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A Multi-Model Study Of Persuasion Strategy in Some Medical Marketing Brochures

A B S T R A C T

The current study deals with the concept of persuasion, which is one of the prominent linguistic phenomena in all societies. The study attempts to examine the concept of persuasion in marketing context from the point of view of the multimodality of promotional medical brochures, taking into account the fact that the process of persuasion in marketing of medical brochures depends on the relationship between texts, images, designs, fonts, and other factors.

The study uses a multimodal analysis of some medical brochures, it includes textual and graphic analysis multimodality.

The study aims to show how texts are made and their connection to other texts or images that are added to the medical brochures to make them carry an accurate meaning. It shows the strategies of persuasion used by the owners of medical products manufacturers and why they use these strategies. A search for the various elements of persuasion and marketing used in medical brochures, both linguistically and visually.

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دراسة متعددة الوسائط لاستراتيجيات الإقناع في بعض كتيبات التسويق الطبي

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الخلاصة:

تعالج الدراسة الحالية مفهوم الاقناع والذي يعد أحد الظواهر اللغوية البارزة في جميع المجتمعات المعاصرة وتحاول الدراسة بحث مفهوم الاقناع في السياق التسويقي من وجهة نظر تعدد وسائط الترويج مع الأخذ

بنظر الاعتبار الحقيقة التي تقول إن عملية الاقناع في تسويق البروشورات الطبية تعتمد على العلاقة بين النصوص، الصور، التصميم، وغيرها من العوامل.

تستخدم الدراسة تحليل متعدد الوسائط لبعض البروشورات الطبية وتتضمن الدراسة تحليل نصي وصوري باستخدام تحليل متعدد الوسائط.

تهدف الدراسة إلى بيان كيفية صناعة النصوص وارتباطها بنصوص أخرى أو صور يتم إضافتها للبروشور الطبي لجعلها تحمل معنى دقيق، توضح استراتيجيات الاقناع المستخدمة من قبل أصحاب الشركات المصنعة للمنتجات الطبية وسبب استخدامهم لهذه الاستراتيجيات، بحث عن مختلف عناصر الاقناع والتسويق المستخدمة في البروشورات الطبية لغويا ومرئيا.

الكلمات المفتاحية: الاقناع، التسويق، نموذج متعدد، النشرات الطبية

1. Introduction

Persuasion is a powerful communication strategy that may be used in a variety of situations. Medical brochures are an example of where persuasion is used in marketing. As a result, the goal of this paper is to look at persuasive marketing strategies in certain medical brochures from firms that specialize in marketing and selling drugs.

This study uses a multimodal analysis viewpoint to see if there is a way to communicate ideas about medical companies' products through brochures, which are usually the result of the refinement of multiple ideas from several companies specializing in specific fields that are combined to form a professional medical brochure. The major topics through which the researcher asks a series of inquiries will be "**Typographic Iconicity Analysis**", "**Visual Analysis**", and "**Textual Analysis**".

The research highlights a number of questions that are: what types of persuasion strategies utilized in certain medical brochures selected from some samples? Is it necessary to include photographs of persons and medicines in a medical brochure? Alternatively, does the firm just use an image of a person relating to a certain condition that is targeted for treatment, or a picture of treatment alone, which will bring in more revenue? and Which is more successful in increasing the percentage of short and long sentences and written texts in medical brochure promotion and marketing? What are the distinctions between the two (long and short sentences)? Furthermore, how may technology strategies used to communicate company concepts to customers through texts?

The study aims to find out the persuasive methods employed in a number of medical brochures, and how the logo, font, picture, phrases, colours, and graphic designs, through which everything described in the medical brochure is collected, used to demonstrate and clarify the integrated techniques in the analysis of the medical brochure by analyzing the brochure using the multimodal method.

The study hypothesizes that medical companies' basic strategies for persuading and marketing their products are based on a brochure with texts, pictures, and colours that rely heavily on visual effects such as font design, product shape, and a picture of a person presenting the product that is close to its intended use for the customer to buy.

In a multimodal analysis with a pragmatic viewpoint, the study is limited to investigate and analyse the utilization of persuasive methods as well as their approaches in marketing some medical brochures.

The study is beneficial to show how to persuade and market the medical product using visual and text affects such as font style, colour, size, brochure color, graphic design, photographs of humans or parts of human body, and other things that catch the customer's attention.

2. Persuasion

Various scholars describe persuasion. Andersen (1971:6) describes it as a communication mechanism by which the persuadee gets his point from that of the persuader. Smith (1982:7) suggests that the ultimate purpose of such deliberate behaviour by educated communications is to affect the acceptance of the current suggested cognitive state.

Bettinghaus and Cody (1987:3) define persuasion as one person's deliberate effort to alter another person's attitudes, values, or actions through the sharing of a certain message. It is described by O'Keefe (1990:17) as a wonderful deliberate way of exerting unique effort to influence the mental state of others through contact in the event that the persuadee is interested in the freedom of choice.

In addition, Dainton & Zelley (2005:104) and Brembeck and Howell (1976:19) mention three important elements/factors for achieving the persuasion process, which are:

1. In order to achieve his or her goal, the persuader must have a goal and purpose.
2. Communication must be the medium.
3. The goal is represented by the persuader.

3. Marketing

According to Giri and Giri (2020: 64), a marketing strategy is a company's entire game plan for reaching out to potential customers and persuading them into clients of the company's products or services. Any company or business's marketing strategy is a long-term, forward-looking approach and overall game plan with the core objective of establishing a sustainable competitive advantage through understanding customers' requirements and wants.

According to McCoy (2019:5), direct marketing refers to sales made directly from the manufacturer to the consumer through outlets such as institutions, restaurants, shops, farmers markets, and so on.

Marketing analysis helps to reduce the risk of marketing decisions by presenting data that can be used as part of or more of the decision-making process. It should be a part of the method of developing brand strategies and it applies to all facets of marketing mix decisions (Proctor, 2005: 3).

4. Persuasion in Marketing

Persuasion, according to Larson (2013), is a dynamic and collaborative procedure. The persuader attempts to encourage his listener to alter his behaviour, feelings, and mood on a given subject in favour of the persuader by using auditory and nonverbal signals. Furthermore, persuasion is not static; it takes on different aspects over time, and it must be implicit that few people like being convinced against their will (Halmari and Virtanen, 2005: 299).

Persuasion is essential for companies to succeed in marketing. Armstrong (2010: 293), for example, claims that the primary goal of advertisement is to convince the intended audience to purchase the advertised product. Persuasions, according to Osman (1987: 91-106), must be inexplicit in order to function. According to a new report (Jibreen and AL-Janabi, 2018: 35), convincing can be obtained both consciously and indirectly.

Persuasion is not direct, according to Searle and Vanderveken (1985: 12), and there are no utterances like "I hereby convince you".

5. Multimodality

Cope and Kalantzis (2020:33) define multimodality as meanings that render in more than one meaning form (text, picture, space, object, body, sound, and voice) at the same time, prompted by similar meaning functions (reference, agency, structure, context, and interest). The meaning systems of text, picture, space, object, body, sound, and speech are all separate. They have various "grammars," to use a metaphor for a word that normally refers to text syntax. We mean "meaning pattern" when we say "grammar." In any meaning form, everything and everything can be signified. Each meaning form, on the other hand, has its own set of benefits. For specific types of meaning-making, each has relative strengths. Each of them has a set of behaviours.

The development of multimodality was centered on attempting to comprehend the link between picture and text. The premise that the meanings of modes are incommensurable was central to the argument against the redundancy of "non-linguistic" modes. In the manner, it explores fundamental ideas like composition, modality, and framing; Reading Images (Kress and van Leeuwen, 1996) paved the path for multimodality. A few books and papers on multimodality began to be published in the mid to late 1990s. Visual communication and the link between picture and word were the major emphasis of this study. For multimodal research in education, Kress and Leeuwen (1996), the New London Group (1996), and Michael O'Toole (1994) were highly influential. For some, a linguistic model was sufficient to analyse all modes, while others sought to broaden and re-evaluate this field of study by including other methodologies (e.g., film theory, musicology, and game theory). In addition, cognitive and sociocultural research, notably Arnheim's work on visual communication and perception (1969), has had an impact on multimodality (Jewitt, 2008: 2).

6. Methodology

This section includes a description of the data that will be studied in the current paper. The accepted model and techniques are also explained, as well as the stages that are followed in the analysis of persuasion in medical brochure marketing using a multimodal viewpoint and a visual-text research.

6.1 Data Collection and Selection

The data for study are selected from the medical industry, especially from medical firms. Six brochures with diverse expertise in medical treatments and medications are included in the analysis. Each brochure is evaluated in three areas: rhetorical, marketing, and visual.

The selection of data within these categories influenced by factors such as text, color, font, picture, description, and so on. Brochures are chosen for a variety of reasons, including the range of ways they are introduced and the way they are marketed to potential customers using persuasive approaches.

6.2 The Adopted Model

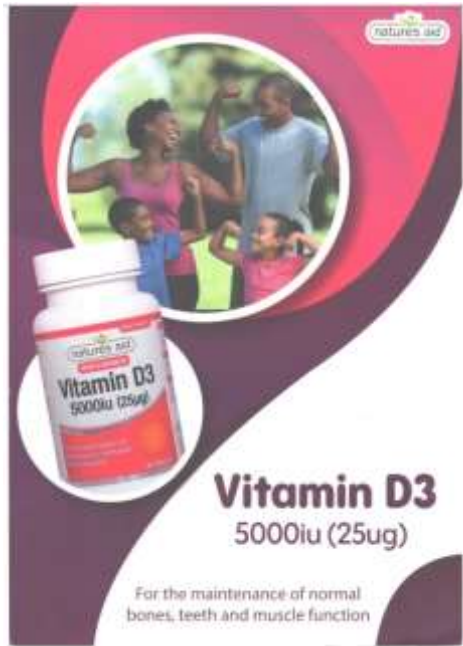
This paper investigates persuasion in medical brochure marketing from a multimodal approach, looking at how image-text in ads for medical items generate meaning. The following are the steps in the methodology:

1. Henderson, Giese, and Cote (2004) present the perspective of typeface design and impression variables. The findings show that language found in medical brochures represent the manufacturing process, the substances utilized, the diversity of goods, and gustatory perception.
2. Burke, on the other hand, is the second modal (1950b, 1955c, 1969f, 1992g). Words or language, according to Burke, is a type of symbolic activity that permits people to communicate. Language, moreover, expresses what people do because it indicates their motivations. To persuade someone, the one doing the persuading must first become acquainted with the "other" person's speech, attitude, and thoughts. Persuasion is at the heart of Burke's rhetorical philosophy.
3. Using Kress and van Leeuwen's (1996, 2005, 2006) analytical framework of multimodal text is used to approach the diagrammatic picture seen in language. They focus on the relevance of visual features on pictures, according to Kress and van Leeuwen, people, places, and things "both tangible and intangible" (Kress and Vanleevwen, 2006: 1). Visual structures denote certain interpretations of experience and social interaction styles. The way meanings are mapped across many semiotic modalities, such as how some things may be conveyed orally, graphically, or both. The manner in which one expresses oneself makes a difference (Kress and Vanleevwen, 2006: 2).

7. Data Analysis

The practical aspect of the paper examined in this section, as 6 medical brochures comprising a number of medical brands for their manufacturers have been chosen, through which the uses and advantages of medications, as well as the target groups, may be highlighted. The study conducted from three perspectives: first, "typographic iconicity analysis", second, "visual analysis", and third, "textual analysis". Each side is designed to fit into a certain part of the medical brochure.


Sample 1:



A. Typographic Iconicity Analysis:

Firms, particularly pharmaceutical companies, are careful in their promotional advertising that medical brochures persuade the beneficiary of this medicine to a great degree, which has an effect on the psychology of the recipient of this advertisement. The company made sure that the style of font used to write the name of the treatment "**Vitamin D3**" in a way that suggests power, as well as the colour of the font, matches the purple and pink backdrop of the brochure.

The phrase "**For the maintenance of normal bones, teeth, and muscle function**", at the bottom of the leaflet purple in colour with a little formal type font running along the middle of the brochure.

The company's logo, which appears on the brochure and the medication box, is the same as the company's name with the graphic design ".

B. Visual Analysis:

The consumer, who may be from outside the medical community, can learn about the medicine by just looking at the medical brochure and reading the name of the treatment "**vitamin D3**" written on the brochure and within the medication box.

Looking at the photo in the brochure of the exhibitors as a family, enjoying strength and exercise and expressing it with obvious delight on their expressions.

As a persuasive marketing idea for the product, the medication that represents "**Vitamin D3**" inspired by nature in which people are in the image displayed in the upper left of the brochure. The brochure creates solely out of two colors, purple and pink, on a white backdrop, using a graphic technique to display a picture of persons and a medicine box in a circular frame.

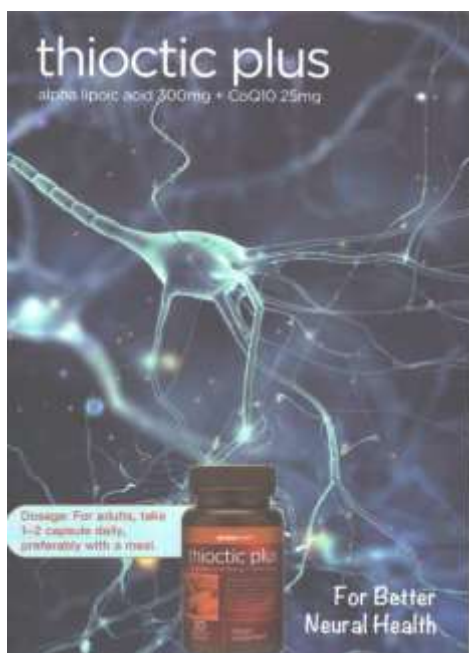
C. Textual Analysis:

Once you have read the sentence "**For the maintenance of normal bones, teeth, and muscle function**" printed at the bottom of the medical brochure, you may persuade the client with a minimal amount of words and enough meaning.

By following the elements of the treatment "**Vitamin D3**", this brochure provides language that eliminates the need to read and comprehend the content of the components of the treatment "**Vitamin D3**". The medication explained in a way that smoothly describes the treatment's components and advantages, as well as the elements covered by the treatment.

Medical companies attempts to persuade people, whether inside or outside the medical community, of the effectiveness and positive uses of their products in a way suited to the kind of sickness and medication, through marketing and promotion of their products.

Sample 2:



A. Typographic Iconicity Analysis:

The company works on utilizing more than one kind and colour of typefaces in the medicine's marketing brochure to capture the attention of the customer or the party to whom the company wishes to advertise the "**Thiotic Plus**" drug to. Where it uses a formal style of font to put the medicine's name "**Thiotic Plus**" in bright white at the top left of the brochure, then less brilliant white is used to explain the drug under its title "**alpha lipoic acid 300 mg Plus CoQ10 25mg**".

The manufacturer utilizes white handwriting at the bottom right of the leaflet to create a brief statement explaining the drug's applications in only four words "**For Better Neural Health**". Red colour is used with a design related to the medicine box situated in the middle and right at the bottom of the brochure with the sentence: "**Dosage: For adults, take 1-2 capsule daily, ideally with a meal**", to indicate how to take medication dosages.

This is in addition to what is written on the medicine box of the company's logo and the rest of the same words mentioned in the medical brochure that the used on a blue background in different gradations.

B. Visual Analysis:

The manufacturer structures the brochure on a backdrop that links to the nerve endings in the human body that diabetes patients suffer from in order to provide a clear image of the advantage of using the medicine. As long as you

look at the brochure design in this way, you will be able to figure out what the medicine does to assist repair nerves in this persuasive marketing concept.

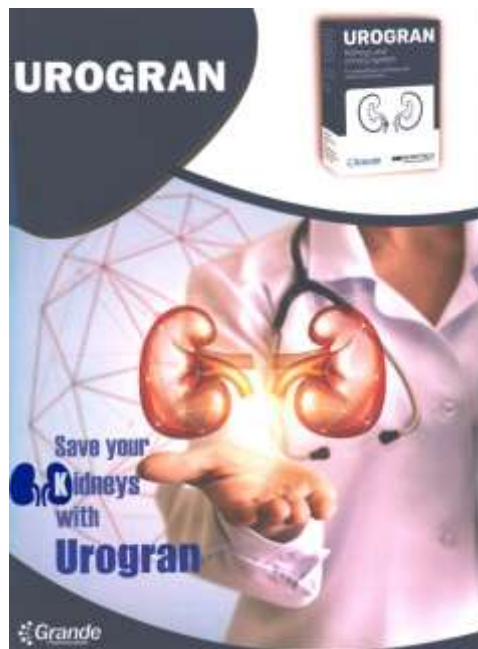
The design relies on eye-catching colours, as well as red and white lettering in various gradations and an image of the medication box, to distinguish the form of the medicine capsule and the box in which it is contained.

C. Textual Analysis:

With only four words, anybody may quickly grasp the benefits of the medicine for those outside or even within the medical profession, through the statement included in the medical brochure "**For Better Neural Health**". For persuasive purposes, the preceding sentence is sufficient to characterize the medication as a medication for persons whose upper and lower limbs are afflicted by diabetes, where nerve endings destroyed, and the drug is sufficient to treat them, as evidenced by the preceding sentence.

The manufacturer and marketer quickly mentioned all of the lines contained in the name of the treatment, as well as the descriptions and uses of the medication, in order for people to comprehend and assess the medicine.


Sample 3:




A. Typographic Iconicity Analysis:

The manufacturer of the medicine "**UROGRAN**" wants to call attention to their product that targets kidney patients with large fonts and two colours, white

and blue, it puts the name of the treatment in a large official font above the left of the brochure in white over a dark blue backdrop.


The text printed at the bottom left of the brochure in blue font above the dim white backdrop of the brochure "**Save your kidneys with Urogran**" structured in a pattern mimicking human kidneys, demonstrating the professionalism of the persuasive process. The text "**Save your kidneys with Urogran**" written in blue atop a dim white backdrop in a design that resembles human kidneys at the bottom left of the brochure. Inside it, the letter "**K**" at the start of the phrase "**kidneys**" is designed in the shape of a logo " " in an original style.

The company completes the brochure by adding its medical logo on the far left bottom of the brochure, along with a graphic design that identified the manufacturer's name " ".

B. Visual Analysis:

The concept for the medical brochure for the medication "**UROGRAN**" based on a man dressed as a doctor, who wears a stethoscope around his neck and carries a dark red and pale kidney. White geometric polygonal lines seem as a protective barrier, acting as a disease-prevention medicine. To be a creative idea from the company to persuade the client that it is inside or outside the medical facility to identify the drug's power, next to the person, there are the same geometric polygons in red, underlining the notion of the drug's potency.

The upper half of the brochure includes two designs with curves that resemble the curves of the kidneys, while the right section, which is white, has a design that includes the name of the drug, its explanations, and uses, as well as a drawing of the kidneys. While the left side is dark blue with the drug's name "**UROGRAN**" printed in brilliant white and in a large conspicuous font.

The bottom of the brochure is a curved mystery blue colour and a graphic design that includes the medication manufacturer's logo " ".

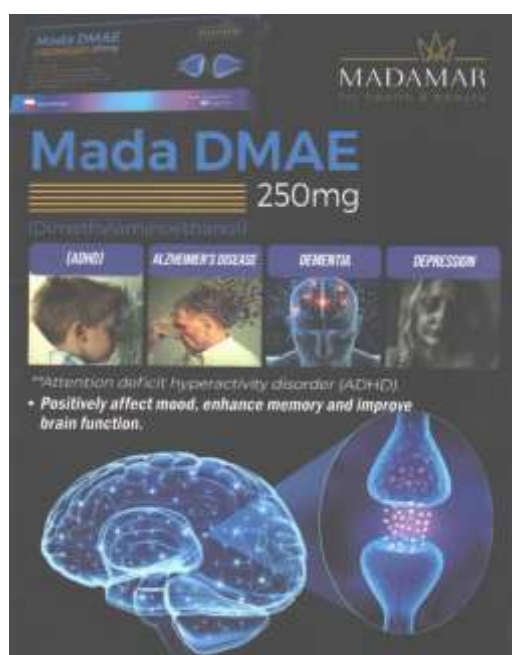
C. Textual Analysis:

The company writes the phrase "**Save your kidneys with Urogran**" in the medical brochure to encourage clients, especially patients with kidneys and urinary systems, where the sentence comprises the name of the medicine and the organic component targeted by the drug highlights its advantages. The manufacturer creates the medicine as a dietary supplement to help the natural

process of gravel and solid particle breakdown inside the kidneys and urine system.

To be more specific in a limited number of words for persuasive and marketing purposes, the medication box is positioned at the top right of the brochure "**For nephrolithiasis, urolithiasis, and urinary tract disorders**".

Sample 4:



A. Typographic Iconicity Analysis:

The "MADAMAR" company, as a creative persuasive and marketing idea, develops a distinctive medical brochure in terms of design for the medication "Mada DMAE" for brain diseases. We can see the company's logo and name through typographic iconic analysis. The rest of the words on the brochure carefully chosen and created to provide the brochure a marketing value appropriate with the type of medication.

At the top right of the brochure, the company's name is written in an official font and white colour. Above it, there is a royal crown logo in yellow and below it there is the phrase "**for health & beauty**" in yellow as well. Written above four parallel yellow lines, next to it, the quantity of the medication "**250 mg**" written in white, the phrase "**Dimethylaminoethanol**" is written below it in dark blue.

In the middle and bottom of the brochure, the phrase "**Attention deficit hyperactivity disorder**" or the abbreviation "**ADHD**" "Positively enhance mood, increase memory, and improve brain function" maintains the aesthetic of the creative idea.

The company selects terms like "**ADHD**", "**ALZHEIMER'S DISEASE**", "**DEMENTIA**", and "**DEPRESSION**" to characterize the drug's symptoms, all of which are adequate to draw the customer's attention and persuade them by putting them in the brochure.

B. Visual Analysis:

For persuading marketing purposes, the manufacturer of "**Mada DMAE**" uses dark colours on a black backdrop, emphasizing how dark the illness that afflicts the human brain is. Where the patient's thoughts become cloudy, black, and insurmountable, such as "**ADHD**", "**ALZHEIMER'S DISEASE**", "**DEMENTIA**", and "**DEPRESSION**", which professionally placed in the middle of the brochure inside four squares with a picture of a person suffering from each disease that reflects his poor condition and symptoms.

The company illustrates the correct diagnosis of the medication targeting brain locations with a blue-ray schematic diagram of the brain linked to a more accurate schematic diagram of two brain cells connected to granules of the drug, which would repair the disease-damaged brain cells.

The medication box has a design similar to that of the brochure, consisting of black and blue colours with the names and descriptions of the drug and brain cells inscribed on it.

C. Textual Analysis:

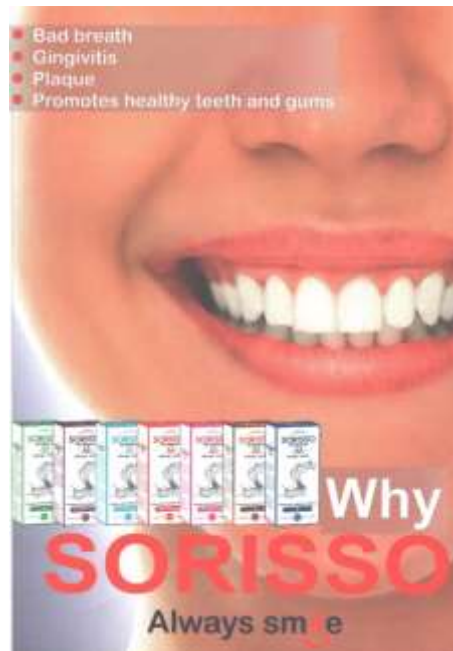
As previously said, the manufacturer of the medicine "**Mada DMAE**" relies mainly on two key elements: pictures of patients with the disorders that the medicine targets and graphic planning of the human brain and the damaged cells.

In brief, without getting into the specifics of the condition, everyone, whether inside or outside the medical profession, is aware of the drug's benefits. For a child who places his head on the board with his eyes closed, the term "**ADHD**" used. Then there's "**ALZHEIMER'S DISEASE**" over an image of a man with his head dispersed in an indication of memory loss. The term "**DEMENTIA**" used to describe a visual representation of a man's skull and

brain, with numerous red dots signifying brain injury. Finally, a woman in a weeping situation, expressing dissatisfaction and an unstable psychological condition, referred to as "**DEPRESSION**".

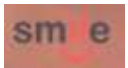
The company wants to persuade the consumer of the usefulness of its product by using the term "**Positively affect mood, enhance memory, and improve brain function**", which is not restricted to healing a single condition, but rather numerous sorts of brain diseases.

Sample 5:



A. Typographic Iconicity Analysis:

Manufacturers of medical treatments compete in their marketing efforts to persuade target groups with concepts, the more basic the ideas, the easier they will be accepted and understood. The company "**SORISSO**" a producer of oral and dental treatments, and its product "**Oral Rinse**", uses clean fonts and bright colours in the medical brochure and its design to draw attention to the brochure and the medical product.

The company starts designing the brochure with a graphic logo of the word "**Smile**" at the bottom of the page within the phrase "**Always smile**" where the letters "**i**" and "**I**" were designed in the shape of a laughing face "  " in two different colours, red and black.

The word "**Why SORISSO**" written in an official typeface in a large, red, and white font. The company takes care to simply give terms and phrases at the top left of the brochure in the same font and a small size in white on a dark backdrop such as "**Bad breath**", "**Gingivitis**", "**Plaque**", and "**promotes healthy teeth and gums**".

B. Visual Analysis:

The customer or recipient will have no difficulty understanding or comprehending the nature of the "**SORISSO**" company's brochure, since the company's marketing plan to persuade the client was constructed around the face of a smiling woman with typical teeth and a broad smile on top of that face.

The company fully covers the backdrop of the brochure with a happy woman's face, her dazzling white teeth, and healthy gums with no visible illness that can identify the nature of the medicine and its applications.

The rest of the brochure's contents are seven different types of mouthwash products, each one for a unique condition listed on the medication box. The boxes arranged in a creative geometric design with brilliant colours to persuade the client that the product is pleasing to the eye.

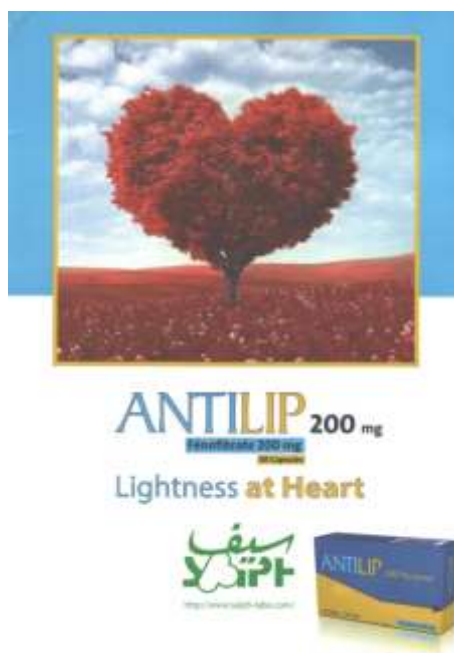
C. Textual Analysis:

The mouthwash manufacturer began to ask a question for the purpose of persuasive marketing rhetoric, but it was originally not so much a question as a definition of the product's name and the company with the same name, where the company put a question at the bottom of the brochure "**Why SORISSO**" without a question mark.

The company graphically creates tagline "**Always smile**" also attempts to express a concise notion that obviates the need for numerous words, namely that using this carefree wash frees you from anxieties about oral illnesses, gums, and teeth, and maintains your smile attractive.

The company mentions the benefits of using the medicine alone in a way that persuades the customer, using short words like "**Bad breath**", "**Gingivitis**", "**Plaque**", and "**promotes healthy teeth and gums**". Without the customer's bother or effort for numerous readings, the customer's knowledge of the drug's advantages may be forgotten.

Sample 6:



A. Typographic Iconicity Analysis:

As is typical, the company "Saiph" succeeded in the design of the medical brochure for the medicine "ANTILIP", where the typographical iconicity analysis is frequently fascinating with this company due to its marketing and persuasive aims to the consumer.

On a white backdrop, the company's logo was made using a graphic design with the same name in Arabic and English "سيف YIP".

The company places the drug's name in the centre of the brochure, large font, in blue and yellow colours, created in the shape of handwriting on a white backdrop "ANTILIP", and below it, the drug's scientific name in small print on a blue background "fenofibrate 200mg".

The most significant textual component of the brochure is the sentence "Lightness at Heart", printed in blue and yellow colours, which the company considers the primary ingredient in marketing and persuading consumers about its product.

B. Visual Analysis:

Those who have not been able to read the medical brochure for the medicine "ANTILIP" will be able to determine the drug's goals and target organ simply by looking at the brochure. The manufacturer works on persuading the client of

the medicine by using only one image in the brochure, which is of a tree in the autumn in the shape of a human heart in a natural setting that exudes beauty and wealth, demonstrating the heart's good health status.

The company also promotes the product by positioning the medication box at the bottom right of the brochure to identify the form of the product together with the name and components of the medicine, making it simple for the consumer to identify the medicine using the brochure's components.

C. Textual Analysis:

The most important thing in the medical brochure of the drug "**ANTILIP**", as we previously discussed through typographical iconicity analysis, is the sentence "**Lightness at Heart**", through which the company means that this drug relieves the heart by removing fat from it.

As the company previously refers to the triglycerides that affect the heart through the name of the drug, which means "**heart fat**".

Other aims mentioned in the preceding phrase include illnesses that influences the heart, blood, cholesterol, and lipoprotein, to be a persuasion marketing strategy aimed at identifying several patient groups who can benefit from a medicine.

8. Conclusions

The following conclusions can be made of the current study:

1. Persuasion in promoting a medical product through brochures could have a favourable material or moral effect if it depends on more than one persuasive aspect, such as text, picture, design, and others.
2. One of the goals of pharmaceutical manufacturing companies is to design a distinctive logo, type and colour of font, and a prominent size, as well as the use of colors as a background for the brochure to be prominent, so that the brochure appears in a distinctive marketing way that persuades the customer and attracts his attention to the product.
3. One component of the medical brochure that targets several groups outside or within the medical profession, such as the written content, through which the medicine may be identified, can be relied on. An image of the drug, or a picture of a human body that the medicine is targeting, or a person refers to a specific area of his body, such as having

heart or lung illness, so the consumer understands the drug targets these organs.

4. All of the medical brochures utilized in this study have key analytical features that are derived from a pragmatic multimodal analysis. Where the brochure comprises a text element, photos, graphics, mixed colours, pictures of individuals or parts of the human body targeted by a certain medicine, different types of typefaces with their design and colors, and the brochure examined from many perspectives.

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