're friendly, lovely, great. Here's to eating well. Whether you are from Tulsa, OK or someplace far away. Find us on Google. Town Centre Cold Pressed Norfolk	Literal Emotional

6	<i>“Make your home a nest”</i> [May/2019]	You make a house a home, we make a house a nest	Figurative
7	<i>“Loretta”</i> [Feb/02/2020]	Hey Google show me photos of me and Loretta. [Here are your photos]. Remember Loretta hated my moustache. [Ok, I’ll remember] [That little town off the coast of Juneau]Remember Loretta loved going to Alaska and scallops [Ok, I’ll remember that]. Show me photos from our anniversary. Remember she always snorted when she land. Play our favourite movie. [Here’s what you told me to remember]. Remember I’m the luckiest man in the world.	Literal Emotional


The advertisement 1 *“World Teachers’ Day: A Moment in Search”*, is a series of sentences typed on the Google search engine. The message has been classified into literal, since the message is conveyed on its literal meaning by using words with their primary meaning, for this reason, it is easy to understand. The advertising 2 *“Introducing GoogleMaps”* is a presentation of the Google’s service “GoogleMaps”. The advertising has been classified into persuasive style since the aim of this message is to provide reasons to try the service, but also, because of the presence of the rhetorical question *“Don’t know where to see shows in your neighbourhood?”*, a linguistic feature typical of the persuasive style. Finally, the entire message has been conveyed by means of the literal style due to the presence of words which convey only their literal meaning. The advertising 3 *“Home alone”* reproduce a conversation between a man and the service Ok Google. Moreover, the spot is a reminder of the movie “Home alone”. The message has been classified into literal type since the message is conveyed on its literal meaning by using words with their primary meaning, for this reason, it is easy to comprehend. The advertising 4 *“100 Billion Words”* is a dedication to the “Google Translate” service, an online machine translator launched by the company. The advertising message has been classified into emotional and literal due to the fact that, on the one hand it arouses positive emotions and emotions of love because of the presence of words such as *“thank you”* and *“I love you”*, but also for the presence of the pronoun *“you”* which creates a connection between the message and the reader. Moreover the advertising has been classified into the abstract style since it contains abstract words typical of this style such as: *“friendship”* and *“fear”*. The entire advertising has been created by means of the literal style due to the fact that the advertising is easy to understand. The advertising 5 *“Small thanks”* has been classified into emotional and literal style. On the one hand the emotional style is observable from the fact that, the advertising message is a dedication, thus by the presence of the words *“thank you”* it arouses positive emotions. On the other hand, the literal style is given by the fact that the advertising is clearly comprehensible. The advertising 6 *“Make your home a nest”*, has been classified into the figurative style as the entire spot contains a feature of comparison defined as a metaphor. Thus, the sentence *“we make a house a nest”*, compare a house to a nest in such a way as to express a deeper message, making the idea of home as a place to protect oneself and relax. The last advertising, *“Loretta”*, is a presentation of the service “Ok Google” through a conversation between


a man and the device. The advertisement has been categorised into literal type since the message its conveyed on its literal meaning by using words with their primary meaning, for this reason, it is easy to understand. Finally, the advertising contains elements of emotional style which arouses emotions of love, as in the sentence “*Loretta loved going to Alaska*”.

4.2.4.2 Google during-pandemic language style


Table 7 shows 10 advertisements launched by Google during the pandemic period which goes from March 2020 to September 2021. The advertisements have been analysed and categorised on the basis of the language styles taking into account for this study. As shown in Table 7, ten advertisements have been categorised as literal, one as figurative, three as emotional, and six as communicative explicit and one as communicative implicit. The other remaining types were non-occurring in this study.

4.2.8 Table 8: Google advertising before the pandemic

During the Pandemic	Title - Date	Content	Language Style
1	[Mar/14/2020]		Communicative explicit Literal
2	<i>“Thank you healthcare workers”</i> [Apr/07/2020]	<p>More than ever before, people are searching: how to help, how to help medical workers, flatten the curve, how can I help hospitals, where can I donate medical supplies, how to help nurses, how to help doctors, thank you healthcare workers. To everyone sacrificing so much to save so many, thank you. Help save lives by staying home. More information and resources at google.com/covid19.</p>	Literal Emotional Communicative explicit Informative

3	<i>“Thank you teachers”</i> [May/03/2020]	<p>More than ever before, people are searching: How to teach from home, what is a mixed number, what is a synonym, how many gallon liters of ice tea are left in the pitcher, what is a unit fraction, how to find the value of x, how to engage children, when will school return, how to stay calm, when we can go back to school, how do teachers do it. I thank you so much for all that you do. Their investment into our children is beyond what we could even imagine.</p> <p>Thank you teachers. No really. Like, thank you times infinity. We appreciate all that you do. We’re supporting teachers and families with tools and tips for teaching from home. g.co/teachfromhome.</p>	Informative Literal Emotional
4	[May/08/2020]		Figurative Communicative explicit Literal
5	<i>“Helping Small Businesses Adapt”</i> [Jun/24/2020]	<p>How to let customers know you’re open. Edit business hours. Edit service attributes. Online fitness classes. How to support local business. How to tell people you’re hiring. Free tools to help millions of business adapt, change hire, open, connect, start. Get started at g.co/small business</p>	Communicative implicit Literal

6	<p><i>“Year in search 2020”</i> [Dec/09/2020]</p>	<p>The most human trait is to want to know why. Is wanting to know the why of things. “why” and in a year that tested everyone around the world, “why” was searched more than ever. “Why is it called covid-19”. The spread of the coronavirus has passed a significant milestone. And while we didn’t find all the answers, we kept asking. “Why is Mars red”. Some questions inspired joy others, excitement. "Why was NBA postponed". I don't know what an improper fraction is. Why am I so tired. Why are school closed. Keep all of those distractions out of the way. “Why you can't find the toilet paper”– We found toilet tissue. Thank God! Some questions made us cry We've all experienced ups and downs throughout our lives. But I think the most important is that we all stay together through. “Why is Australia burning”. Some made us worry about this spinning rock we call home. "Why are there so many fires”. Why were so many lives lost? Almost 1.5 million people have now died of COVID-19 worldwide. “Why”, why we are still asking the same questions? “Why are people protesting” So why do we still have strength to continue? Why are we not defeated? Planes are starting to arrive in Beirut full of international aid. Firefighters from around the world arriving in California. There are over100 coronavirus vaccines in development worldwide. “Why is democracy important”. “Why is it that this year showed us its worst and we still found ways to triumph?”. Can’t let Corona stop you, can’t let quarantine stop you. So until we get every answer...we’re still searching. Search on.</p>	<p>Communicative explicit Literal</p>
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7	[Feb/02/2021]		Literal Communicative implicit
8	<i>“Restaurants Near Me: Ben's Chili Bowl”</i> [Aprl/25/2021]	<p>My husband Ben and I opened Ben’s Chili Bowl the very same year that we were married. That’s 1958. Over the years, Ben’s became a gathering place for this community. We’ve been through all kinds of changes, but this pandemic has been the most difficult of all the challenges I’ve experienced. The Chili Bowl really has never closed in our history. People come here to see the photos on the wall, to meet the family. You couldn’t have that experience anymore. So, we had to pivot. There’s no magic formula, but it’s been really helpful to keep people updated on Google. We wouldn’t be here without our wonderful customers. We do get so much support and so much love from them. I don’t have to come every day at my age, but I come because I love people. That’s why I come to Ben’s.</p>	Emotional Literal
9	<i>“Reviews of hope advert”</i> [Oct/2021]	<p>As fast as hope around the Covid 19 vaccine spread so did the misinformation around it unverified facts all over chats and social media and soon people had different fears and doubts about trying something unknown even access to the right information wasn't helping their vaccine hesitancy. Google realized they needed to be persuaded in a more real and telling way. We looked at the online behaviour of what people do when they are in doubt the answer they look at reviews. Millions use google search to look at reviews when they are in doubt about which product to buy and more now the humble review was going to save lives reviews of hope a google search campaign that took on misinformation around the covid 19 vaccine with</p>	Informative Literal

		<p>honest reviews. From real people we took trending fears and mapped them against authentic reviews. Every review was contextually served across media so the right people got the right message at the right time we got senior citizens to talk to seniors and the fear of hoaxes turned into the hope of seeing grandchildren soon we got moms to be to talk to moms and the fear of safety turned into the hope of doing what's best for your baby. We got caregivers to comfort each other and the fear of availability turned into the hope of keeping your family safe and we got bread winners to reassure one. Another data revealed fears and we continued to create more and more credible reassuring reviews that moved Indonesians to come out and get vaccinated in large numbers. As the world moves on from one vaccine variant to the other, the toxic cycle of misinformation will continue, but reviews of hope will counter the misinformation and give Indonesians reasons to believe again.</p>	
10	<p><i>“Year in search 2021”</i> [Dec/16/2021]</p>	<p>This year more than ever the world searched how to heal, how to honour someone, will there be another lockdown how to take care of your mental health, how to stay strong, when can I get the vaccine, how to be resilient, how to make a comeback, how to be yourself, what is my purpose, how to move forward, stop Asian hate, how to use my voice, how to help our planet, ways to help your community, how to be hopeful.</p>	<p>Communicative explicit Literal</p>

The advertising 1 is a visual advertisement which orders people not to stay in contact each other. The advertisement has been classified into the communicative explicit and informative style, since, with simple and clear words to understand, it suggests people how to face and how to behave in order avoid the spread of Corona Virus. An example of suggestion can be the following sentence: *“make time to sleep and exercise”*. The advertising 2 *“Thank you healthcare workers”* is a mixed style advertisement divided into four parts. The first part has been classified into the literal style since it conveys a simple message, easy to understand. The second part has been classified into emotional due to the sentence *“To everyone sacrificing so much to save so many, thank you”* which, with the word “thank you”, arouses emotions of love. The third part *“Help save lives by staying home”*, has been classified into communicative explicit since in an explicit way and in a way that the consumer can comprehend it without any further interpretation, suggest people to stay at home.

The last part of the message has been classified into informative, since it gives information to the audience about the Google web site section where to find more information about the Covid-19. The advertising 3 *“Thank you teachers”*, has been classified into three different styles. The entire message has been created by means of the literal style, because of the presence of simple and comprehensible words. Moreover, the message has been classified into the emotional style due to the presence of the word “thank you” such as in the sentence: *“Thank you teachers”*, which conveys positive emotions. The last part of the advertising message has been classified into the informative style due to the presence of the sentence *“We’re supporting teachers and families with tools and tips for teaching from home. g.co/teachfromhome”*, which, on the one hand gives information on the measures taken by the company during the pandemic period, on the other hand it gives information on the Google web site section where the audience can find information about the distance learning.

The advertising 4 is a visual advertising which conveys tips on how to communicate during the pandemic. The message has been classified into three different styles. The first part, *“be kind to your mind”* has been classified into figurative style since, the linguistic features taken into consideration is a metaphor. The sentence has been defined a metaphor because it’s impossible to be kind with the mind, nonetheless, the intention of the writer, with this rhetorical figure was to communicate a deeper meaning, or rather, ways to avoid

stress during the pandemic. The other part of the advertisement has been classified into the communicative explicit and literal style, since, with simple and clear words to understand, it suggests people how to face and how to behave in order avoid stress during the Covid-19, as observable in the sentence: “*pause, breathe, notice how to feel*”. The advertising 5 “*Helping Small Businesses Adapt*” conveys a series of suggestion to help small business to adapt to the Covid-19 situation. Thus, for this reason it has been classified into communicative explicit and literal style since the message conveys a series of suggestions in a clear way easy to understand. The advertising 6 “*Year in search 2020*”, is a sort of resume of the year 2020. It has been classified into the communicative explicit and the literal style due to the fact that it conveys a clear and direct message easy to understand.

The advertising 7 is a visual advertising, which, with an implicit sentence “*get the fact, covid vaccine*” suggests people to do the vaccine for the Covid-19. Moreover, the message has been conveyed by means of the literal style due to the fact that the message has been conveyed in a way easy to understand. The advertising 8 “*Restaurants Near Me: Ben's Chili Bowl*” talks about the story of *the Ben's Chili Bowl*” restaurant, representing, at the same time the Google’s service to search restaurants near the position where the searcher is, or rather, “*restaurants near me*”. The advertising has been classified into emotional and literal style since the advertising conveys the message in a literal way with linguistic elements typical of the emotional style as observable in the sentence “*I love people*”. The advertising 9 “*Reviews of hope advert*” has been classified into informative and literal owing to the fact that the advertising message conveys information on the initiatives taken by the company during the Covid-19, in a comprehensible and direct way. Finally, the advertising 10, “*Year in search 2021*”, is a resume of what people have searched on Google during the year 2021. It has been classified into the communicative explicit and the literal style due to the fact that it conveys a clear and direct message easy to understand.

4.3 Comparison between pre- and during-pandemic language style

The following table shows the analyses of the collected advertisements related to the different case study companies, conducted in order to find the dominant language style during the two different historical period. To obtain the following results have been

calculated the frequency of every type of language style, belonging to the advertisements object of study on the two respectively periods of time, before the pandemic and during the pandemic. Finally have been calculated the difference of every language style types between the data collected through the advertising belonging to the pre-pandemic and during the pandemic period, with the purpose of studying the change on the advertising language caused by the pandemic period.

4.3.1 Table 9: Comparison between pre- and during-pandemic language style

	Pre-Pandemic	During Pandemic	
Language Style	Frequency	Frequency	Difference
Figurative	13	10	+3
Literal / Non-figurative	21	29	-8
Emotional	11	23	-12
Informative	18	11	+7
Persuasive	15	0	+15
Communicative	21	23	-2
Abstract	1	4	-3
Concrete	0	8	-8

Below, in Table 9, are reported the results related to the frequency of each type of language style of the case studies companies taken into consideration and occurred before and during the pandemic period. With regard to the pre pandemic period, which goes from 2018 to 2020, as it is possible to notice, the major average is represented by the literal style and the communicative style (21), the less average is represented by abstract and concrete language style with one occurrence for the concrete language and zero occurrence for the abstract language. As far as the pandemic period, which goes from 2020 to 2021, the analysis reported a major average represented by the literal language style (29) and a less average reported by persuasive language style with zero occurrence.

More specifically, taking each type of style into consideration, are observable large differences in the style preference adopted by companies in the two different specific periods. The statistical analysis of the quantitative data reports a major preference of the figurative style before the pandemic period (13), than during the pandemic period (10),

with a difference of +3. This phenomenon may be given to the fact that, the purpose of advertisements during the pandemic was to communicate more serious and direct messages to the public, so the use of figurative style would have been unsuitable. Regarding the literal style, the analysis reports a major average during the pandemic period (29) rather than the pre pandemic period (21) with an average of -8. This phenomenon can be explained, as with the figurative style, by the fact that during the pandemic companies preferred to maintain a more serious tone and send direct and clear messages without the use of any rhetorical figures.

With regard to the emotional language style, the analysis reports a major average during the pandemic period (23), rather than before the pandemic period (11), with an average of -12. To the contrary, during the pandemic period has been registered a less average for the implementation of the informative language style (11), as opposite to the average registered before the pandemic period (18), with a difference of +7. The phenomenon occurred because of the fact that during the pandemic there was a less necessity to inform consumers about the company's services and products and a higher necessity to convey positive emotions to the audience which during the pandemic period needed to be comforted and understood. Another very important fact that the analysis reported, is the presence of no frequency of the persuasive language style during the pandemic period, in contrast with the higher frequency registered before the pandemic period (15), with a difference of +15.

On the contrary, with regard to the communicative explicit and implicit style, the analysis reports a major average during the pandemic period (23) and a less average before the pandemic period (21), with a difference of -2. The phenomenon occurred due to the little need of the companies to persuade consumers to adhere and buy their products and service. Moreover, it is important to remember that, during the pandemic period very few products and services were launched. The need was a different one. During the pandemic, the aim of the companies was to communicate with people, giving them advice, suggestions on how to behave and what not to do to survive the pandemic. This explains the higher use of communicative advertising.

Finally, according to the abstract and concrete language style, the analysis reported a low implementation of the styles, that is to say, a higher frequency during the pandemic for the abstract (4) and the concrete style (8), and a less frequency before the pandemic

for the abstract style (1), with no frequency for the concrete style. These results are due to the large number of concrete advertisements during the pandemic period, advertisements that, as explained above, conferred phrases made with state verbs such as “take care”.

To sum up, the statistical data shows that on 79 advertisements, the highest frequencies were obtained during the pandemic period, where, it is possible to notice that the companies have preferred the implementation of the literal (29), emotional (23) and communicative language style (23).

Chapter 5

General discussion and conclusion

5.1 General discussion on case studies

Having analysed and presented the data in the previous chapter, it will be introduced the general discussion of the results obtained with different advertising language styles, examined and considered as variables to perform the analysis. The language styles in question are figurative and literal, emotional and informative, persuasive and communicative, abstract and concrete. The study will provide an insight on how the communicative advertising message has been changed during the Covid-19 pandemic, in particular, putting special attention on the major language style used in the advertisements launched by Amazon, Burger King, Uber and Google. In this regard, the variables, have been used in order to test and to compare the type of language style that the companies considered implemented in their own communications messages in two different historical periods, before and during the Covid-19 pandemic. What is expected from this study is the shift from pre-pandemic advertising characterised by promotional communication that has been paused during the pandemic to a solid type of communication, where companies help people to better face the situation that Covid has caused. The case study companies have been chosen for this study because are four large multinational companies based almost all over the world, so they are known by the entire world. Secondly, these are public traded companies, so they have undergone not only drastic changes in management but also at the economic level. However, they are also among the few companies that did not suffer many losses, that continued to operate during the pandemic, and finally that helped other companies to better manage with the situation.

During the pandemic, Amazon, thanks to its endless selection, low prices and his delivery services, became an essential retailer for many consumers. In fact, from February to March 2020, registered an increase on sales of different products (Palmer, 2020). Moreover, the firm, spent billions on coronavirus-related investments such as safety gear for workers. Despite good achievements, it was not a given that Amazon would prosper during the pandemic period since, the surge of the many unexpected orders put the company in difficulty. Initially the company quickly ran out of high-demand products

like hand sanitizer and paper towels and it faced the price rise. Amazon, wasn't able to keep operations steady. For this reason, the first place that the virus hit was the supply chain. Furthermore, Amazon ensured the company's ability to operate during the coronavirus in a way any other companies could, investing \$4 billion in Coronavirus-protections. As far the advertising concerns, in 2020, Amazon sold advertising for \$3.9 billion worth, up about 44% from a year earlier. The advertisements appeared on Kindle, on Amazon Prime TV and on Amazon.com, some of the purchased by small sellers which were afraid of getting lost on the site without additional promotion (Semuels,2020).

With regard to restaurants, the Coronavirus caused many financial problems because of the lockdown. These include Burger King, which closed many restaurants around the world in the months between February and April, bringing many losses observable from the turnover recorded in 2020 of \$20.038 compared to the annual sales of \$22.921 recorded in 2019. Despite these challenges, Restaurant Brands International (RBI), the parent company of Burger King, has decided to support restaurateurs during the Covid-19 crisis, sending \$70 million in cash advances to North America and paying rent for 3.700 locations it owns (Morgan, 2020). Moreover, Burger King in order to continue work, adopted different strategies, such as that one of giving the possibility to get access to the products via Drive-thru and the delivery, which the company implemented through an agreement with other companies to handle the increase demand for delivery, such as, Uber eats, DoorDash, GrubHub and PostMates. The company has also been busy with its marketing and advertising field. The firm have been in contact with other competing fast- food chains to help them by launching advertising slogans during the second part of 2020 where, it invited customers to buy from rival companies (Hydrogen, 2020). Moreover, the marketing team implemented several creative ideas such as showing people how to make the Whopper from home, (Swant, 2020).

As regard to transportation company, Uber, has suffered losses and changes in his system due to the widespread closure of premises and lockdown which forced people not to move. Uber had no other options but to stop working. On account of this, gross bookings, the amount of money Uber obtains before paying drivers, fell 50% year-on-year. As a consequence, the first three months of the pandemic, Uber's net loss was \$2.9 billion, furthermore, still saw a 20% drop in its net revenues in 2020 compared to the third quarter of 2019 (Hawkins, 2020). In such a situation, ber changed its strategy by focusing

on food deliveries. Thanks to the increased demand for food and deliveries, Uber eats gross bookings grew by 135%, despite the fact that on the other side the pandemic was damaging its main service of ride hailing (Hawkins, 2020). Moreover, Covid-19 induced within the company a different work pattern, essential to continue working and surviving the virus, for example, in order to ensure the social distancing and safety (Hossain, 2021).

Finally, as regard to Google, or better, Alphabet, the holding company of Google, despite the difficulties, managed to survive. The company reported first-quarter 2020 earnings growth, a 4% increase in shares, and revenues of \$41.2 billion. Regarding advertising sales, they still account for the majority of Alphabet's total revenue (82%) and rose to \$33.8 billion, with respect to \$30.6 billion of the year 2019. The only impact caused by Covid concerns the company's revenue growth rate dropped to 13 percent, from 17 percent reported in 2019 (Klebnikov, 2020). Thus, Google being one of the few multinational companies that has not suffered much from the pandemic, has decided to focus its Covid-19 response on providing communities with technology to fight the virus outside of the hospital, such as hyperlocal analytics and drive-thru testing resources, offering them free of charge to any health system. Moreover, the company also optimized its Google Search to feature local Covid-19 ads and created a dedicated knowledge graph for Covid-19 that displays local government ads and stories from reputable news agencies (Landi, 2020).

As it has been noticed, the case study companies analysed in this thesis, during the pandemic, have done their best to survive and maintain their image from the economic point of view. Covid-19 spread has caused problems not only to the economic sphere, but also to the communicative sphere, particularly at corporate level. In times of crisis and extreme uncertainty, it is important to maintain an excellent level of communication, so as to be able to break down the physical distances created by the lockdown and not to lose the relationships of trust built with customers. Following this reflection, it seems obvious that crisis communication is fundamental and it is especially important to continue communicating but in a different way than in the past. The only mean to achieve this aim has been through advertising, for this reason, companies had to change the way they communicate with the consumers to mitigate the crisis. The best strategy to change advertising communication has been to change the language that is the main feature of advertising which has the power to make the advertising creative and to focus it to the

kind of purpose and emotion which the message wants to arouse to the audience. Below are reported the most important findings emerged from the analysis, which emphasise how marketing communication has changed as a result of the pandemic.

5.2 General discussion on language style pre- and during the pandemic

5.2.1 Discussion of the findings related to the pre-pandemic period

The analysis related to the pre pandemic period, which goes from February 2018 to February 2020, presents a major significant propensity, by the four companies, to the implementation of the literal style and the communicative style. Other major data are given by the persuasive and the informative language style. This factor is explained by the change of mentality and the needs of humanity during the two different historical periods. Before the pandemic, companies had a greater propensity to positively recommend the product and brand advertised. Their main goal was to launch new products to meet the needs of customers, as demonstrated from the analysis, where, the case study companies, have launched advertisements regarding their products, such as for the Amazon Alexa service or the offers on the menus launched by Burger King, moreover advertisements that tell stories of employees how Uber did to communicate the population how they work and how they treat their employees, and launched by Google presenting its service “Hey Google”. This explains the great implementation of the communicative and the literal style due to the fact that, on the one hand the communicative language style is designed to convey product’s functions and attributes to consumers helping them reaching intended conclusion and choosing the product. On the other hand, the literal style has the aim to convey a message on its literal and denotative meaning. This kind of language style has been defined the easiest language style since it is direct and easy to interpret. Usually, companies make use of this kind of language style to communicate new products in such a way that consumers immediately understand the message effortlessly and without dwelling on further puns as would happen with the figurative style. Considering the analysis in a more specific way, it highlights a greater use of the literal style compared to the figurative style.

With regard to the second language style, the study highlights a greater use of informative style than emotional style. This result also emphasizes the high propensity of companies to focus the advertising message on providing information about the product,

its price and its characteristics, rather than pointing to the emotional side of consumers. Another variable analysed is the communicative language in contrast to the persuasive language. As already stated, the analysis shows a greater propensity by companies to the use of the communicative language. Nonetheless, a remarkable important data has been obtained also with regard to the use of persuasive language. This trend is explained by the fact that persuasive language is widely implemented by companies to convince consumers to buy the services and products presented in advertising. Finally, the last variable analysed, or rather, abstract and concrete language style has not reported relevant data because the advertisements have presented a simple language about the product.

5.2.2 Discussion of the findings related to the during-pandemic period

The analysis related to the pandemic period, which goes from March 2020 to December 2021, presents a major significant propensity, by the four companies, to the implementation of the literal, the communicative and the emotional language style. Other major data are given by the informative language style. The outcome obtained from the analysis of the during the pandemic advertisements, presents, in contrast to the pre-pandemic advertisements, a high percentage of emotional language. A plausible explanation to this outcome is given by the change of people's mindset and needs. If before the pandemic, company's main goal was to create and launch new products, with the outbreak of the pandemic, they felt the need to completely change their purpose and their communication goal for the fact that during the pandemic, the humanity was afraid and not interested in buying new products, but they only needed help, support, solidarity and information about how to behave and how to respect the norms in order to survive. For this reason, as reflected in the data obtained through the analysis, the case study companies made emotional advertisements during the pandemic where they show comfort, solidarity and where they thank the work done by the medical team and the people who made the deliveries of necessities despite the lockdown as observable from the Amazon's advertisement "Thank you Amazon heroes", from Burger King's advertisement where the company launches a message of solidarity, saying: "We are always thinking about you, take care", moreover Uber's advertisement which launches a message of thanks to doctors saying: "Thank you healthcare workers" and finally Google which in one of its advertisements thanks doctors for their effort during the pandemic,

launching a message which says: “to everyone sacrificing so much to save so many, thank you”. The emotional language style, in advertisements aims to arouse positive emotions around the product or service launched by the company in order to convince the consumer to buy that product. In this case, it could be seen that during the pandemic, emotional language adopted a different purpose, namely, to launch messages of solidarity and thanksgiving.

The other two findings that emerged from the analysis concerns the literal, the communicative language styles and the informative style. In this case, these results also emerged from the analysis of before the pandemic advertisements, with the exception that what changes is the purpose pursued by the language styles. While generally the communicative and the informative styles are meant to give information about products and services, during the pandemic what was communicated was advice on how to behave during the pandemic and initiatives taken by the company to help and give economic support to the community as it is possible to observe by Amazon's advertisement that says: “We've donated over 7.1 million items for Covid-19 relief”. The same applies to Burger King, which, by means of these styles gave information about the services offered to facilitate people during covid-19 as observed in the advertisement: “That’s our offering, a zero-dollar delivery fee” or the Burger King app, which had the purpose to minimize contact. With regard to Uber, during the pandemic period, has created advertisements by means of the informative and the communicative language style in order to spread information on how its drivers performed the Uber service during the pandemic, or rather, wearing the mask at all times to keep them and customer’s meals safe, as observable from the sentence “When the world stopped, they didn’t. They’ve done their part”. Finally, as regard to Google, made use of these two styles, on the one hand to launch advertising to promote their service to help small businesses to reopen and resume their business after the Covid-19, on the other hand to give people advice on how to stop the spread of Coronavirus with sentences such as: “Hands: wash them often”.

Considering the analysis in a general perspective, the results highlight a great use of the literary style compared to the figurative style and the emotional style compared to the informative style. Finally, a higher use of communicative style compared to persuasive style has emerged. A remarkable important data has been obtained with regard to the last language style analysed, the abstract and the concrete ones. The outcome

reflects the company's tendency to launch messages focused on ideas or abstract concepts related to states with no physical referents as far as the abstract language style as observable from words such as "fear" or "love". With regards to the concrete language style, it makes use of descriptive action verbs and interpretative action verbs, which are observable from sentences such as "take care of yourself". The use of this type of language by the companies in question can be defined as necessary to launch messages that on the one hand gave advice to people on how to deal with the pandemic and on the other to express the true essence of emotional states tried during Covid-19.

5.2 Conclusions

In conclusion, following the various reflections made on the results obtained, it can be argued that the Covid-19 pandemic has literally changed the world, as well as the communication and advertising. The analysis revealed results expected to be obtained, or rather, a product communication that has been paused during the pandemic period to give space to a solid type of communication, characterised by a high emotional language style.

Faced with a crisis situation, marketing had to change the way it communicated with customers, i.e. it adapted its advertising messages to the current situation. Thus, it was forced to focus everything on advertising communication, changing its focus from promoting its business to offering leadership and support, an opportunity to create meaningful connections, while maintaining a strong brand image and focusing on strategies to achieve customer satisfaction. In contrast to what normally happens and what happened before the pandemic, promotional advertising would have been senseless. Companies had to redefine their purpose, which was no longer to attract new customers but to maintain relationships with trusted customers. They therefore adapted their objectives by launching initiatives to counter the pandemic, demonstrating their corporate social responsibility (CSR), helping, those in need of emotional support. companies had to recognise the crisis and, on the other hand, reflect positive values and give off positive vibes. This was done by adapting marketing campaigns and evaluating the style of advertising language, i.e. the tone of voice. Consumers were frightened by what was happening and just needed support. Therefore, companies adopted a more serious communication avoiding humorous and ironic tones sometimes adopting an emotional and sometimes tragic register promoting a sense of community in which brands show

their support, their awareness of the increased anxiety of consumers, their concern for the victims of the coronavirus, their support for small businesses that had to stop or their response to the regulations imposed to deal with the crisis. From my reflections emerged a very important aspect that I noticed, or rather, the sense of solidarity implemented by the companies to the community. Furthermore, I noticed a greater and a strong sense of solidarity and togetherness by companies toward the people, due to the fact that companies during the pandemic put aside their aim of producing products and services to meet people's needs and gain revenue, to instead help people survive during the pandemic. In this way, companies have brought out their human side because, first of all, companies are made of people.

In relation to the analysis performed, the data obtained is interesting since it reinforces the importance of the role of language during crisis communication. For the communication of critical events, it is important to adopt a correct language that fits the situation but at the same time adapts to the needs of the addressee of the message as does not have analysis skills and cultural background and above all does not know whether the information receives is true or not (Marzatico, 2020). Whether it is an economic, corporate, or social and global crisis, it is necessary to reflect on the words chosen to convey the message.

One of the communication mistakes that media communication usually made, is the imprudent and incorrect association between risk elements and defined entities, social actors, places. Such an attitude very often leads to mass confusion and generates panic among the audience, especially when the messages are launched by well-known world leaders or well-known companies. The importance of words is the basis of worldwide communication; therefore, language must be modified according to a given event. The necessary language to be used in a time of crisis must be simple and free of technical terms, with accurate, truthful and specific information in relation to what the user can do to best facilitate the situation and above all to calm people down.

The analysis led to a second reflection concerning the specific marketing communication that companies must adopt during crisis situations in order to maintain the relationship with their consumers. In particular, the analysis reaffirmed that in a crisis situation, promotional communication is not necessary; on the contrary, it makes sense first. As communication creates connections, relationships and arouses emotions in

consumers, it is clear that during a crisis event it requires a change in tone of voice, content, and first and foremost in communication approach and purpose. Companies during times of crisis, in order to make communication effective and stay close to the community, should produce messages that are consistent with the situation without using overly alarmist or desperate tones, but rather trying to instil confidence, hope, optimism and comfort, without denying the situation. This is also the basis of customer satisfaction. Again, if necessary, companies should communicate bad news, taking responsibility for what they communicate.

Moreover, a very important factor is building brand awareness in times of crisis, when the services a company offers are suspended. This is because a company's reputation is important and it can increase it even in times of crisis through content that is more informative than commercial, with positive messages aimed at strengthening the bond with its community and enhancing its corporate image and values. Finally, another strategy that marketers could adopt to maintain contact with customers during times of crisis is to facilitate them by communicating promotions on the services they offer, without lowering standard prices. To conclude, companies should always maintain active communication with their customers even when business is not active.

5.3 Limits and future research

So far, with regards to what has been said, despite the various conclusions that have been drawn, there are some research limitations. Firstly, the topic covered, namely the marketing communication and advertising, is very broad that has several aspects that can be studied such as the cultural impact, so it is not an easy topic to cover as it would require a broader study. For the reasons explained, the difficulty has been to identify the language styles that are completely appropriate, context-adaptable and above all due to the fact that there are so many language styles that are used in the study of advertisements. Further research would consider other language styles in order to obtain more data, or to get results regarding the cultural impact that advertising creates, or how the message changes based on culture and target language. Secondly, further research should be carried out to expand the research and obtain more results introducing my research within the community and measuring the language style index throughout a questionnaire asking people what kind of language style they would attribute to the advertisements under

analysis. Finally, has already mentioned before, in order not to expand the study, the thesis has been focused only on four case study companies. Further research might explore the marketing communication changes of other kind of firms.

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Tabella 1: Amazon advertising before the pandemic

Tabella 2: Amazon advertising during the pandemic

Tabella 3: Burger King advertising before the pandemic

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Tabella 5: Uber advertising before the pandemic

Tabella 6: Uber advertising during the pandemic

Tabella 7: Google advertising before the pandemic

Tabella 8: Google advertising before the pandemic

Tabella 9: Comparison between pre- and during-pandemic language style

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RIASSUNTO

Le motivazioni che mi hanno spinto allo svolgimento di tale ricerca si celano nella passione che nutro in primo luogo nei confronti dello studio delle lingue straniere, in secondo luogo nella comunicazione di marketing. Per comunicazione umana si intende il processo di trasmissione di un'informazione da un individuo all'altro mediante un determinato tipo di linguaggio e di canale di trasmissione. All'interno di un'azienda, invece, la comunicazione è importante perché la identifica, la legittima e le permette di costruire relazioni fondamentali per il raggiungimento degli obiettivi. Essendo lo scopo principale del marketing, quello di analizzare e studiare i bisogni del consumatore allo scopo di vendere prodotti e servizi per soddisfarli, la comunicazione gioca un ruolo fondamentale in quanto senza comunicazione il marketing non potrebbe comunicare i messaggi e i prodotti e senza il marketing la comunicazione trasmetterebbe al mercato dei messaggi privi di strategia. Nonostante ciò, di fronte all'avvento di eventi negativi come quello del Covid-19, le aziende hanno fatto fronte a nuove sfide tra cui quella di cambiare totalmente la loro strategia di comunicazione, quindi, adattare i loro messaggi pubblicitari alla situazione attuale e il tipo di linguaggio utilizzato per la trasmissione di messaggi.

Lo scopo della presente ricerca è quello di analizzare il modo in cui le aziende hanno cambiato la loro comunicazione di marketing a seguito dell'avvento della pandemia di Covid-19, ponendo particolare attenzione al ruolo della language style all'interno della sfera dell'advertising, la quale svolge un ruolo fondamentale nel trasferimento del messaggio in base allo scopo comunicativo che si vuole perseguire. Tale obiettivo viene raggiunto confrontando, attraverso una content analysis, le differenze nello stile linguistico dei messaggi pubblicitari lanciati prima e durante la pandemia. La seguente ricerca si basa su un'analisi del contenuto di 79 annunci pubblicitari risalenti al periodo che precede la pandemia e al periodo durante la pandemia, rispettivamente da febbraio 2018 a febbraio 2020 e da marzo 2020 a dicembre 2021. Gli annunci in questione sono sia spot visivi che televisivi e appartengono a quattro ben note aziende multinazionali, rispettivamente Amazon, Burger King, Uber e Google. A partire dalla domanda di ricerca: "Come le aziende hanno cambiato la comunicazione di marketing durante la pandemia" sono state esaminati diversi stili del linguaggio pubblicitario presi in considerazione come variabili per eseguire l'analisi. Gli stili linguistici in questione

sono: figurativo e letterale, emotivo e informativo, persuasivo e comunicativo, astratto e concreto. Le variabili sono state esaminate per confrontare il tipo di stile linguistico utilizzato in due differenti periodi storici, prima e durante il Covid-19 e lo stile linguistico dominante per analizzare il cambiamento che la comunicazione di marketing ha subito durante la pandemia. Quello che ci si aspetta da questo studio è il passaggio da un messaggio pubblicitario prima della pandemia caratterizzato da una comunicazione promozionale che è stata messa in pausa durante la pandemia per dare spazio a un solido tipo di comunicazione, dove le aziende aiutano le persone a vivere meglio la situazione che il Covid-19 ha causato.

La pandemia da Covid-19 è stata considerata come la più grande sfida che l'umanità ha affrontato negli ultimi anni. Emerso in Cina nel 2019 ed avendo un'elevata capacità di diffusione, in breve tempo, il virus si è dilagato in tutto il mondo causando una pandemia globale, dichiarata dall'Organizzazione Mondiale della Sanità (OMS) l'undici marzo 2020. Al fine di controllare la diffusione del virus, i Paesi hanno avvertito la popolazione di adottare misure di assistenza tra cui, la principale riguarda il lockdown e la sostituzione della presenza sul posto di lavoro con la modalità di smart-working. L'avvento del Covid-19 ha in questo modo portato conseguenze disastrose all'interno della sfera economica, sociale e nella vita delle persone sconvolgendo la normale vita quotidiana. Il mondo soffre ancora dei danni che il virus ha portato all'inizio della pandemia. L'economia globale ha subito gravi conseguenze in ogni campo.

Diversi settori industriali, tra cui il settore del turismo, aviazione, agricoltura, edilizia, commercio al dettaglio, ospitalità, mezzi di trasporto, sono stati temporaneamente chiusi, causando di conseguenza una significativa perdita di reddito e di posti di lavoro per molti dipendenti. Per questo motivo, secondo l'Organizzazione Mondiale del Commercio (OMC) e l'Organizzazione per la Cooperazione e lo Sviluppo Economico (OCSE), la pandemia di Covid-19 è stata definita come la più grande minaccia all'economia globale dopo l'emergenza finanziaria del 2008-2009. Un'area molto importante in cui il Covid ha causato danni significativi riguarda la sfera comunicativa, sia dal punto di vista economico che dal punto di vista umano. Dal punto di vista umano, il Covid-19 ha impattato negativamente sulla vita quotidiana delle persone in quanto il lockdown ha costretto le persone a rimanere a precludendo ogni tipo di contatto umano e quindi la comunicazione con altre persone. Di conseguenza, l'intero

sistema di comunicazione è stato interrotto, importante per la crescita individuale e per lo sviluppo delle competenze personali. Pertanto, la mancanza di socialità ha causato stress emotivo e psicologico alle persone. Da un punto di vista economico, la pandemia ha sconvolto la sfera della comunicazione di marketing, in quanto i consumatori erano meno interessati all'acquisto di nuovi beni e servizi. Per far fronte al problema, molte aziende hanno rivalutato le spese di marketing e dei media, rivalutando allo stesso tempo le strategie pubblicitarie, di marketing e promozionali, ovvero il proprio piano comunicativo per adottare nuovi contenuti e nuovi toni al fine di generare interesse e un flusso sostenuto di spesa per i consumatori, mantenendo allo stesso tempo la loro presenza e ritorni sufficienti sulle spese dei media. Il marketing è un ramo molto importante dell'economia per la comunicazione, la promozione di prodotti e servizi e per il raggiungimento del cliente finale. Tuttavia il Covid-19 ha bloccato ogni tipo di interazione umana tra aziende e consumatori come fiere ed inaugurazioni, modificando anche il comportamento di acquisto di questi ultimi, i quali, costretti a stare in casa ed impauriti dalla situazione, non erano più interessati a nuovi prodotti e servizi se non a beni di prima necessità.

Il marketing dunque, si è trovato costretto a puntare tutto sulla comunicazione pubblicitaria cambiando così il suo obiettivo, non più incentrato nella promozione della sua attività, ma sull'offrire leadership e supporto, un'opportunità per creare connessioni significative, mantenendo al contempo una forte brand image e concentrandosi sulle strategie per raggiungere la soddisfazione del cliente. Le aziende hanno dovuto ridefinire i propri scopi, i prodotti, la comunicazione e i clienti target; hanno adattato i loro obiettivi lanciando iniziative per contrastare la pandemia, dimostrando la loro responsabilità sociale d'impresa (CSR), aiutando, ad esempio, le persone anziane e vulnerabili della società e sostenendo e incoraggiando coloro che hanno bisogno di un supporto emotivo.

Di conseguenza, queste attività creano un effetto più positivo sugli atteggiamenti dei consumatori e una maggiore intenzione di acquisto, rafforzando allo stesso tempo l'attaccamento al marchio dei consumatori, il passaparola e la consapevolezza del marchio. Altra sfida importante che il marketing ha affrontato durante il Covid-19 è stata quella di comunicare e far arrivare i prodotti ai consumatori. Per far fronte a questo problema il marketing ha dovuto cambiare il modo di comunicare con i clienti, ovvero ha adattato i propri messaggi pubblicitari alla situazione attuale. Di conseguenza, molte

aziende hanno dovuto pensare a nuove strategie di campagne di marketing creative e innovative per far fronte all'alterazione del mercato dovuta alla pandemia. Lo stesso è valso anche per il canale di comunicazione adottato, in quanto, durante la pandemia i consumatori hanno dedicato più tempo ai social media e allo streaming di video online. Di conseguenza, le aziende hanno risposto allo specifico periodo di crisi con un diverso utilizzo dei mezzi di comunicazione, ovvero meno pubblicità esterna, più online e possibilmente più pubblicità televisiva e radiofonica. A fronte dei numerosi cambiamenti che il marketing ha affrontato per riadattarsi al contesto, il mezzo su cui ha puntato per adattare i messaggi pubblicitari ai nuovi obiettivi è stato proprio il linguaggio delle pubblicità. Quando si verifica un evento di grande importanza, come la pandemia globale di Covid-19, è difficile per le aziende avere tatto, impiegare un marketing attento ed essere empatiche con la situazione dei consumatori e meno dirette all'acquisizione di nuovi clienti e più dirette a dedicare maggiore attenzione ai clienti esistenti. Da un lato, le aziende hanno dovuto riconoscere la crisi e, dall'altro, riflettere valori positivi ed emanare vibrazioni positive. Questo è stato fatto adattando le campagne di marketing e valutando lo stile del linguaggio pubblicitario, ovvero il tone of voice. A differenza di quanto accade normalmente e di quanto accadeva prima della pandemia, la pubblicità promozionale sarebbe risultata insensata. I consumatori erano spaventati da ciò che stava accadendo e avevano solo bisogno di sostegno. Pertanto, le aziende hanno cambiato il loro obiettivo creando una comunicazione in cui i marchi dimostrano il loro sostegno, la loro consapevolezza dell'aumento dell'ansia dei consumatori, la loro preoccupazione per le vittime del coronavirus, il loro sostegno alle piccole imprese che hanno dovuto fermarsi o la loro risposta alle normative imposte per affrontare la crisi. Hanno adottato una comunicazione più seria evitando toni umoristici ed ironici talvolta adottando un registro più serio e talvolta tragico promuovendo un senso di comunità.

La seguente ricerca, dopo il capitolo introduttivo è divisa in quattro parti principali. Il secondo capitolo è incentrato sulla rilevanza dello stile del linguaggio pubblicitario sul comportamento dei consumatori. Il capitolo si apre ponendo particolare attenzione sul ruolo dello stile del linguaggio all'interno della pubblicità e delle varie strategie che vengono implementate nei messaggi pubblicitari in base allo scopo che si vuole perseguire. La pubblicità in ambito commerciale è una forma di comunicazione di marketing utilizzata per manipolare o influenzare un pubblico o un gruppo particolare al

fine di intraprendere un'azione riguardante il prodotto o il servizio a cui la pubblicità si riferisce. Più specificatamente, lo scopo effettivo della pubblicità è quello di convincere i clienti ad acquistare i prodotti di un'azienda, migliorare l'immagine dell'azienda, evidenziare e creare un bisogno o una necessità di prodotti o servizi, proclamare nuovi prodotti ed e trattenere i clienti esistenti. A tale scopo sono diversi gli stili linguistici e le strategie che vengono utilizzati dalle aziende per creare messaggi pubblicitari tali da permettere loro di raggiungere gli obbiettivi elencati. Un piccolo riferimento viene fatto alla strategia principale che svolge un ruolo molto importante nella sfera della pubblicità, ovvero, la creatività, la quale, caratterizzata dall'uso dell'immaginazione e dell'espressione, può essere definita come la produzione di qualcosa di originale e di valore che comporta l'elaborazione di nuove idee di piano.

Poiché l'epidemia di Covid-19 ha cambiato la mentalità dei consumatori, i responsabili del marketing, a tal punto, hanno implementato strategie creative per fidelizzare i clienti. Nonostante la presenza di questi elementi che rivestono un ruolo molto importante nello stile del linguaggio pubblicitario, il messaggio tuttavia, deve soddisfare le loro aspettative di base dei clienti e al contempo, aiutare l'azienda ad aumentare il fatturato. Per raggiungere tale obbiettivo è necessario affidarsi a tecniche e strategie collaudate, anche dal punto di vista linguistico in quanto è necessario tenere presente che è sempre il linguaggio a costituire la parte cruciale della pubblicità. Il linguaggio è un aspetto molto importante della vita umana che può essere diviso in due tipi: il linguaggio parlato e il linguaggio scritto. Per esprimere o trasmettere le proprie idee in entrambe le forme, scritta e parlata, le persone usano il proprio stile, cioè l'abilità e la competenza di formulare una frase in modo corretto. Lo stile linguistico, infatti, ha lo scopo di formare la comunicazione nel modo giusto e determinare il modo in cui un'interazione sociale procede. È una selezione di forme linguistiche utilizzate dalle persone per trasmettere effetti sociali o artistici e per informare l'ascoltatore di prendere sul serio, con ironia o con umorismo ciò che viene detto ma anche per manipolare gli altri e di creare un certo stato d'animo che è molto importante per influenzare il sentimento del lettore. A tal punto, uno strumento di comunicazione molto importante che si serve del linguaggio scritto è la pubblicità. Il linguaggio e la pubblicità sono strettamente correlati, poiché il linguaggio ha un concetto creativo per presentare un messaggio al lettore e al pubblico. D'altra parte, la pubblicità non utilizza sempre lo stesso tipo di linguaggio, ma

si avvale di diversi stili di linguaggio per ottenere successo nel campo degli affari e convincere i clienti ad acquistare un prodotto. A seconda dell'obiettivo che un'azienda vuole raggiungere, la pubblicità fa uso di diversi stili di linguaggio.

La pubblicità, da un punto di vista linguistico, può essere definita come una dubbia manifestazione di libera impresa, in cui il linguaggio non è altro che una risorsa naturale sfruttata dalle aziende nell'interesse settoriale dei programmi di marketing dei loro clienti. Uno studio a questo proposito ha evidenziato ben quattro importanti funzioni che la pubblicità deve avere per avere successo, come il valore di attenzione, la leggibilità, la memorabilità e il potere di vendita. Le caratteristiche sopra menzionate sono le peculiarità importanti che sono generalmente possedute dal linguaggio pubblicitario, nonostante ciò, le agenzie pubblicitarie hanno piena libertà di dare creatività alla pubblicità utilizzando stili linguistici diversi. Durante il periodo di lockdown, l'intrattenimento online, come YouTube, i social network e la televisione, è diventato il mezzo principale per rimanere in contatto con il resto del mondo. Di conseguenza, ogni individuo è stato costantemente bombardato da pubblicità di marchi e prodotti diffuse sia attraverso i mezzi di comunicazione di massa, come la televisione e i giornali, sia attraverso i nuovi media, come Internet e i social media. Di conseguenza, la pubblicità online ha avuto la possibilità di fiorire in questo periodo e di diventare una forza educativa per il pubblico con lo scopo di trasmettere informazioni chiare e di costruire una coscienza di autoprotezione contro la pandemia.

Per raggiungere questo obiettivo, esistono diverse strategie che le organizzazioni e i copy-writer possono scegliere per creare un testo promozionale in grado di trasmettere al consumatore un messaggio efficace sul tema della salute e allo stesso tempo creativo per mezzo del giusto linguaggio. Al giorno d'oggi esistono diversi tipi di stile linguistico identificati nel linguaggio pubblicitario, utilizzati come strumento da diversi autori per analizzare il linguaggio e il messaggio veicolato dalla pubblicità. In questo studio prenderò in considerazione quattro tipi di stili linguistici: figurativo e letterale, emotivo e informativo, persuasivo e comunicativo, astratto e concreto.

Il linguaggio figurativo e quello letterale sono due stili linguistici comunemente utilizzati nella comunicazione di marketing. Il linguaggio letterale o non figurativo è un linguaggio semplice e facile da interpretare in quanto caratterizzato dall'uso di parole esclusivamente in base al loro significato definito o primario, in contrapposizione ad altri

significati che è possibile attribuire loro. In generale, si può dire che il linguaggio letterale si concentra principalmente sul significato denotativo del messaggio e sulla trasmissione di indicazioni dirette del suo significato letterale. Grazie alle peculiarità del linguaggio letterale, la pubblicità è resa più vivida. Il linguaggio figurativo, al contrario è un tipo di stile linguistico che si concentra sul significato connotativo piuttosto che su quello denotativo. In altre parole, utilizza parole ed espressioni che vanno oltre il significato letterale delle frasi. Lo scopo principale di questo particolare stile è quello di attirare l'attenzione del lettore in modo persuasivo, rendendo il processo di lettura più emozionante. Questo obiettivo viene raggiunto aggiungendo ulteriori dimensioni al linguaggio e trasmettendo messaggi e idee in modo insolito, infrangendo le regole grammaticali attraverso l'uso di figure retoriche, tipiche del linguaggio poetico e che contribuiscono alla funzione secondaria della pubblicità che riguarda l'intrattenimento dei destinatari.

Diversi autori hanno riportato nei loro studi diverse classificazioni del linguaggio figurato. In questa ricerca, si prenderà in considerazione il concetto di linguaggio figurato come classificazione in tre diverse classi di figure retoriche: figure di confronto, figure di associazione e figure di contrasto. Le figure di confronto sono classificate in quattro categorie: metafora, similitudine, personificazione e apostrofe. Le figure di associazione sono classificate in quattro tipi: metonimia, simbolo, sineddoche e allegoria. Le figure di contrasto sono classificate in quattro tipi: paradosso, iperbole e ironia. La seconda categoria di stile linguistico, comunemente utilizzata dai pubblicitari, riguarda lo stile emozionale e lo stile informativo. Per quanto riguarda lo stile informativo, la sua funzione principale è quella di trasferire informazioni al pubblico riguardanti il prodotto, le sue caratteristiche e il prezzo.

Il linguaggio emotivo è uno degli stili linguistici ampiamente utilizzato dai copywriter per attirare l'attenzione dei consumatori e convincerli ad acquistare prodotti o servizi suscitando emozioni in tutta la pubblicità, attirano il consenso di molti spettatori. Lo stile linguistico emotivo nella pubblicità, utilizza il linguaggio come espressione o strumento di emozioni primarie e derivate, talvolta intensificate e che gli studiosi dividono in positive e negative.

Il linguaggio persuasivo ha lo scopo di persuadere i consumatori all'acquisto di prodotti e servizi attirando la loro attenzione e generando loro desiderio. Per dare un tono

persuasivo a un messaggio pubblicitario, gli inserzionisti fanno uso di alcune caratteristiche linguistiche e sintattiche come la ripetizione, l'iperbole, frasi lunghe, frasi brevi, ambiguità, domande retoriche e altre ancora. Per quanto riguarda lo stile linguistico comunicativo, esso può essere suddiviso in due strategie: la strategia esplicita e quella implicita. Lo stile comunicativo esplicito è utilizzato dai pubblicitari per presentare le informazioni in modo diretto e chiaro, facilitando il lettore alla comprensione del messaggio. Lo stile esplicito è generalmente utilizzato per dare indicazioni o informazioni su ciò che non è consentito fare, per trasmettere informazioni o attributi del prodotto

D'altra parte, lo stile comunicativo implicito gioca sulla capacità del pubblico di comprendere il significato nascosto dello slogan pubblicitario. La peculiarità di questa strategia è data dal fatto che il messaggio veicolato non viene annunciato apertamente e chiaramente al pubblico. Questo tipo di linguaggio viene utilizzato per trasmettere informazioni sul prodotto per aiutare i consumatori a raggiungere le conclusioni desiderate. L'ultima categoria riguarda lo stile astratto e lo stile concreto.

Il linguaggio concreto si riferisce a qualità o caratteristiche tangibili che sono disponibili ai sensi e che possono essere osservate e misurate. Queste qualità solitamente descrivono oggetti, luoghi e comportamenti in situazioni specifiche, fornendo allo stesso tempo una chiara descrizione dell'oggetto che viene presentato. Di conseguenza, i pubblicitari che utilizzano questo stile, saranno più inclini a introdurre informazioni dettagliate su un prodotto, grazie al fatto che questo dà ai lettori un chiaro significato di ciò che lo slogan trasmette, fornendo dettagli precisi. Lo stile linguistico astratto si riferisce a idee o concetti astratti relativi a stati, persone, relazioni, credenze ed eventi comunicativi privi di referenti fisici. Il linguaggio astratto è più complesso e poco chiaro quando viene utilizzato in pubblicità, in quanto si riferisce a qualcosa che non può essere percepito nella realtà, lasciando al pubblico una libera interpretazione.

Il terzo capitolo si incentra sulla metodologia di ricerca. Il capitolo si apre introducendo lo scopo della seguente ricerca, dopo di che si parla della metodologia e infine, la descrizione dell'esperimento che consiste nel confronto attraverso una content analysis, delle differenze nello stile linguistico di 79 messaggi pubblicitari lanciati prima e durante la pandemia, rispettivamente da febbraio 2018 a febbraio 2020 e da marzo 2020 a dicembre 2021 ed appartenenti a quattro ben note aziende multinazionali, rispettivamente Amazon, Burger King, Uber e Google.

Le pubblicità utilizzate per l'analisi, sono disponibili su Internet raccolte attraverso la presa di appunti e trascritte utilizzando come strumento programmi di conversione da audio a testo. Per quanto riguarda la tecnica di analisi dei dati, dopo la raccolta di ogni pubblicità, in base al rispettivo periodo storico, sono state effettuate diverse fasi per analizzare i dati. In primo luogo ogni pubblicità è stata esaminata specificamente dal punto di vista linguistico, in base alla struttura della lingua e alle rispettive caratteristiche linguistiche dei quattro stili linguistici considerati. In secondo luogo, i dati sono stati categorizzati in base ai tipi di stile linguistico raccolti da studi condotti da diversi autori, come descritto nel capitolo 2. In terzo luogo, sono state calcolate le frequenze dei messaggi pubblicitari e le caratteristiche linguistiche dei quattro stili linguistici considerati. In terzo luogo, è stata calcolata la frequenza di ogni tipo di stile linguistico, appartenente alle pubblicità oggetto di studio nei due periodi di tempo rispettivamente, prima della pandemia e durante la pandemia. Infine, è stata calcolata la differenza di ogni tipo di stile linguistico tra i dati raccolti tra le pubblicità del periodo pre-pandemico e quelle del periodo pandemico.

Il capitolo continua con una descrizione degli strumenti di ricerca, in particolare, viene fornita una dettagliata spiegazione di content analysis e di multiple case study. La content analysis, in italiano, analisi del contenuto, può essere definita come lo studio scientifico del contenuto della comunicazione con riferimento al significato, al contesto e all'intenzione contenuti nei messaggi. Da un lato il termine "contenuto" si riferisce a ciò che è contenuto nel messaggio comunicativo, dall'altro il termine "analisi del contenuto" si riferisce all'analisi di ciò che è contenuto in un messaggio. A differenza dei metodi di ricerca reattivi, l'analisi del contenuto si differenzia per il fatto di essere un metodo di ricerca non reattivo, che non richiede un'interazione con le persone, ma prende in considerazione la comunicazione che le persone hanno prodotto. L'analisi del contenuto è utilizzata da diversi autori soprattutto per l'analisi sistematica delle pubblicità, in questo caso, una buona fonte di materiale per l'analisi del contenuto potrebbe essere la televisione, la radio o Internet. In sintesi, il metodo dell'analisi del contenuto può produrre un'espressione quantitativa sul fenomeno studiato, ad esempio esprimendolo in numeri o in percentuali, il che rende i dati più specifici e oggettivi, e può trattare una grande mole di dati rendendo la ricerca sicura grazie al fatto che, nel caso in cui manchino alcuni dati, è possibile tornare al testo e integrarlo. Infine, il cuore dell'analisi del contenuto è

l'enunciazione specifica della domanda di ricerca. Una volta identificato l'obiettivo da perseguire, il ricercatore deve stabilire una fonte di comunicazione pertinente alla domanda di ricerca e porsi domande che possono essere risolte dall'analisi del contenuto. Successivamente, il ricercatore utilizza il metodo dell'analisi del contenuto per convertire le informazioni grezze in dati. In questo caso, la domanda di ricerca da cui è nato l'interesse a sviluppare questa ricerca è: "Come le aziende hanno modificato la comunicazione di marketing durante la pandemia".

Il secondo strumento di ricerca che viene descritto è il multiple case study, conosciuto in italiano come caso studio multiplo, il quale può essere definito, come uno studio intensivo su una persona, un gruppo di persone o un'unità, che mira a generalizzare su più unità. In un case study l'attenzione si concentra su un'unità speciale, esplora un sistema delimitato contemporaneo di vita reale o più sistemi delimitati nel tempo, attraverso una raccolta dettagliata di dati che coinvolge più fonti di informazione e riporta una descrizione del caso e i temi del caso. Il metodo del caso studio è stato scelto per questa ricerca in quanto permette di fornire informazioni più dettagliate, un background più ampio che può essere utile per raccogliere dati e rispondere alla domanda di ricerca. Ancora, il metodo di case study si divide in multiplo e singolo. La differenza tra i due tipi è che con uno studio di caso multiplo il ricercatore dispone di più informazioni e può ricavare differenze e somiglianze tra i casi in modo da estrarre più dati.

Un modo molto utile per far comprendere ai lettori il caso studio è quello di riportare i dati in ordine cronologico e raccontando la storia di ogni caso in modo tale da dare al lettore una visione ampia di ogni caso. Ancora una volta, per rendere i dati ricavati ben comprensibili al lettore, è necessario che il ricercatore confronti i risultati con la letteratura pubblicata. In questo modo, lo studio diventa non solo più facile da capire, ma anche più affidabile. Un altro modo che può aiutare lo studio a essere più preciso e affidabile sono le tabelle, le figure o le appendici con informazioni aggiuntive, in vista di una ricca presentazione delle prove. Questa procedura può essere illustrata in questo studio in cui sono state riportate tabelle e immagini delle pubblicità oggetto di studio, ma anche la presentazione dei casi studio utilizzati per lo svolgimento di tale ricerca. La presentazione dei casi studio, riguarda la storia delle 4 aziende, ovvero, Amazon, Burger King, Uber e Google, con la quale si conclude il capitolo terzo.

Il quarto capitolo concerne la presentazione dei risultati dell'analisi. Nel capitolo vengono riportate le tabelle contenenti l'analisi delle pubblicità prima e durante la pandemia. A fine capitolo viene riportata la tabella che mette a confronto i risultati ottenuti dall'analisi effettuata sulle pubblicità risalenti al periodo prima della pandemia e al periodo durante la pandemia con le relative differenze tra i dati raccolti attraverso la pubblicità del periodo pre-pandemico e quelli del periodo pandemico, con lo scopo di studiare il cambiamento del linguaggio pubblicitario. I risultati ottenuti mostrano che le frequenze più alte sono state ottenute durante il periodo pandemico, dove è possibile notare che le aziende hanno preferito l'implementazione dello stile linguistico letterale, emotivo e comunicativo.

Il quinto ed ultimo capitolo riporta le conclusioni che si evincono da tale ricerca. Il capitolo si apre elencando le motivazioni che mi hanno spinto alla scelta delle quattro aziende caso studio per lo sviluppo della seguente ricerca. Le aziende Amazon, Burger King, Uber e Google sono state scelte per questo studio perché sono quattro grandi multinazionali con sede in quasi tutto il mondo, quindi sono conosciute da tutto il mondo. In secondo luogo, si tratta di società quotate in borsa, che hanno quindi subito cambiamenti drastici non solo a livello di gestione, ma anche a livello economico. Tuttavia, sono anche tra le poche aziende che non hanno subito molte perdite, che hanno continuato a operare durante la pandemia e che, infine, hanno aiutato altre aziende a gestire meglio la situazione. Di conseguenza hanno potuto portare avanti al meglio la loro comunicazione di marketing per mantenere intatto il loro rapporto con i loro clienti. Di seguito nel capitolo sono riportate le conseguenze e i cambiamenti che le aziende hanno subito durante il periodo della pandemia.

Il capitolo continua con una discussione generale dei risultati ottenuti dall'analisi relativa al periodo prima e durante la pandemia. L'analisi relativa al periodo pre-pandemico, che va da febbraio 2018 a febbraio 2020, presenta una maggiore propensione significativa, da parte delle quattro aziende, all'implementazione dello stile letterale e dello stile comunicativo. Altri dati importanti sono dati dallo stile di linguaggio persuasivo e informativo. Questo fattore si spiega con il cambiamento di mentalità e di esigenze dell'umanità nei due diversi periodi storici. Prima della pandemia, le aziende avevano una maggiore propensione a raccomandare positivamente il prodotto e il marchio pubblicizzato. Il loro obiettivo principale era quello di lanciare nuovi prodotti per

soddisfare le esigenze dei clienti, come dimostrato dall'analisi, dove, le aziende del caso di studio, hanno lanciato pubblicità riguardanti i loro prodotti, come per il servizio Amazon Alexa o le offerte sui menu lanciate da Burger King, inoltre pubblicità che raccontano storie di dipendenti come ha fatto Uber per comunicare alla popolazione come lavora e come tratta i suoi dipendenti, e lanciata da Google presentando il suo servizio "Hey Google". Questo spiega la grande implementazione dello stile comunicativo e di quello letterale, in quanto, da un lato, lo stile linguistico comunicativo è progettato per trasmettere le funzioni e gli attributi del prodotto ai consumatori, aiutandoli a raggiungere le conclusioni previste e a scegliere il prodotto. Dall'altro lato, lo stile letterale ha lo scopo di trasmettere un messaggio sul suo significato letterale e denotativo. L'analisi relativa al periodo pandemico, che va da marzo 2020 a dicembre 2021, presenta una maggiore e significativa propensione, da parte delle quattro aziende, all'implementazione dello stile linguistico letterale, comunicativo ed emozionale. Altri dati importanti sono dati dallo stile linguistico informativo. Il risultato ottenuto dall'analisi delle pubblicità durante la pandemia presenta, a differenza delle pubblicità pre-pandemia, un'alta percentuale di linguaggio emotivo. Una spiegazione plausibile a questo risultato è data dal cambiamento di mentalità e di bisogni delle persone. Se prima della pandemia l'obiettivo principale delle aziende era quello di creare e lanciare nuovi prodotti, con lo scoppio della pandemia hanno sentito il bisogno di cambiare completamente il loro scopo e il loro obiettivo di comunicazione per il fatto che durante la pandemia l'umanità era spaventata e non era interessata ad acquistare nuovi prodotti, ma aveva solo bisogno di aiuto, sostegno, solidarietà e informazioni su come comportarsi e come rispettare le norme per sopravvivere. Per questo motivo, come si evince dai dati ottenuti dall'analisi, le aziende dei casi di studio hanno lanciato pubblicità emotive durante la pandemia in cui mostrano conforto, solidarietà e ringraziamo il lavoro svolto dall'équipe medica e dalle persone che hanno effettuato le consegne di beni di prima necessità nonostante il blocco, come si può osservare nella pubblicità di Amazon "Grazie eroi di Amazon". Gli altri due risultati emersi dall'analisi riguardano gli stili linguistici letterali, comunicativi e informativi. In questo caso, questi risultati sono emersi anche dall'analisi delle pubblicità precedenti alla pandemia, con l'eccezione che ciò che cambia è lo scopo perseguito dagli stili linguistici. Mentre in genere gli stili comunicativi e informativi hanno lo scopo di fornire informazioni su prodotti e servizi, durante la pandemia ciò che è stato comunicato sono

stati consigli su come comportarsi durante la pandemia e sulle iniziative intraprese dall'azienda per aiutare e sostenere economicamente la comunità, come è possibile osservare dalla pubblicità di Amazon che recita: "Abbiamo donato oltre 7,1 milioni di articoli per i soccorsi di Covid-19".

In conclusione, a seguito delle varie riflessioni fatte sui risultati ottenuti, dall'analisi sono emersi i risultati che ci si aspettava di ottenere, ovvero una comunicazione di prodotto che è stata messa in pausa durante il periodo pandemico per dare spazio a un tipo di comunicazione solida, caratterizzata da uno stile linguistico ad alto contenuto emozionale. Di fronte a una situazione di crisi, il marketing ha dovuto cambiare il modo di comunicare con i clienti, ovvero, ha adattato i messaggi pubblicitari alla situazione in corso. Così, è stato costretto a puntare tutto sulla comunicazione pubblicitaria, cambiando il suo focus che va dalla promozione del business all'offerta di leadership e supporto, un'opportunità per creare connessioni significative, mantenendo una forte immagine del marchio e concentrandosi sulle strategie per raggiungere la soddisfazione del cliente. Le aziende hanno dovuto ridefinire il loro scopo, che non era più quello di attirare nuovi clienti ma di mantenere le relazioni con i clienti fidati. Le aziende hanno quindi adattato i loro obiettivi lanciando iniziative per contrastare la pandemia, dimostrando la loro responsabilità sociale d'impresa (RSI), aiutando chi aveva bisogno di sostegno emotivo. Le aziende hanno dovuto riconoscere la crisi e, d'altro canto, riflettere valori positivi ed emanare vibrazioni positive. Questo perché a differenza di quanto accade normalmente e di quanto accadeva prima della pandemia, la pubblicità promozionale sarebbe stata insensata. Pertanto, le aziende hanno adottato una comunicazione più seria, evitando toni umoristici e ironici, adottando a volte un registro emotivo e a volte tragico, promuovendo un senso di comunità in cui i marchi mostrano il loro sostegno. Dalle mie riflessioni è emerso un aspetto molto importante, ovvero il senso di solidarietà messo in atto dalle aziende verso la comunità. Ho notato un maggiore senso di solidarietà e di unione da parte delle aziende nei confronti delle persone. Le aziende, durante la pandemia, hanno messo da parte il loro obiettivo di produrre prodotti e servizi per soddisfare i bisogni delle persone e ottenere guadagni, per aiutare invece le persone a sopravvivere durante la pandemia. In questo modo, le aziende hanno fatto emergere il loro lato umano, perché, prima di tutto, le aziende sono fatte di persone. L'analisi infine ha fatto emergere due tipi di implicazioni. La prima concerne l'importanza del linguaggio nelle situazioni di crisi.

Per la comunicazione di eventi critici è importante adottare un linguaggio corretto che si adatti alla situazione ma allo stesso tempo alle esigenze del destinatario del messaggio che non ha capacità di analisi e background culturale e soprattutto non sa se le informazioni ricevute sono vere o meno. Molto spesso vengono commessi errori nel comunicare messaggi durante eventi di crisi il che porta molto spesso a una confusione di massa e panico tra il pubblico, soprattutto quando i messaggi sono lanciati da noti leader mondiali o da note aziende. L'importanza delle parole è alla base della comunicazione mondiale, pertanto il linguaggio deve essere modificato in base a un determinato evento. La seconda implicazione concerne la specifica comunicazione di marketing che le aziende devono adottare durante le situazioni di crisi per mantenere il rapporto con i propri consumatori. In particolare, l'analisi ha ribadito che in una situazione di crisi la comunicazione promozionale non è necessaria. Poiché la comunicazione crea connessioni, relazioni e suscita emozioni nei consumatori, la aziende nei momenti di crisi, per rendere efficace la comunicazione e rimanere vicine alla comunità, dovrebbero produrre messaggi coerenti con la situazione, senza usare toni eccessivamente allarmistici o disperati, ma cercando piuttosto di infondere fiducia, speranza, ottimismo e conforto, senza negare la situazione e al contempo comunicare anche le cattive notizie, assumendosi la responsabilità di ciò che comunicano. Inoltre, un fattore molto importante è la costruzione della brand awareness la quale si può accrescere anche in tempi di crisi attraverso contenuti più informativi che commerciali, con messaggi positivi volti a rafforzare il legame con la propria comunità e a valorizzare l'immagine e i valori aziendali. Infine, un'altra strategia che i marketer potrebbero adottare per mantenere il contatto con i clienti in tempi di crisi è quella di agevolarli comunicando promozioni sui servizi offerti, senza abbassare i prezzi standard. Infine, le aziende dovrebbero sempre mantenere una comunicazione attiva con i propri clienti anche quando gli affari non sono attivi. Finora, rispetto a quanto detto, nonostante le varie conclusioni che sono state tratte, ci sono alcuni limiti della ricerca. In primo luogo, l'argomento trattato, ovvero la comunicazione di marketing e la pubblicità, è molto ampio e presenta diversi aspetti che possono essere studiati, come ad esempio l'impatto culturale, quindi non è un argomento facile da trattare perché richiederebbe uno studio più ampio. Per le ragioni spiegate, la difficoltà è stata quella di identificare gli stili linguistici che fossero completamente appropriati. A tal punto, ulteriori ricerche potrebbero prendere in considerazione altri stili

linguistici per ottenere più dati, o per ottenere risultati sull'impatto culturale che la pubblicità crea. Ancora si potrebbe ampliare la ricerca introducendola all'interno della comunità e misurando l'indice di stile linguistico attraverso un questionario che chieda alle persone quale tipo di stile linguistico attribuirebbero alle pubblicità in analisi. Infine, ulteriori ricerche potrebbero esplorare i cambiamenti nella comunicazione di marketing di altri tipi di aziende.