

Article

Rhetorical Strategies Employed by Instagram Vendors in Their Product Marketing

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Abstract

This study investigates the rhetorical strategies employed by Instagram vendors in their product marketing to appeal to audiences on the platform. Thirty-two Instagram posts from thirty-two brands were randomly selected from each brand's official account, comprising images and excerpts from advertisements. Data were systematically identified and analyzed to determine the distribution of rhetorical strategies. The study adopts the Aristotelian tripartite theory as its theoretical framework and employs both quantitative and qualitative methods. Findings indicate that brands utilize rhetorical strategies to advertise their products; however, the distribution of these strategies does not precisely align with the theoretical proportions. Specifically, logos accounted for 87.5% of usage, pathos for 40.6%, and ethos for 21.9%. The study provides timely empirical insight into how Instagram vendors deploy Aristotelian rhetorical appeals in visual marketing. By quantifying logos, pathos, and ethos across 32 brand posts, it reveals a predominant emphasis on logical/feature-driven appeals (logos) and identifies deviations from traditional theoretical proportions. The mixed-methods approach offers a replicable framework for analyzing rhetoric in social media content and sets a baseline for cross-platform and cross-industry comparisons, with implications for marketing practice and media literacy.

Keywords: *Aristotelian rhetoric, rhetorical strategies, Instagram, vendors, product marketing, brands*

Introduction

Instagram is a social media platform launched in 2010, which has seen a meteoric rise to 2 billion active users. This makes the platform one of the top four social networks worldwide (Dean, 2024). Instagram services are relatively straightforward. It focuses on posts containing images and/or short-form videos. These posts are contained within a user's profile and may be displayed publicly on Instagram or privately to the user's followers (Eldridge, 2024). A study by Trifiro (2018) highlights that the centrality of images on Instagram sets it apart from the others. Instagram users can browse other users' photos and videos by searching for hashtags and locations. They can also scroll through an aggregation of trending content and interact with other users' photos and videos by clicking on buttons that allow them to "like" a post or add a text comment to a post, due to these features. Instagram was named by combining the words instant and telegram (Blystone, 2024). Instagram is a platform where customers learn more about brand products, interact with the brand and other users, get entertained by browsing content, and give feedback about their experiences, which can ultimately contribute to consumer-based brand equity (Park and Namkung, 2022). Marketing scholars and practitioners recognize that Instagram is a very resourceful means of acquiring loyal customers who engage vendors by showing interest in their goods and services.

Vendors are individuals or companies that supply goods and services to businesses or consumers (Birt, 2022). Instagram vendors vary according to the services rendered. They comprise manufacturers who produce goods from raw materials; wholesalers who buy from manufacturers and sell to various businesses in large quantities, and retailers who sell to the customers who are the end users. Service providers sell their services and maintenance skills, which may be cleaning, landscaping, and washing. Instagram vendors are grouped into two tiers depending on their work in the supply chain. The first-tier vendors are popular and established, known both nationally and internationally. For example, *Apple*, *Coca-Cola*, and *Julius Berger*. The second-tier vendors are known within a particular geographical location. For example, Innoson, a Nigerian vehicle manufacturing company; Sujimoto, a real estate company in Nigeria; Hammer drink, a made-in-Nigeria alcoholic drink. These vendors use diverse strategies to market their products on social media platforms.

Social media plays a huge role in fostering businesses and product marketing, which helps in building relationships between buyers and sellers worldwide. Since its pioneer creation in 1997, over the years, social media has accumulated 4.7 billion users, equaling 60% of the world's population. It has become a digital technology with a global audience, which has become a source of interaction and diverse engagements. On the other hand, the diversity on social media engages the interest of its users in various platforms such as Instagram, which promotes visual representations through video and picture postings by its users for likes, comments, and engagements. These visual representations aid product marketing on Instagram. Marketing companies go to great lengths to learn about and understand their customers' needs, wants, and demands (Kotler et al, 2012, 28). Marketing includes advertising, selling, and delivering products to consumers or other businesses. Some marketing is done by affiliates on behalf of a company (Twin, 2023).

Online presence is growing rapidly; marketers are looking beyond traditional media to enhance communication with their customers. Marketers adopt diverse rhetorical strategies to persuade consumers. Various studies have proven Aristotelian rhetorical theory as an efficient source of persuasion. Researchers like Torto (2020, 271) claim that "the use of the three artistic proofs of Aristotle in the language of industrial communication would result in the effectiveness of discourse". The three strategies are logos, which appeals to reason, ethos, which appeals to the credibility of the speaker, and pathos, which appeals to the audience's emotions, values, and beliefs. Language is the most significant means of communication; therefore, marketers use effective and memorable language to influence the actions of consumers towards their products. This research, therefore, investigates the utility of these strategies employed by Instagram brands, how the consumer perception of a product is formed through the influence of the strategies, and the effectiveness of the rhetoric used by both the vendors and consumers.

Statement of the Problem

A good number of researchers studied Instagram curated strategies such as nametags, hashtags, location tags, followings, reposting, post notifications,

mentions, cross-posting, Instagram stories, and highlights. Scholars such as Gross (2016) highlight the limits of rhetorical strategies in science, while Torto (2020) investigates the use of Aristotelian rhetorical theory in Ghana's print media for product marketing. Kiholm and Gardemyr (2017) examined rhetorical strategies in different fields of advertising, while Mulken (2003), among many others, studied rhetorical devices in print advertisements. There are, however, other studies that have examined marketing strategies and product marketing. For instance, while Obasan et al (2015) examined marketing strategies and product performance, Sayudin et al (2023) examined product marketing strategies. Mihic et al (2015) have also studied the marketing approach to the e-distribution of modern banking products. Despite all the above-mentioned studies and many more, studies on rhetorical strategies used by Instagram vendors in their product marketing, which this study examines, are largely missing. This is the gap this study intends to fill.

Aim and Objectives of the Study

This study aims to investigate rhetorical strategies used by Instagram vendors in their product marketing to appeal to their audience on Instagram.

Specifically, the objectives of the study are to:

- i) Identify the rhetorical strategies that can be found in selected Instagram brands, and
- ii) Analyze these strategies according to Aristotelian tripartite theory.

Studies on Rhetorical Strategies

Studies on rhetorical strategies have continued to engage the attention of scholars. Mulken (2003) studied rhetorical devices in print media. The validity of two competing frameworks was examined in this study: Text-interpretative Analysis by Mick and McQuarrie (1996- 1999) and the Visual Rhetoric approach by Groupe Mu (1992). In addition to a reliability test, it is ascertained whether the frameworks make it possible to account for a different rhetorical style in French and Dutch magazine advertisements, or a different rhetorical style in ads for tangible products as opposed to ads for intangible products. The result showed that neither framework is completely infallible and that both frameworks present inadequacies concerning their feasibility (Mulken 2003). This study is quite different from this current study in terms of sample type, theoretical framework, size of data, and choice of data. However, they both engaged rhetorical devices in their analyses.

Kiholm and Gardemyr (2017) examined the strategic use of rhetorical proofs in transformational advertising in the case of SAS 'We Are Travelers'. The empirical setting was a single case study built around the first 'We Are Travelers' (WAT) commercial made for SAS by the three advertising agencies: Åkestam Holst, &Co, and Los & Co. In Stage 1 of the analysis, the likelihood of transformational advertisement was assessed, in Stage 2, the WAT-commercial was analyzed using a systematic content analysis, and in Stage 3, eight expert interviews were conducted. The findings show that pathos dominated the advertisement, ethos was only used subtly, and logos could not be seen by the audience at all. Logos, however, played a crucial role 'behind the scenes' and worked in synergy with ethos and pathos,

which demonstrates what Aristotle (2014) calls the most efficient communication. This study differs from the current study in terms of the choice of data. However, the Aristotelian tripartite theory was engaged in both studies.

Khairuddin et al (2021) study identified the rhetorical strategies used by good writers and poor writers. Two participants were selected, and written essays were the instrument employed for this study. Both participants were required to write an essay on 'Should examinations be abolished? The essays written were analyzed using a coding technique. The findings indicated that both writers utilized the three elements, logos, ethos, and pathos, differently. Both were considerate to the readers when they wrote the essays and presented their message, which was also heavily emphasized (Khairuddin et al, 2021). Khairuddin et al's study is similar to this current study in terms of the engagement of the Aristotelian tripartite approach to rhetorical strategies, but different in terms of the choice of data for the study.

Torto (2020) investigates the use of Aristotelian rhetorical theory in Ghana's print media for product marketing. The study adopted the qualitative research design influenced by Michael Crotty, who postulates that qualitative research is largely subjective. It was discovered that copywriters use logos to make the argument logical, as it is based on evidence. The use of logos in the English text makes the advertisement persuasive, as the targeted audience (cocoa farmers) views the copywriter as knowledgeable and dependable. Further research exposed how copywriters arouse feelings of fear to persuade the audience to purchase safes for their documents against theft or fire. The research also reveals that the media capitalizes on the fear of certain illnesses, such as hypertension and diabetes, by using the words "the silent, sudden killers" to convince the audience to purchase its drugs, which can be exaggerated. It investigates how the use of a celebrity to advertise solar panels wins the audience's trust. This study shares a similar aim with the current study because it was on rhetorical strategies, though it focused on Ghana's print media for product marketing, the present research studies rhetorical strategies used by Instagram vendors.

The above-reviewed studies were just a few among the many studies on rhetorical strategies. It is, therefore, pertinent to state that even though there are numerous studies on rhetorical strategies, either in the form of repetition, appeals, analogies, and stories, studies that engage the Aristotelian tripartite approach in examining strategies used by Instagram vendors/brands in product marketing are largely unavailable. This created a research gap that this study intends to fill.

Studies on Product Marketing

Product marketing has always been a topic of study among scholars; there has been an increase in research on marketing relating to social media. The number of research relating to product marketing is voluminous, as marketing is as old as man. Obasan et al. (2015) studied the relationship between marketing strategies and product performance. The research focused on the food and beverage sector, which has been in the market for at least 10 years. 10 companies listed on the Nigerian stock exchange as of May 2014 were randomly chosen. Marketing strategies reflect on turnover and also the firm's performance, which shows that appropriate marketing creates impact, which can strengthen or weaken the

organization. Samples of 497 employees of various firms who took part in their questionnaire were collected, and they got 325 responses, which is a 65.3% return rate. Factor analysis and regression analysis were used to analyze the data. The questionnaire was on products, price, distribution, and promotion, asking respondents to what extent and direction their company had changed those strategies since its existence. Results revealed that 80.23% of the firm's performance can be attributed to variations in marketing strategies, which are fair pricing, quality products, effective promotion, and productive distribution channels. It was observed that marketing strategies result in increased sales, entice customers, and develop the position of the organization. Obasan et al.'s research is based on marketing strategies and product performance in food and beverage firms, while the current study is on rhetorical strategies used in product marketing with special attention to Instagram vendors.

In further study, Sayudin et al. (2023) examine product marketing strategies in small and medium industries (SMI). Here, the right market segment, effective distribution channels, and appropriate prices were determined for SMIs. A qualitative descriptive method was used to generate data from three SMIs in Jabodetabek (the most populous metropolitan area in Indonesia). Through interviews and observations, it was observed that three SMIs have different marketing strategies. There are similarities in aspects, such as identifying the right market and choosing effective distribution channels. Sayudin et al.'s research and this current study examine product marketing strategies; however, while the present study highlights marketing strategies on Instagram, Sayudin et al. focused on small and medium industries. Zheng and Du (2018) further investigate the marketing of university libraries in the new media environment. The limitations of posters, which may only reach those who frequently visit the library, were exposed, but with Web 2.0, such as Mobile Phone Library, Weibo Marketing, Blog Marketing, Wikipedia, Social Media Marketing, and WeChat Marketing. New media marketing incurs a lower cost, and it is widely welcomed and utilized by students. It increases interactivity and promotes visibility due to the network platform. The research highlights the importance of the application of various new media technologies in the service marketing of university libraries, proposing a shift from traditional means.

While Zheng and Du's research focused on service marketing specifically for libraries on different social media platforms, the current research is on marketing strategies used by Instagram vendors. Willis (2022) discusses the extent to which marketing strategies and product packaging influence people's perceptions of a food product in terms of healthiness. Causal comparative research was used to identify a causative relationship between an independent and dependent variable. In this study, respondents were given a side-by-side comparison of two products in a 14-question survey and asked to decide and select which one was healthier. The majority of participants indicated that the Strategically Marketed Items were healthier nutritionally after viewing the marketing and advertising strategies that were displayed. Results show that people are heavily influenced by numerical information and a product's packaging. Willis' research is important to this current study in terms of product marketing, but differs in the source of data. The research

studies marketing through product packaging, but the current research focuses on marketing through the application of rhetorical strategies.

Gîrboveanu (2008) highlights that producers strive to have customers perceive their outputs as unique, different, and preferable to competitive products. The extent to which that perception is made depends on a firm's strategic decisions. They grouped marketing strategies as undifferentiated, focus, and differentiated. Undifferentiated is a volume-seeking approach, driven by efficiency. The focus approach works for a narrow market to which it fits products and distribution policies. A differentiated strategy attempts to compete for the whole market but with special products aimed at particular segments. The research finds two methods for differentiating a product in direct marketing: by changing its physical form, and by promotion. Also, irrespective of the strategy adopted, most companies seek to differentiate their wares to make their demand curves more inelastic. To exploit a heterogeneous demand, marketers have adopted differentiated marketing. Gîrboveanu's (2008) research studied product marketing, but the strategies studied differ from those in the present study. While the above research studied undifferentiated, focus, and differentiated strategies in direct marketing, the present work studies Instagram product marketing using Aristotelian tripartite theory.

Mihić et al. (2015) study marketing approach to e-distribution of modern banking products. The research explores the influence of the Internet on banking and the need to change business strategy to keep competitiveness in the modern market. A combined questionnaire and Likert scale were used to survey the most famous banks in Novi Sad to show customer satisfaction through modern banking marketing. The above work discloses the growing use of the Internet as the most common communication channel among businesses, banks, and clients, which has defeated the traditional way of communicating. This research suggests that for banks to be successful, they must improve services by following new technological and communication advances, through Mobile banking, Internet banking, QR codes, and social networking sites. Mihić et al.'s (2015) study is different from this current study because while they focused on the marketing approach to the e-distribution of modern banking products, the current research focuses on marketing by Instagram brands.

Julianti et al. (2023) studied the impact of TikTok on product sales. The research aims to expose the marketing activities on TikTok media and its role in sales increase. The study used primary data by distributing questionnaires to online sellers and analyzing the data using Simple Regression and the Likert scale. Results of the study show that many brands use TikTok to promote their products through creative campaigns, advertizements, and collaborations with TikTok influencers. TikTok has become an essential channel in digital product marketing. The research exposes the influence of TikTok in increasing sales. It plays a significant role in product marketing and purchasing behavior. Julianti et al.'s study is important to the present study because it exposes the impact of product marketing on social media specifically TikTok, while the present research studies product marketing on Instagram.

Hamilton (2008) discusses new and practical ways to enhance business-to-customer E-marketing which will yield positive marketing solutions. To build E-Marketing

solutions, Web 2.0 tools, including Facebook, YouTube, Joost, and Second Life were recommended in this study. The research proposes the seven Cs which are context, content, connection, communication, community building, commerce, and customization. The study lists product, price, place, promotion, branding, and interactivity as customer marketing channels for businesses. The seven Cs create communities of users, improve interaction and increase sales. Hamilton's research provides insight into the requirements for successful product marketing online while the present study analyses product marketing on Instagram.

The above reviews show that there have numerous studies on product marketing especially in social media. It is, however, pertinent to state that studies on strategies used by Instagram vendors in their product marketing from the point of view of Aristotelian Tripartite theory are largely missing. This study, therefore, intends to fill in that gap.

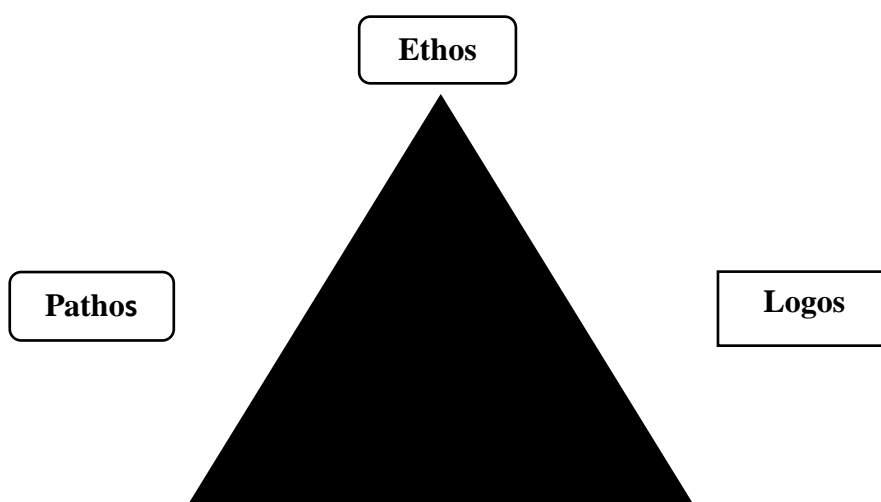
Theoretical Framework

Aristotelian Tripartite Theory of Rhetoric

Aristotelian tripartite theory of rhetoric is a theory propounded by Aristotle thousands of years ago which highlights three methodological approaches to appeal to an audience. Speech can produce persuasion either through the character of the speaker (ethos), the emotional state (pathos) of the listener, or the argument (logos) itself. It can also be called the rhetorical triangle or artistic proofs. A triangle needs three angles to maintain balance, therefore, Aristotle proposes that for a proper advertizement, the three strategies must be applied for balance because the absence of one angle renders a triangle inadequate.

Aristotle (350 B.C), defined rhetoric as the ability to see what is possibly persuasive in every given case while the rhetorician is someone who is always able to see what is persuasive. In his book *Rhetoric*, he discusses that possessing the art of rhetoric is useful for the composition of speeches but might also be useful for other purposes, e.g. for assessing other people's speeches, and for analyzing the persuasive potential of competing cases. It is clear, then, that rhetorical study, in its strict sense, is concerned with the modes of persuasion. Central to the theory, persuasion is demonstration since one is most fully persuaded when they consider a thing to have been demonstrated. Consumers are most likely to purchase goods when an explanation is done. Aristotle recognizes rhetoric as useful because things that are true and things that are just have a natural tendency to prevail over their opposites so that if persuasion fails, the rhetorician must be blamed accordingly. Moreover, arguments based on knowledge implies instruction. When instruction fails, modes of persuasion and argument which are the rhetorical strategies are employed to handle a popular audience. Furthermore, he believes that everyone should be able to employ persuasion in their daily lives, just as strict reasoning. Again, he proposes that the inability of man to defend himself with speech and reason is more absurd than the inability of man to defend himself with his limbs because the former is more distinctive to man than the latter. Additionally, rhetoric falls into three divisions, the speaker, the subject, and the person addressed.

Below is a representation of Aristotle's rhetorical triangle:



Translated by W. Rhys Roberts (350 B.C.E).

Rhetorical Strategies

Logos

Torto (2020) simply defines logos as logical reasoning, intellect or rationality which is a distinctly human attribute that differentiates human beings from beasts. Aristotle uses logos in his rhetoric to refer to proofs available in the words, arguments, or logic of speech by using science or statistics to back up claims. First, in its simplest form, logos means ratio which means relationship. For example, in ratios 4 to 7. Logos here relates two numbers in such a way that it neither collapses their difference as an addition ($4 + 7$) nor leaves them in indifference as does the set $\{4, 7\}$. Logos names the appropriate relation between the two opposite poles. Logos relates the seemingly contrary desires of eating and losing weight without yielding or suppressing anyone at the expense of the other (Aygun, 2017, 3-4).

Ethos

Ethos is the character or emotions of a speaker or writer that are expressed in an attempt to persuade an audience. It is distinguished from pathos, which is the emotion the speaker or writer hopes to induce in the audience. (Augustyn 2024). Ethos requires writers to be credible, and at the same time, they need to be seen as reliable. Ethos can also be referred to as the use of celebrities or notable figures to market a product. Some brands such as Pepsi, Wilson, and Lakers, use athletes to market their products while some use musicians and influencers such as Nancy Isime, Davido, and Tuface to market theirs. Khairuddin et al. (2021) believe that ethos is where writers need to ensure that their reputation is credible.

Lloyd (2014) highlights that ethos is a Greek word meaning 'character'. In terms of persuasive language, it is an appeal to authority. Ethos is a means of convincing an audience of the reliable character of the speaker/writer, or the credibility of the argument. It is an important tool of persuasion because if you can get your audience to see you (or your argument) as credible and trustworthy, it will be much easier to persuade them.

Pathos

The underlying assumption of this persuasive technique is that people's emotional states, broadly conceived, make a difference in the formation of the judgment. Christof (2008) sees pathos as persuasion through the emotions of the hearer. With regards to the hearer, persuasion comes about whenever the hearers are led by the speech, to feel a certain emotion that will have an impact on the judgment they are going to make. Pathos refers to the audience's feelings and relies on a persuasive effect that triggers the audience's emotions such as happiness, sadness, satisfaction, pity, or fear (Higgins and Walker 2012, 198).

Summarily, the three aspects of Aristotelian tripartite theory (ethos, logos, and pathos) are all important aspects of marketing communication. This theory is quite valid for this study. For ethos, Instagram vendors can use it to establish their credibility and trustworthiness with their audience while logos is used to appeal to the audience's logic and reason. For instance, they can use data, facts, statistics, or logic to persuade their audience to buy their product. Pathos is used by Instagram vendors to appeal to their audience's emotions. By analyzing how Instagram vendors use these three aspects of rhetoric, one can gain insight into how they communicate with their audience and how effective their marketing strategies are.

Methodology

The data used are made up of thirty-two Instagram posts, comprising pictures and excerpts of different advertisement from thirty-two various brands taken from their personal Instagram accounts. The thirty-two Instagram brands are sony, dove, chanelofficial, archmotorcycle, cartrackerng, algomian_tech, lushhairnigeria, cocacola_ng, lamborghini, woodscope.ng, sujimotong, vivaplusdetergent, gffitneswear, lavyanna_skin, oraimoclub, peak_milk, philipsnigeria, mapiatea, knorr, titussardinesng, Nike, evermarkhomes, flyairpeace, airtelnigeria, prosthetic_innovations, pepsodentng, yamahakeyboardofficial, ruoc, spicycornerng, dolcegabbana, basicslagos, and yvies.mart.

Sample and Sampling Techniques

For this study, the random sampling method was used because the researcher randomly selected a subset of an entire population for the study. Instagram, a software app, was the source of the data.

Method of Data Analysis

The study adopts a mixed-method approach which involves a comprehensive review of Instagram advertisements, qualitative descriptive analysis to identify and analyze the rhetorical strategies within the content, as well as a quantitative analysis of the advertisements, with the aim of highlighting the most used and least used strategy and also to determine if the strategies were used equally. The selected advertisements are arranged and numbered in figures.

These Instagram captions were analyzed with respect to rhetorical strategies propounded by Aristotle. The study identified three rhetorical strategies relevant to the context of the study which were discussed and represented. The selected rhetorical strategies proposed by Aristotle which were discussed in the data

analysis section were ethos, pathos and logos. A quantitative analysis was also carried out to determine the extent of application of the strategies in the brands' product marketing.

Data Presentation and Analysis


In an attempt to present the data, tables and explanations were used to describe the brands' strategies. The number of strategies used was grouped in a table, from most used to least used. The study employed descriptive statistics by using tables and percentage calculations. The findings were presented from most used to least used.

Data Presentation

In Table 1 below, thirty-two Instagram advertizements of various brands were selected and arranged according to their different appeals.



Table 1: Presentation of Brand Advertizements on Instagram According to their Different Appeals

S/No	Brand Names	Extracted Quotes/Excerpts from Instagram Handles		
		Logos	Ethos	Pathos
1	woodscope.ng	a) <i>Introducing the SMEG 92 cm ultra-low profile gas built-in hob! Faster cooking times for efficient meal preparation. Seamlessly integrated into your countertop, adding a touch of sophistication to your kitchen. Precise Temperature Control: Enjoy accurate adjustments for perfect culinary results. Versatile Cooking: From gentle simmering to high-heat searing, this hob is your kitchen's culinary ally. Equipped with flame failure safety devices for your peace of mind (August 11, 2023).</i>		b) <i>Introducing the SMEG 92 cm ultra-low profile gas built-in hob! Faster cooking times for efficient meal preparation. Seamlessly integrated into your countertop, adding a touch of sophistication to your kitchen. Precise Temperature Control: Enjoy accurate adjustments for perfect culinary results. Versatile Cooking: From gentle simmering to high-heat searing, this hob is your kitchen's culinary ally. Equipped with flame failure safety devices for your peace of mind (August 11, 2023).</i>
2	dove	a) <i>Calling all with gorgeous grays. We're helping more women give their silver hair the care it deserves with the</i>		b) <i>Calling all with gorgeous grays. We're helping more women give their silver hair the care it deserves with the</i>

		<i>Dove Love Your Silver Specialist Directory. Our Love Your Silver hair care range is designed to bring out the beauty of gray hair at home, but finding specialist stylists for silver hair can be tough – that's why we've curated this ever-growing list of experts across the US. Know a silver hair stylist we should add? Head to the link in bio to suggest them (August 2, 2023).</i>		<i>Dove Love Your Silver Specialist Directory. Our Love Your Silver hair care range is designed to bring out the beauty of gray hair at home, but finding specialist stylists for silver hair can be tough – that's why we've curated this ever-growing list of experts across the US. Know a silver hair stylist we should add? Head to the link in bio to suggest them (August 2, 2023).</i>
3	ruroc	<i>a) Heroes aren't born, they're built. Kitted with the latest helmet tech to aid speed, maneuverability and safety, the ATLAS 4.0 CARBON - Marvel's Iron Man (August 1, 2023).</i>	<i>b) Heroes aren't born, they're built. Kitted with the latest helmet tech to aid speed, maneuverability and safety, the ATLAS 4.0 CARBON - Marvel's Iron Man (August 1, 2023).</i>	
4	cocacola_ng	<i>a) Unlock the real wonder of flavor! Get ready to feast your eyes on our thread of delicious meals perfectly paired with the cool vibes of Coke. Share your favorite magical pairing in the comments below! (July 18, 2023).</i>		<i>b)</i>  <i>(July 18, 2023).</i>
5	gffitwear	<i>SHOP ELITE SPORT BRA. Price: ₦12,000 (August 8, 2023).</i>		
6	lamborghini	<i>a) An exhilarating vibe filled the air at Quail during Monterey Car Week in California, enchanting all those present. The source of this excitement?</i>		<i>b) An exhilarating vibe filled the air at Quail during Monterey Car Week in California, enchanting all those present. The source of this excitement?</i>

		None other than the Lamborghini Lanzador, our first 100% fully electric Ultra GT, that merges the exceptional high-performance qualities of Revuelto with the adaptable nature of Urus. This harmonious convergence perfectly embodies our Cor Tauri strategy, propelling us into the future of electrification (August 19, 2023).		None other than the Lamborghini Lanzador, our first 100% fully electric Ultra GT, that merges the exceptional high-performance qualities of Revuelto with the adaptable nature of Urus. This harmonious convergence perfectly embodies our Cor Tauri strategy, propelling us into the future of electrification (August 19, 2023).
7	cartrackernigeria	a) Say Goodbye to Car Theft Worries! Keep your vehicle safe and sound with Car Tracker Nigeria by your side (August 11, 2023).		b) Say Goodbye to Car Theft Worries! Keep your vehicle safe and sound with Car Tracker Nigeria by your side (August 11, 2023).
8	vivaplusdeterget	a) Who else loves their sheets clean, fresh and soft like @shatu.garko? Please gather here, let's know ourselves. Viva Laundry Sanitizer not only removes stains, it sanitizes your clothes as well as leave them smelling fresh all day long! (April 4, 2023).	b) Who else loves their sheets clean, fresh and soft like @shatu.garko? Please gather here, let's know ourselves. Viva Laundry Sanitizer not only removes stains, it sanitizes your clothes as well as leave them smelling fresh all day long! (April 4, 2023).	
9	lavyannaskin	Sunscreen is definitely the most underrated skincare product. It helps protect your skin from the sun and toxins (July 4, 2023).		
10	knorr	a) Introducing Cardi B's Taste Combo, packed with the flavor of Knorr Bouillon, full of personality, and available through @Grubhub . We know what we're having tonight! You can too. Living	b) Introducing Cardi B's Taste Combo, packed with the flavor of Knorr Bouillon, full of personality, and available through @Grubhub . We know what we're having tonight!	

		<p>in NYC or Chicago? Click the link in bio to order your Cardi Taste Combo via @Grubhub*. You'll have everything you need to make crave-worthy, well-balanced dishes in 30 minutes or less (June 8, 2023).</p>	<p>You can too. Living in NYC or Chicago? Click the link in bio to order your Cardi Taste Combo via @Grubhub*. You'll have everything you need to make crave-worthy, well-balanced dishes in 30 minutes or less (June 8, 2023).</p>	
11	algomian_tech	<p>Macbook Pro 2020 with additional chinese keyboard layout •Intel Core i5 @ 1.4Ghz Quadcore 8gb ram 256gb ssd backlit keyboard touch ID 114 cycle count - 490k only (May 23, 2023).</p>		
12	sujimoto	<p>Dare to converse with the clouds by owning the last unit at the tallest skyline in Banana Island, The LucreziaBySujimoto. Standing at 67m high, this magnificent tower houses only first class features and top of the line facilities that ensures you live a befitting luxurious lifestyle." Features: 18-seat IMAX cinema, full home automation system, private spa and infinity pool (August 22, 2023).</p>		

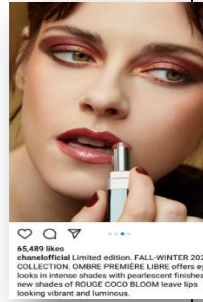
13	mapiatea	<p><i>a) Mapia Butt & Hip enlargement gummies transfers fat from stubborn parts of the body like the stomach, arms, back, etc. to fill up the hips and give you mind blowing curves without the need for costly surgery, injections, or implants. It works best when used in conjunction with the butt enlargement pill for long lasting results (July 24, 2023).</i></p>	<p>b)</p>  <p>(July 24, 2023).</p>	<p>c)</p>  <p>(July 24, 2023).</p>
14	philipsnigeria	<p><i>Finally! A blender that is designed perfectly for creating smoothies, soups, spreads and more with consistent results every time. Did we mention that it has a Unique ProBlend system that combines 3 technologies, custom-designed to ensure smooth blending with no lumps in just 45 seconds? (May 30, 2023).</i></p>		
15	nike		<p>a) The legacy continues. The Kobe Protro 8 'Halo' marks the continuation of a storied legacy, pairing a triple white colorway with the iconic Kobe 8 silhouette, embodying the timelessness of an icon never forgotten (August 10, 2023).</p>	<p>b) The legacy continues. The Kobe Protro 8 'Halo' marks the continuation of a storied legacy, pairing a triple white colorway with the iconic Kobe 8 silhouette, embodying the timelessness of an icon never forgotten (August 10, 2023).</p>
16	yamahakey boardofficial	<p><i>Did you know? "Piaggero," the name of the NP-Series, combines "Piano" with the</i></p>		

		<i>word "leggero," a musical term meaning, "light." As the name states, the NP-Series is extremely light, even for a portable keyboard, so that you can take it anywhere. Where do you usually play your piano? Indoors, outdoors, other? (July 22, 2023).</i>		
17	pepsodentng	a) Transform your hesitant, closed-lip grin into a beaming, healthy smile with Pepsodent Advanced Triple Protection formula that fights cavities, whitens teeth, and freshens breath. If you're ready to unlock the smile you deserve, try Pepsodent today! Your teeth will thank you (July 15, 2023).		b) Transform your hesitant, closed-lip grin into a beaming, healthy smile with Pepsodent Advanced Triple Protection formula that fights cavities, whitens teeth, and freshens breath. If you're ready to unlock the smile you deserve, try Pepsodent today! Your teeth will thank you (July 15, 2023).
18	airtelnigeia	Tune in to watch how we've impacted lives. Watch on African Magic Urban and Views Channels or download the Airtel TV app to catch up with the reruns of Airtel Touching lives showing on weekdays (August 23, 2023).		
19	prosthetic innovations	Our Hybrid setup gives patients the best of both worlds! The ability to power a myo-electric multi-articulating hand and have the durability of a body powered elbow! (March 24, 2023).		
20	flyairpeace	a) Ready for a carnival adventure? Let Air Peace take you to Antigua and make memories that		b) Ready for a carnival adventure? Let Air Peace take you to Antigua and make memories that

		<i>will last a lifetime (July 12, 2013).</i>		<i>will last a lifetime (July 12, 2013).</i>
21	titussardinesng	<p><i>Isn't it reassuring to know that you can stock up on food items and not worry about them getting bad?</i></p> <p><i>Rather than everyday going to the supermarket, you utilize your time more efficiently when you're able to buy all you need at once and keep for use till your next planned shopping at a much later date. Titus sardines have a shelf life of up to 5 years. Our quality control process is based on a HACCP plan, which is an international standard defining the requirements for effective control of food safety. Our cans are therefore packaged to stay fresher and longer. This means that as long as the date of the product with you is still valid (not expired), the taste will remain as fresh as from the sea, always check the date on the can before consumption and discard all expired product (May 16, 2022).</i></p>		
22	evermarkhomes	<p><i>The atmosphere is radiating celebration in respect to our 4th Year Anniversary. Meanwhile, our 4th year anniversary discount is on 5% discount currently applies on all our housing Estate</i></p>		

		(August 9, 2023).		
23	peak_milk			<i>To all our mothers who carried and nourished us till we learned to do it ourselves, Happy Mother's Day! (March 19, 2023).</i>
24	sony	a) Revealing the PS5 Console - Marvel's Spider-Man 2 Limited Edition Bundle. First details at PlayStation Blog (July 21, 2023).	b) Revealing the PS5 Console - Marvel's Spider-Man 2 Limited Edition Bundle. First details at PlayStation Blog (July 21, 2023).	
25	dolcegabbana	In every facet, the #DGAItaGioielleria creations exude Italian artisanal expertise and wisdom of authentic #DGFattoAMano . These pieces echo the rich history and mesmerizing beauty of Puglia, becoming an eternal homage to the region's captivating charm. Necklace and bracelet in yellow, pink and white gold "Rubellite" with multicoloured tourmalines, precious sapphires and amethysts. Necklace in yellow, pink and white gold with "Rubellite" tourmalines. Earrings in yellow gold with kunzites, emeralds and "Rubellite" shaped like flowers (July 9, 2023).		

26	oraimoclub			<i>The oraimo Watch 2 Pro Flash Sale is revving up for an epic sprint by 5pm! Prepare to race against the clock and because this rush is gonna leave you breathless! Ready, set, RUSH (June 15, 2023).</i>
27	lushhairnigeria	<i>You asked and we delivered! Say hello to Lush Curly Braids - the ultimate game changer! Get ready to rock unforgettable hair statements and turn heads with this masterpiece. On a scale of 1-10, how excited are you to try it? Don't wait - click the link in our bio to shop now and remember to use the code "FABULUSH" at checkout for an exclusive 10% off! (August 3, 2023).</i>		
28	basicslagos	a) <i>Fall in love with our new core seamless collection this Valentine's Day designed with the latest fashion trends in mind, these soft pastel colors guarantee a stylish look while you work out or head out (February 11, 2023).</i>		b) <i>"Fall in love with our new core seamless collection this Valentine's Day designed with the latest fashion trends in mind, these soft pastel colors guarantee a stylish look while you work out or head out (February 11, 2023).</i>
29	yvies_mart	<i>4 face toaster / sandwich maker. Price: 16, 000 (August 25, 2013).</i>		
30	spicycornerng			<i>It's the weekend!! Kick it off spicy. Treat yourself or loved ones to an amazing lunch (May 6, 2023).</i>

31	archmotocycle	With a torque-laden 2343 CC engine, the Method 143 is designed to inspire beyond the aesthetic (July 3, 2023)		
32	chanelofficial	a) Limited edition. FALL WINTER 2023 COLLECTION. OMBRE PREMIERE LIBRE offers eye look in intense shades in pearlescent finishes. Six new shades of ROGUE COCO BLOOM leave lips looking vibrant and luminous (August 18, 2023).	b) 	(August 18, 2023).

Discussion of Data

Logos

In **Excerpt 1a** in **Table 1** above, the **woodscope.ng** wrote: “*Precise Temperature Control: Enjoy accurate adjustments for perfect culinary results*”. In this advert, logos was used by the brand to influence the audience’s decisions by listing the qualities of the product which include but are not limited to its *Precise Temperature Control*. It answers the question “why” which provides the audience with reasons to buy the product which are its ability to ensure *faster cooking times and perfect culinary results*. In **Excerpt 2a** above, the **dove** company in the advert: “...*designed to bring out the beauty of gray hair at home to display...list of experts across the US*” used logos to display the efficacy of their stylist which *includes bringing out the beauty of gray hair*. This appeases the audience and gives them an exclusive feeling. The availability of experts on demand will further engage the audience’s interest.

In **Excerpt 3a** above, **ruroc’s** company advert; “...*as kitted with the latest helmet tech to aid speed, maneuverability and safety, the ATLAS 4.0 CARBON...*” shows that logos is used to highlight the characteristics of the product which include *maneuverability* and why it is the best among its counterparts which is due to its *latest helmet tech*. Also, in **Excerpt 4a**, “...*Get ready to feast your eyes on our thread of delicious meals perfectly paired with the cool vibes of Coke...*”, **cocacolang** utilizes logos to appeal to the audiences’ sight and taste buds. The image displayed shows the different dishes that can be paired with the drink for maximum satisfaction. In **Excerpt 5**, **gffitwear** posted: “*Shop elite sport bra*” Price: ₦12,000. This brand uses logos only for its marketing by stating the item and the price. In **Excerpt 6a** however, **Lamborghini** employed logos in the post: “*Our first 100% fully electric Ultra GT, that merges...high-performance qualities...*”, to describe the product out of excitement. One of its qualities which is *100% fully electric Ultra GT* was listed as the reason it should

be bought. In **Excerpt 7a**, **cartrackernigeria** made this post: *“Car Theft Worries. Keep your vehicle safe and sound with Car Tracker Nigeria by your side”*. This brand lists the importance of the product which appeals to logos by convincing the audience to take precautionary measures to avoid the consequences of not owning one. While in **Excerpt 8a**, logos was employed by **vivadetergent’s** in the post, *“Viva Laundry Sanitizer not only removes stains, it sanitizes your clothes as well as leave them smelling fresh all day long!”* to give reasons for purchasing the product which includes the removal of stains and good fragrance.

In **Excerpt 9**, logos was observed in the post made by **lavyannaskin**: *“It helps protect your skin from the sun and toxins”*. Logical reasons such as the protection of skin which appeals to logos were given in a bid to convince the consumers to own one. Also, in **Excerpt 10a**, logos was employed by the **knorr’s**, post; *“You’ll have everything you need to make crave-worthy, well-balanced dishes in 30 minutes or less”*. Here, the seasoning cube ensures quality meals which appeals to logos stating reasons to purchase the product. In **Excerpt 11**, **algomian_tech** posted, *“Macbook Pro 2020 with additional Chinese keyboard layout •Intel Core i5 @ 1.4Ghz || Quadcore || 8gb ram || 256gb ssd || backlit keyboard || touch ID || 114 cycle count - 490k only”*. The vendor utilizes logos by listing the qualities of the product and the price, leaving the audience to make their choice.

In **Excerpt 12**, the vendor, **sujimoto**, posted; *“The Lucrezia By Sujimoto...ensures you live a befitting luxurious lifestyle”*. The brand lists the features of the real estate. This appeals to logos which will offer maximum comfort to anyone who purchases it. The features highlighted give the audience reasons to purchase. In **Excerpt 13a**, **mapiatea** made this post: *“Mapia Butt & Hip enlargement gummies transfers fat from stubborn parts of the body... without the need for costly surgery, injections, or implants”*. The effects of the products which is *mind blowing curves* which appeal to logos were mentioned by the brand to convince the audience to purchase. They also educate the audience on processes that lead to the results, citing dangerous procedures women go through to achieve the same results their product offers as one of the reasons it should be purchased. This will help the audience make a choice.

In **Excerpt 14**, **philips_nigeria** posted, *“A blender that is designed perfectly for creating smoothies, soups, spreads and more with consistent results every time”*. The vendor uses the characteristics of the product to advertize, thereby appealing to logos by making the audience see a variety of things the machine can do which are to *ensure smooth blending and creating smoothies*, because it has a *Unique ProBlend system that combines 3 technologies* which convince the audience to purchase. Furthermore, in **Excerpt 16**, **yamahaofficial’s** post, *“NP-Series is extremely light, even for a portable keyboard”* employs logos to sell their product by highlighting its history and perks. This also indicates the comfort that comes with purchasing the product. **Excerpt 17a** was a post by **pepsodentng**, *“Pepsodent Advanced Triple Protection formula that fights cavities, whitens teeth, and freshens breath”*. The advert employs logos to advertize the product by revealing an *Advanced Triple Protection formula that prioritizes health* and also how the product helps the teeth in a variety of ways which is reason enough to purchase it.

In **Excerpt 18**, **airtelnigeria** made this post: *“Tune in to watch how we’ve impacted lives. Watch on African Magic Urban and Views Channels or download the Airtel TV app to*

catch up with the reruns of Airtel Touching lives showing on weekdays". The vendor uses logos to state that the audience will watch the *Touching lives* program *showing on weekdays* which is what the audience will gain when they patronize their brand. **Excerpt 19a** was a post by **prosthetic_innovations**: *"The ability to power a myo-electric multi-articulating hand and have the durability of a body powered elbow!"*. Here, logos was used to highlight the credibility of the product and reasons why it should be patronized by stating that it has the features of a human hand. However, someone who loses a hand is not disadvantaged because it gives them double experiences.

In **Excerpt 20**, **flyairpeace** has an image which was presented in **Fig. 20** in the **Appendix** section. It reads thus: *"Ready for a carnival adventure? Let Air Peace take you to Antigua and make memories that will last a lifetime"*. In the image, the brand used logos to give exclusivity to the customers by stating reasons gives the delights of the Caribbean Island. They also mention the adventure they offer if they are chosen. **Excerpt 21** was a post by **titussardineng**: *"Our quality control process is based on a HACCP plan, which is an international standard defining the requirements for effective control of food safety"*. Logos was used here to expose the reasons for choosing the product. Its shelf life of five years prevents the customer from daily market visits which saves them time. The copywriter also exposes the healthiness of the product by listing the quality control process used to ensure health protection. By instructing the audience to check the date before consumption in the last sentence, it also shows the brand's concern for their audiences' health.

In **Excerpt 22**, **evermarkhomes** has an image which was presented in **Fig. 22** in the **Appendix** section. It reads thus: *"Our 4th year anniversary discount is on 5% discount currently applies on all our housing Estate"*. The advertisement utilizes logos to market their homes. The discount increases the audience's interest to take advantage of their anniversary. In the image, the initial deposit convinces the audience to buy the product by easing the burden of a full-time payment. In **Excerpt 24a**, the brand, **sony**, used logos in the form of a *"Limited Edition Bundle"* to make the audience buy the product because it is in limited supply. It also makes the audience feel exclusive. Moreso, **Excerpt 25** has a post by **dolcegabbanna**: *"These pieces echo the rich history and mesmerizing beauty of Puglia...necklace and bracelet in yellow, pink and white gold"*. The brand describes the richness of its product and why it stands out, which appeals to logos. They include its color and precious stones *such as sapphires and amethysts* which pose as reasons for its purchase. The adornment reflects its rich origin (Italy), which is a fashion hub, as reasons it should be purchased.

Excerpt 27 was a post by **lushhairnigeria**: *"Get ready to rock unforgettable hair statements and turn heads with this masterpiece"*. The text employs logos by demonstrating the reaction a customer will get when they use it which represents its beauty. In **Excerpt 28a**, **basicslagos** posted: *"...designed with the latest fashion trends in mind, these soft pastel colors guarantee a stylish look..."*. The vendor highlights the qualities of the product which entails the *latest fashion trends* and *soft pastel colors* which appeal to logos as the reasons it should be bought. In **Excerpt 29**, **yvies_mart** posted: *"4 face toaster / sandwich maker. Price: 16, 000"*. This brand uses logos only for its marketing. The price and description of the toaster appeal to logos. In **Excerpt 31**, **archmotorcycle's** post *"With a torque-laden 2343 CC engine, the Method 143 is designed to inspire beyond the aesthetic"* adopts logos in its marketing by describing the product's features *"torque-laden 2343 CC engine"* which boosts the motorcycle speed

and performance with the aim of convincing the audience of its prowess. The copywriter highlights that the product has more to offer beyond its beauty.

Finally, in **Excerpt 32**, the **chanelofficial** made this post: *"OMBRE PREMIERE LIBRE offers eye look in intense shades in pearlescent finishes. Six new shades of ROGUE COCO BLOOM leave lips looking vibrant and luminous"*. The advertising text demonstrates the use of logos by listing its effects which are *vibrant and luminous* appearance after each use. *Limited edition* makes the audience feel special. It gives the impression that the products are few in supply for a specific number of people. *PREMIERE LIBRE* indicates that the product is also the first of its kind which represents liberty.

Pathos

In **Excerpt 1b**, **woodscope.ng** posted: *"Equipped with flame failure safety devices for your peace of mind"*. To gain trust, the brand used pathos by awakening their sense of fear with an aim to convince them that *"flame failure safety devices"* are installed which protect the audience in case of emergencies. The reader is placed in a compelling position to choose the gas cooker. The brand uses pathos to appeal to the feelings of fear and insecurity by proffering solutions. **Excerpt 2b** is a post by **dove**, *"...finding specialist stylists for silver hair can be tough..."*. Pathos was used to express how challenging finding a specialist in old age can be. Hair changes with age just like the rest of the body. Sebum, the body's natural oil production declines with age which results in hair that is not as shiny soft or smooth. The brand utilizes this fact by making the audience believe they understand their plight and are willing to help. Through this means, they communicate that old age is not a limitation to their services.

Excerpt 4b is a figure by **cocacolang** (See **Fig 4** in the **Appendix**) which reads *"Get ready to feast your eyes on our thread of delicious meals perfectly paired with the cool vibes of Coke"*. Pathos was used to appeal to the audience's taste buds by displaying images of different dishes that can be paired with the drink for maximum satisfaction. The brand uses visual imagery to show the audience different choices of meals. In **Excerpt 6b**, the first paragraph of **Lamborghini's** post, *"An exhilarating vibe filled the air at Quail during Monterey Car Week in California, enchanting all those present"* utilizes pathos which starts with storytelling that appeals to the audience's mood and also describes the feelings of everyone's present which may apply to the audience when they finally purchase the product. In **Excerpt 7b**, **cartrackerng** posted *"Say Goodbye to Car Theft Worries"*. The image as seen in **Fig. 7** for **cartrackerng** has the inscription *"no make them thief your car, secure am today"*. This post appeals to pathos which was used to create a sense of fear and urgency in the audience which exposes the dangers of not purchasing their products as well as the benefits of purchasing them.

In **Excerpt 13b**, **mapiatea** made this post: *"...fill up the hips and give you mind blowing curves without the need for costly surgery, injections"*. The vendors used pathos to market the product by preying on the audience's insecurities by mentioning areas known for giving women insecurities which are *"stomach, arms, back"*, in a bid to make the audience see reasons to purchase their products. They also list high risk activities such as *"surgery, injection"* which appeal to pathos as a means of instilling fear in the audience. Women engage in this risk to attain perfect bodies in

comparison to their products which guarantees the perfect body without the risk. **Nike's** post in **Excerpt 15b**, "...marks the continuation of a storied legacy... timelessness of an icon never forgotten" adopts pathos in the form of Kobe Bryant circumstance (an A-list American basketball player who died in a helicopter crash) to appeal to the audience's emotions while listing the characteristics of the product made in memory of him.

In **Excerpt 17b**, pathos was used in **pepsodentng's** post "If you're ready to unlock the smile you deserve, try Pepsodent today! Your teeth will thank you", to give the audience an impression of being happier by unlocking their smile after each contact with the product. **Flyairpeace's** post as seen in **Excerpt 20b**, "...make memories that will last a lifetime" convinces the audience by creating long-lasting memories which appeal to pathos and influence their emotions through this means. It reminds them of a loved one. In the image as seen on **Fig. 20** in the Appendix section, the brand gives exclusivity to the customers by making their brand the only brand that gives the delights of the Caribbean Island. **Excerpt 23** was a post by **peak_milk**, "To all our mothers who carried and nourished us till we learned to do it ourselves, Happy Mother's Day!". Mothers as valuable figures in our society appeal to pathos. Mothers are known to awaken the audience's soft spots. Therefore, brands use celebrations such as Mother's Day to market their product which communicates inclusivity and gives the audience a sense of importance. The product aids kids' feeding and growth from infancy. It also helps lactating mothers nourish their bodies during breastfeeding.

Pathos was used in **Oraimoclub's** post as seen in **Excerpt 26**, "...Prepare to race against the clock and because this rush is gonna leave you breathless..." to create a sense of urgency and haste in the audience to influence them to purchase a product at a particular time and reduced price. In **Excerpt 28b**, Valentine's Day was utilized by **basicslagos**, "fall in love with our new core seamless collection this Valentine's Day" which appeals to pathos. As a memorable day of love, it will appeal to the emotions of consumers. The brand further listed reasons why the product should be loved and purchased "...these soft pastel colors guarantee a stylish look while you work out or head out". Also, **Spicycornerng** uses pathos in the advert as seen in **Excerpt 30**, "It's the weekend!! Kick it off spicy. Treat yourself or loved ones to an amazing lunch" to appeal to the emotions of the audience by reminding them of a loved one they will enjoy the meal with. This may encourage the audience to patronize them.

Ethos

The first sentence by **ruroc** brand as seen in **Excerpt 3b** (**Fig. 3** in the Appendix section), "Heroes aren't born, they're built... Marvel's Iron Man" introduces the reader to the ethos which is the character of Iron Man. The helmet relates to 'Iron Man', a technologically built fictitious superhero, known for its strength and agility. The character used gives credibility to the product which will lead to a direct comparison of the character and product quality. Also, in the first paragraph in the post by **vivaplusdetergent** in **Excerpt 8b** (**Fig. 8** in the Appendix section), "Who else loves their sheets clean, fresh and soft like @shatu.garko?" starts with a question which engages the interest of the audience in line with that of Shatu Garko which appeals to ethos. Shatu Garko is the 44th Miss Nigeria and the first Hijabi to win a national contest in Nigeria. Her personality makes the product reliable. In **Excerpt 10b** (**Fig.**

10 in the **Appendix**), *“Introducing Cardi B’s Taste Combo”*, Cardi B, an American musician appeals to ethos. This gesture gives the product credibility. By launching a product that embodies her cooking styles, she urges consumers to make it their choice. **Excerpt 13b** is a figure by **mapiatea** as seen in **Fig. 13** in the **Appendix** section. For the advert, the vendor utilized ethos by using an image of BB Naija’s personality, Yvonne Godswill for their marketing. A picture of Yvonne was shown holding the butt gummy which suggests to the audience that the personality uses it and recommends it.

Excerpt 15a is a post by **nike**, *“The legacy continues. The Kobe Protro 8 ‘Halo’ marks the continuation of a storied legacy”*. Ethos was used as a strategy to market the product in the identity of the late Kobe Bryant (an A-list American basketball player, who died in a helicopter crash). The vendor launched their product in memory of him which will attract buyers especially his admirers to the product. Moreso, in the post by **sony** as seen in **Excerpt 24b**, *“Revealing the PS5 Console - Marvel’s Spider-Man 2”*, Spiderman, a Hollywood-created superhero, inspired the beautiful design of the console which appeals to ethos. The brand adopted the signature Spiderman color (red, blue and black), to draw the attention of the audience to the product, especially the Spiderman fans. Additionally, **Excerpt 32b** was an image posted by **channelofficial** (see **Fig. 32** in the **Appendix** section). This image was that of Kristen Stewart, an American actress which appeals to ethos, was shown adorned in the product. This makes the product more attractive and gives it credibility.

Table 2: Categorization of Vendors’ Advertizements in Total

Category of the Strategies	Number of Times a Strategy was Used	% Of used Strategy
Logos	28	87.5
Pathos	13	40.6
Ethos	7	21.9
Total	32	100%

Table 2 above shows the total number of times a strategy was used as well as the percentage of the total number of tweets. It shows the results of each strategy comparatively. The findings highlight that Instagram vendors do not use rhetorical strategies in equal proportion with each other. More than half of the vendors used logos (87.5%), followed by pathos (40.6%) and ethos (21.9%).

Conclusion

This research identified and examined rhetorical strategies employed by Instagram brands. It grouped its findings in a table from most used to least used. The Aristotelian theory: logos, pathos, and ethos were identified in the brands’ posts and advertizements under study. From the analyses, it was discovered that brands employ logos the most in marketing their products. Although Aristotelian rhetorical strategies state that marketers should be able to use the three strategies equally, Instagram brands like the ones understudy mainly adopt one or two of

these strategies to appeal to their customers in their product marketing. A good number of them do not adopt all. Most of the analyzed brands adopted logos.

Future studies may attempt to work on rhetorical strategies used on social media platforms by going beyond Instagram. Studies may also provide more insights on how social media brands adopt these strategies in appealing to the audience.

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