

PERSUASIVE DISCOURSE IN ADVERTISING: A COMPARATIVE ANALYSIS OF HUMAN-WRITTEN AND AI-GENERATED TEXTS

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ABSTRACT

The aim of this research is to analyze the persuasive strategies of advertisement discourse (human-made and AI-generated) using pragma-rhetorical methods from four different perspectives: linguistic, pragmatic, emotional and psychological approaches. This research integrates Pragmatic theory, Rhetorical theory and the meaning of the "pathos" appeal to analyze the representational and propositional meanings created and conveyed in contemporary advertisement discourses. The purpose of this research is to identify the linguistic features, persuasive techniques and emotional appeals that both human-generated and AI-generated advertisements use to persuade audiences and elicit consumer behaviours and responses. In relation to the research methodology, Pragmatic Theory is used to determine how both the linguistics and pragmatic aspects of advertisements play a role in persuasion, whether the advertisements are created by humans or are AI-generated. This in-depth analytical process aims to develop a better understanding of how to use persuasion in advertising by both humans as well as AI through an analysis of all aspects of advertising including; linguistics, emotion, & psychology (the techniques and strategies used by advertisers) that create persuasive messages. This study is a significant addition to our current knowledge regarding the complexity of persuasive language in advertising, and will provide information on how advertisers use persuasive techniques strategically to change consumer perceptions, create excitement in the audience, and to create an emotional connection with the audience within the context of the current digital age.

Keywords: Pragmatics, Rhetoric, Persuasion, Advertisement Discourse, Pathos, Emotional Appeal, Psychological Persuasion, Linguistic Features.

1.1 Introduction:

In modern times advertising is one of the most common ways of communicating that infiltrates almost every aspect of consumer behaviour, social attitudes, and public opinion by appealing and influencing them. Persuasion, defined as the process of influencing another person's beliefs, attitudes, or behaviors is considered one of the main components of the advertising discourse (Fennis & Stroebe, 2020). The idea of persuasion has been shaped by the rhetorical tradition, and has traditionally been broken down into three appeals ethos, logos, and pathos. Ethos relates to credibility, logos concentrates on logic and reason, while pathos

targets emotions and sentiments (McCormack, 2014). Pathos is a very important persuasive technique in advertising because emotional appeals can shape the consumer's decision-making process more than rational arguments. Consequently, ads use emotions like happiness, a sense of belonging, fun, nostalgia, fear, desire and confidence, and hence create a strong psychological bond with the audience. In terms of discourse analysis, the choice of language in advertising is not random or incidental but carefully and deliberately planned to convey messages that are persuasive and reflect broader cultural attitudes, ideologies, and values (Flergin, 2014).

Advertising has always been connected to the growth of technology and changes in society. Initially, advertising relied on sign, symbol and endorsement to attract customers. Advertisers began to apply storytelling, humor, music, celebrity power and emotional imagery to get the message across to their target audiences (Newman, 2004). In the 20th century, advertising began to evoke more emotions and to tell stories with the advent of television and radio. Advertising began to get more vibrant and interesting in the late 1980s and early 1990s, when digital media and the internet emerged. The social media websites, online promoting, and digital technologies provided the opportunity for advertisers to produce personalized and emotionally charged campaigns focused on specific segments (Akram et al., 2022, 2021; Kumar & Gupta, 2016).

The advertising strategies have always evolved over time, but emotional persuasion and rhetorical appeal are always at the core of advertising communication (TSVETKOVA, 2024). The advertising communication with the advent of Artificial Intelligence has ushered in a new era. With the advent of AI systems and generative tools like ChatGPT and Jasper, content can now be generated that closely resembles human writing, which can be invaluable in the promotion of both products and services (Ma et al., 2024, 2025). It is possible to produce slogans, captions, product descriptions and persuasive messages in a fast and efficient manner using these technologies. Ads made by humans usually use cultural knowledge, important symbols, emotional stories, irony, and social experiences to relate to the audience. On the other hand, AI ads tend to be more formulaic, feature generic positive messaging, include repetition of promotional language and use algorithm-based personalization methods. (Abdelrady et al., 2026, 2025; Akbar & Khaleel, 2025).

The increasing role of AI in the advertising industry raises important questions about the nature of persuasion, the genuineness of feelings, and the persuasive power of AI-generated content. All of this leads to a lot of questions about what persuasion is, whether feelings are real, and the persuasiveness of AI-generated content. This research takes an approach from the pragma-rhetorical

perspective, which is a combination of both rhetorical and linguistic pragmatics to see how persuasive communication is carried out in specific contexts. Pragma-rhetoric research examines the strategic use of language by users in order to achieve a persuasive goal, through the rhetorical appeals and pragmatic tools they use. Persuasion is a rhetorical product in the context of advertising, which is achieved through rhetorical strategies (ethos, logos, pathos) and pragmatic strategies (speech acts, deixis, presupposition, implicature, metaphor). The pragma-rhetorical approach has been increasingly applied in the analysis of persuasion in political rhetoric and media communication in recent studies (Baig et al., 2024). This study focuses particularly on the pathos or emotional component of persuasion examining the various methods of persuading the reader through emotional appeal in advertisements by humans and by AI. Further, the study explores the persuasion process in relation to how the advertising message impacts the mind, emotions, and actions of the viewers (Hjortaa & Øverås, 2018). This comparison takes an in-depth look at the impact of Artificial Intelligence on persuasive advertising.

1.2 Statement of Problem

For many years, advertising has been considered as one of the most effective and persuasive means of communicating messages that shape the way people think, feel and act when purchasing products and services. In the past advertisements have taken advantage of Aristotle's three persuasive strategies, ethos, logos and particularly pathos, to influence people's behaviours, by establishing an emotional connection (Mirkhan, 2024). With the increasing influence of AI in content production, questions have been raised regarding the ability of AI-made ads to use persuasive tactics that evoke emotions and understand context as effectively as human-made ads (Hunt & Kerr, 2025; Jalalzai et al., 2025). This uncertainty has become even greater and has made it more important than ever to conduct additional studies (Akram & Abdelrady, 2023, 2025), which form the basis for this study. In this way, they are more authentic, relatable, and engaging to the viewers (Kasilingam & Ajitha, 2022; Ramzan et

al., 2025, 2023). AI-generated ads, on the other hand, are likely to be more structured and use general positive language or emotional triggers that may not add as much depth or emotional impact to the message (Chen & Ramzan, 2024). These ads can use some of the psychological tools to sway consumers, but they often don't create the emotional bond that is usually found in human interactions (Flusberg et al., 2024). These differences also spark important queries concerning the effectiveness of AI-generated ads in capturing the psychological and emotional aspects of persuasion typically found in human-made work (Matz et al., 2024). In this regard, the main focus of this study is the lack of research that has been conducted on the difference between the psychological methods used for persuasion and emotional communication in ads made by a human and those made by AI. The relationship between psychological persuasion and classical rhetorical strategies, in the context of elaboration of advertising message, is examined in this research, with the help of a certain framework - pragma-rhetorical.

1.3 Significance of the Study

This research is unique because it tackles one of the most debated issues of our time regarding Artificial Intelligence (AI) and advertising. AI-generated advertisements are being employed in marketing more than ever before, though there is still a lack of understanding about their persuasive power, while human-made advertisements are known to use emotional depth, cultural understanding, storytelling, and audience connection to influence consumers (Wen & Laporte, 2025). This means the study has importance because it investigates a topic that is not well studied in the field of advertising and discourse research, especially with respect to the emotional and psychological aspects of persuasion through AI generated communicative messages.

The other great importance of the study is in its contribution to comparative advertising research. The study examines the linguistic, rhetorical and psychological differences between a human-made ad and an AI-made ad in a critical manner. It considers the various linguistic features like vocabulary, grammatical

structures, syntactic structures, stylistic patterns, emotional cues, and persuasive discourse strategies to understand how AI-generated ads compare to human-generated ads in terms of persuading the audience (Dwivedi et al., 2021). The present study is a contribution to the research gap on the comparative study between human and AI persuasive discourse because little academic research has been conducted on the comparative study of human and AI persuasive discourse (Huang & Wang, 2023).

This research also provides insights for researchers and scholars in related disciplines such as linguistics, media studies, communication, rhetoric and advertising, as well as an understanding of how persuasion and language operate in the digital realm. The findings of this research is also be valuable to those in the marketing and advertising sector, offering a factual insight into the positive and negative aspects of AI-generated persuasive content. The results might assist professionals in making better choices about using AI in advertising campaigns while still keeping emotional honesty, engaging the audience, and being aware of cultural differences. Furthermore, the study encourages the moral, ideational and cultural analysis of the implications of the increasing adoption of Artificial Intelligence in persuasive communication.

1.4 Research Objective

The present research is designed with the following research objectives.

1. The aim of this research is to identify linguistic elements and persuasive techniques that make human and AI created ads different, as well as how human and AI use language to build and construct persuasive messages.
2. This research aims to investigate the manifestation of psychological principles of persuasion along with classical rhetorical appeals with particular emphasis on how emotional appeal is constructed across human vs. AI-generated advertisements assessing the similarities and differences in their application.
3. The research aims to explore the similarities and differences in linguistic aspects of human vs AI-generated advertisements, including vocabulary, syntax, grammar, and stylistic choices.

1.5 Research Question

The Research Questions for the current research are as follows:

Q#1. What are the differences between human and AI-generated advertisements in terms of their use of linguistic features and persuasive techniques, particularly in the construction of persuasive and emotionally resonant messages?

Q#02. How do human-generated and AI-generated advertisements differ in their use and manifestation of psychological principles of persuasion and in the construction of emotional appeal, particularly regarding the depth, subtlety, and overall effectiveness of these persuasive strategies?

Q#3. What are the particular linguistic features (vocabulary, syntax, grammar, and stylistic devices) that make a difference between human-created and AI-created advertisements?

2. Literature Review

This research has explored ways to understand the persuasive properties between human-produced ads and AI-produced ads by reviewing relevant studies and data. The literature review is featuring two sections. The first section outlines how the studies are conducted, including the three Aristotelian methods of convincing an audience through ethos (credibility), logos (reason), and pathos (emotion). This section also includes metrics that connect psychology with language to help us understand how to persuade (Gagich, Zickel, & Pantuso, 2014). The next section discusses real studies from the past decade concerning the persuading power of advertising, the power of AI-generated advertising texts, and comparing AI-generated ads with human-generated ads (Horgby & Galizzi, 2024).

2.1 Theoretical Framework

The current research is grounded in theories from the fields of rhetoric, psychology, and linguistics, which together form a wide spectrum of the study of persuasion in human and AI-generated ads.

2.1.1 Aristotle's Rhetorical Appeals

To comprehend the way advertising persuades, classical rhetorical theory can be studied, particularly Aristotle's concepts of ethos, logos, and pathos. These types of appeals have played

a big role in how we communicate persuasively in the past and still affect the way advertising is talked about today (Lamichhane, 2017). Ethos is about credibility, trustworthiness, and authority. For example, sports stars often appear in Nike's advertisements helping the company establish credibility and making it seem successful and powerful. The credibility of information is of great importance in online communication as people are more likely to doubt the credibility of information if it is communicated online (Folk & Apostel, 2016).

Logos translates to convincing by means of logic, evidence and facts. Logos are used in ads to provide facts about the product, demonstrate how it works, include scientific evidence, or make statements of the quality and effectiveness of the product (what it does) in a logical manner (Sundar & Cao, 2020). When marketing technology and medical products, such as drugs and health devices, the terms "clinically proven" or "95% effective" are employed to try to persuade people through their rational thinking.

In terms of persuading people, pathos is considered to be the most effective method in advertisements as it appeals to their emotions and makes them feel connected. Emotions such as happiness, fear, nostalgia, empathy, or desire for something (Sattorov, 2024) are established between individuals and brands with advertisements. Coca-Cola ads, for example, typically focus on customer emotions and moments that are family-oriented to appeal to the audience emotionally. Advertising studies show that feelings and emotions play a big role in how people think about products and what they buy (Lamichhane, 2017). Aristotle's theory of persuasion is relevant to this study because it can help us determine whether the emotions and nuances that we typically find in human-made ads can be achieved through the use of AI-generated ads.

2.1.2 Elaboration Likelihood Model (ELM)

This research addresses the psychological aspects of persuasion in the context of Petty and Cacioppo's 1986 model, called the Elaboration Likelihood Model. ELM suggests two ways in which persuasive communication can be effective: the central route and the peripheral route.

Central-route processing is a process engaged by individuals who carefully consider the persuasive arguments, evidence, and reasoning in a message. This requires more thinking and will usually have a bigger and more permanent effect on attitude. Advertisements containing facts, information on the quality of the product, rational thinking and full explanations activate a person's central processing. AI-generated ads can particularly thrive from this approach, yielding information-driven, customized, and optimized advertising messages.

Peripheral route processing occurs when individuals pay attention to the simple or emotional cues rather than to the information itself. In this pathway, persuading someone involves such methods as presenting well-known people endorsing a product, humor, emotional photos, attention-catching graphics, catchy slogans, or repetition of messages. Ads made by people often use emotional stories, creative art, and what the audience remembers to engage them in a deeper way. Advertisements created by AI can encourage people to think in a certain way by using personalization methods, improving their appearance, and using language that evokes emotions. The Elaboration Likelihood Model can help us understand the effects of ads created by people and those created by AI on audiences. It examines the difference in the ways that these ads grab peoples' minds and emotions.

2.1.3 Pragma Rhetorical Analysis

The pragma-rhetorical approach combines the traditional rhetorical perspective with the analysis of the use of language to examine the rhetorical nature of persuasion as a means of communication that is contingent on the context. This framework comes from the pragma-dialectical tradition of argumentation and highlights that persuasion happens through the combination of the speaker's intention to persuade and what is suitable in the situation (van Eemeren & Houtlosser, 2003). Unlike methods that only look at persuasive language, pragma-rhetoric examines how persuasion works through things like speech acts, implied meanings, assumptions, context clues, politeness tactics, and how the

situation affects understanding. Baig et al. (2024) states that a pragma-rhetorical analysis provides a framework for examining the intersection of practical considerations and persuasive strategies in creating effective and persuasive messages in communication. The framework is particularly useful as a way to consider persuasive communication as it considers both the language choice and the intentions which are being made to the audience simultaneously. Advertising language is especially suitable for the purpose of pragma-rhetorical analysis, because advertising is created by design to convince the audience to form an identity, feel the emotion, and accept the values of a consumer. Persuasive techniques and practical tools are combined by advertisers, carefully, as to influence the perception of the audience and its actions (Sattorov, 2024). This means that the pragma-rhetorical approach enables the consideration of persuasion in language and in the context of actual speech.

2.1.4 Critical Discourse Analysis

Critical Discourse Analysis (CDA) considers how language is used and what meanings come from it in order to understand how persuasive language fits into larger cultural and social systems. In this area, Norman Fairclough's three dimensions model for CDA is particularly important because it considers how language is connected to ideas, power, and social practices (Fairclough, 1995, 2001). The first of the three dimensions consists of language analysis. This aspect of CDA includes the analysis of words, sentence structure, grammar, metaphor, and the different ways that we speak or communicate with each other. Language and how we use it in society is very much an intentional act and planned out with great consideration by society (Fairclough, 1995). In dimension 2, we examine how people produce language for communication purposes by looking at how texts are created, distributed, and understood. Finally, the 3rd dimension examines the social actions surrounding communication and how these actions may either support or challenge certain ideologies, such as consumerism, nationalism, or individualism (Fairclough, 2001; Wodak, 2016). This research uses Fairclough's framework to examine the identity-creating,

social meaning-producing, and belief-producing aspects of advertisements developed both by humans and by artificial intelligence (AI) through Critical Discourse Analysis (CDA). In doing so, CDA permits the researcher to analyse not only the language used in advertisements, but also the implications of the use of persuasive communication on broader cultural and ideological issues as well.

2.2 Relevant Studies

Pan and Zhang (2023) investigated persuasion in social media ads. They found that the central cues (the key messages) and peripheral cues (such as pictures or with celebrities) make a significant difference to the consumer response. Their research also demonstrates that personalization leads to a more systematic processing of the ads messages by a central-route processing.

Horgby and Galizzi (2024) investigated human and AI-generated ads in terms of their perceived characteristics. Their study found that consumers are more likely to make stronger purchase intentions and form positive attitudes toward ads that were identified as made by humans than toward ads identified as made by AI.

Geuens, De Pelsmacker and Fasseur (2011) study examined the use of emotions in advertising. It determined that ads that evoke "feelings" tend to be more memorable than ads that convey only information, and have a stronger impact on feelings of connection to the brand. They found that emotions such as happiness, warmth, humor and nostalgia truly enhance the recall and connection to ads.

Skubis and Kolodziejczyk (2024) examined AI-generated ads and discovered that although AI can mimic successful styles and simple language structures, it can struggle to grasp the aspects of the social context that are emotionally resonant for people. As a result, ads generated by AI may not be as convincing or as emotionally resonant as human-made ads.

Baig et al. (2024) research investigated some of Nelson Mandela's speeches in detail. The study concentrated on the way he employed persuasive communication techniques in the use of rhetorical devices and strategies. Their study revealed a lack of persuasive communication is not limited to making direct

arguments. It also uses the careful selection of words which may influence the interpretation of the audience and their feelings. It revealed the importance of Pragma-rhetorical analysis in studying the role of discussions in shaping the public opinion and creating persuasiveness in the communication situation.

Machin and Mayr (2012) discussed Critical Discourse Analysis in Media Texts. They described ways in which language use creates an impact on the thoughts, authority, and social norms. Their work is significant for the study of advertising due to its representation of the impact of every day language on the perception of the self and cultural beliefs.

Dwivedi et al. (2021) proposed that using Pragma-rhetorical analysis along with CDA would enable a better understanding of the functioning of language and the belief systems that lie behind persuasive communication. They found that practical means such as modality and presupposition were effective in attaining persuading purposes.

3.1 Research Methodology

The nature of research is qualitative and interpretive because it is not dealing with statistical measurement, but with the descriptive and critical examination of advertising discourse. The qualitative approach allows for an in-depth analysis of text and conversations in ads (Creswell, 2014). The advertisements selected for the present analysis consist of both human-generated and AI-generated advertisements. This research includes 50 advertisements (25 human-made and 25 AI-made) are chosen to be compared. For systematic analysis and comparison, the advertisements generated by human beings are labelled as H1 to H25 and those generated by AI as A1 to A25. A purposive sampling method is used to collect data. The ads in this study are selected from verified corporate YouTube channels and Instagram pages of businesses that run the ads. These marketing platforms are selected because they represent legitimate sources and provide brands with wide access to their advertising materials.

The analysis focuses on the role of language, context, rhetorical construction and communicative intention in the construction of persuasion. Moreover, Aristotle's rhetorical

appeal specifically pathos is used to analyze the development of emotional persuasion in both human-made and AI-made ads. Furthermore, the Elaboration Likelihood Model (ELM) is used to examine psycholinguistic aspects of the persuasion process and to analyse the presence of central-route and peripheral-route processing in advertising discourse.

4 Data Analysis

The researchers have divided it into three sections of study to gain a better understanding: language and its use, feelings and persuasive techniques, and the psychological aspects. These are used to consider the different persuasive techniques that are constructed in ads created by humans versus those created by AI. The research in the field of language and the use of language examines the use of language tools such as deixis, command, assumption, metaphor, and speech act in persuasive text in terms of Critical Discourse Analysis and pragma-rhetorical analysis. Emotional and Rhetoric category examines Aristotle's concept of Pathos and how advertisements relate to our emotions. The psychological approach focuses on the effect of ads on thinking and persuading and is based on the Elaboration Likelihood Model (ELM). This occurs in two ways: central route and peripheral route.

4.1 Human-Generated Advertisements

The discussion begins with the portion of the collection made by people. This part looks at twenty-five advertisements created by human, labeled from H1 to H25. The selected ads designed by humans are examined in three key areas: language and its utilization, emotions, and the psychological part. These are analyzed using examples from the text collection. This group makes sure that the analysis stays based on facts and is closely linked to the chosen advertisements.

4.1.1 Linguistic and Pragmatic Aspect

The language and pragmatic side involves the analysis of the words used in advertisements that are used to not only explain a product, but to persuade people to make a purchase. Language is used to establish links between the brand and its audience in content produced by people.

4.1.1.1 Second-Person Deixis in Human-Generated Advertisements

In the ads that are made by human, the second person language is very noticeable as they tend to use 'you', 'your' and 'yourself'. Nike always asks, "What will they say about you?" This creates the sense of being judged by others, then makes the judgment a source of strength and confidence. Similarly, Kalshi's comment "You know you can trade on that" gives the discussion a friendly and personal touch.



Figure 4.1. *Second-Person Deixis in the Nike Advertisement*

4.1.1.2 Imperative Verbs and Directive Speech Acts

Imperative expressions are often found in ads created by human to motivate action, change how someone feels, or help them remember a brand. They are typically softened by emotion, encouragement or moral arguments rather than being felt bossy. Kit Kat's slogan "Have a break.

"Having a Kit Kat" changes the rest of the time into a well-earned moment of taking care of yourself linked to the product. Always use 'Rewrite the rules' to question gender stereotypes and promote empowerment, while Ariel's 'Dads, share the load' highlights that sharing household responsibilities is a social duty."

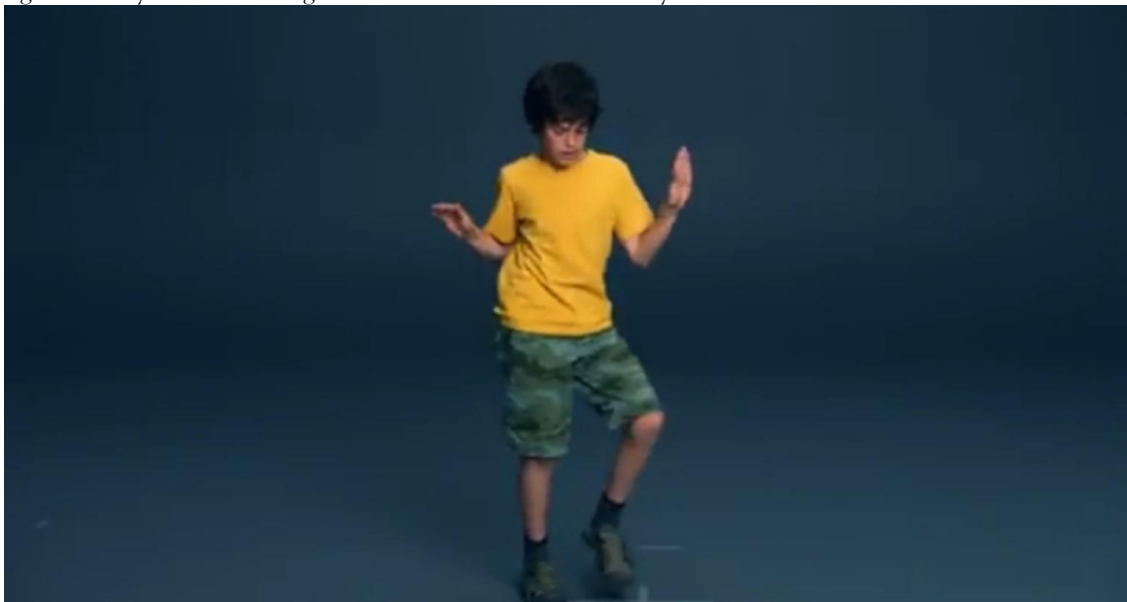


Figure 4.2. Imperative and Break-Taking Cue in the Kit Kat Advertisement

4.1.1.3 Implicature and Indirect Persuasion

Implication is very important in our everyday communication because we do not always state what we mean, we imply it. Indirect approach is meant to get people involved in understanding the message and makes them less likely to oppose being persuaded. This type of indirect messaging makes ads more engaging and resonant with the audience's emotions. In the H18 Guinness, the brand doesn't explicitly

state its message of friendship or loyalty. This can be understood by the audience, as all of the men stand up from their wheelchairs, except one man. This indicates that they played in wheelchairs to not leave their friend alone. "Don't Buy This Jacket" is a message from H22 Patagonia that is not exactly pro-company, but it does indicate that the company is not only ethical but reliable as well.



Figure 4.3. Implicature and Solidarity in the Guinness Advertisement

4.1.1.4 Presupposition in Human-Generated Advertisements

Presupposition occurs when ads assume that there is a need, feeling or want, before presenting the product as the solution. The advantage of this approach is that it decreases resistance because the audience is not asked to

think about whether the need is real or not, but the ad simply assumes that it exists. Apple believes that everyday moments become special when they are taken with the iPhone. Virgin Voyages also thinks couples require superior time together without distractions.



Figure 4.4. Presupposition and couple superior time in Virgin Voyages advertisement

4.1.1.5 Metaphor and Symbolic Meaning

Metaphors create an emotional and social significance for products by transforming mere objects into symbols. Metaphors frequently appear in ads written by individuals and are associated with identity, belonging, beauty, family and being true. Airbnb's "I wasn't a tourist, I was a neighbor" is a symbolic way of saying that traveling is not just about visiting

another place, it's about being a part of a community and feeling a sense of belonging. For Dove the concept of "universe" is used to refer to the various forms of beauty, and for IKEA, the dining table to signify the shared memories and togetherness of a family. These symbolic meanings have more meaning than the actual use of the product and have a deeper impact on people's selection.

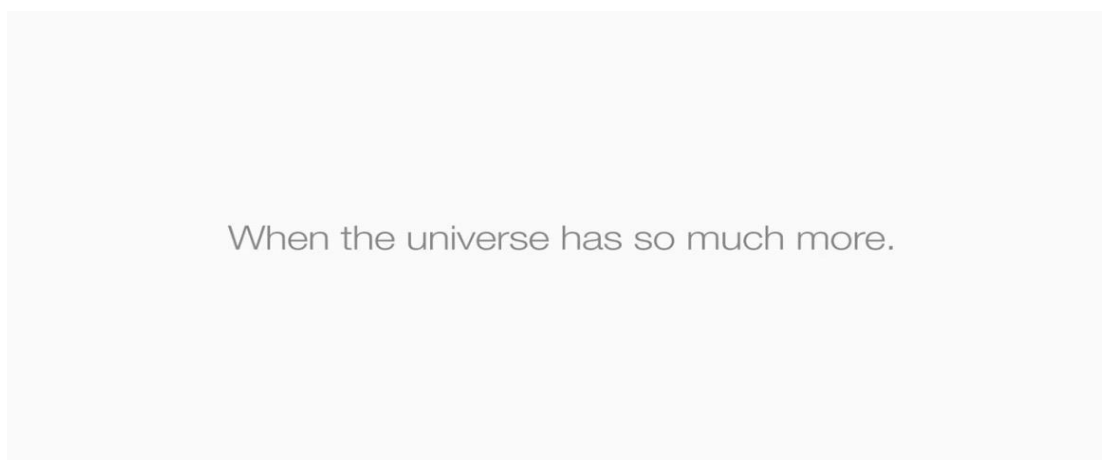


Figure 4.5. Metaphor and Symbolic Meaning portray in Dove advertisement

4.1.2 Emotional Aspect

The emotional part illustrates the emotions that are elicited from ads created by humans. Emotional persuasion in the text is not only through emotional vocabulary, but also through the linkage, memory, humor, identity challenges and solutions of the text, as well as the content of people's values.

4.1.2.1 Nostalgia and Memory

Nostalgia occurs when advertisement associates products with childhood, family life, past memories or the sense of 'home'. The sentiment of kid's Christmas wish to 'please bring daddy home for Christmas' is captured in Coca-Cola's message and the strong emotions that underlie that sentiment. Google's new story portrays the friendship and shared history of India and Pakistan. "17 years with you", says Virgin Voyages, linking travel with a strong and enduring connection and experience.



4.1.2.2 Humor and Irony

Humor is also an effective persuasive tool because when people laugh and enjoy themselves before they become aware of the persuasion. Persuasive ads are made by individuals and they exaggerate, act silly and surprise people to make them less resistant. Old

Spice relies on silly overacting of manly gestures and a rapid switch between scenes to generate the humor and the McDonald's amusingly demonstrates how Santa gets bored after eating carrots. Heinz uses the child's comment "Dad, it's just ketchup" to create a sense of humor in the home.



Figure 4.6. *Humor and Masculinity Parody in the Old Spice Advertisement*

4.1.2.3 Warmth, Belonging, and Family Attachment

People-produced ads are actually focused on the emotions of warmth and connection with others. Cadbury's love is represented by a child giving her mother some chocolate. The concept

of belonging is expressed in Airbnb's words, "I wasn't a tourist I was a neighbor," and in the thoughtful moments for home relationships provided by the story of apologizing by Ariel. These ads associate products with the concept of caring, closeness and emotional support.



Figure 4.7. Warmth, Belonging, and Family Attachment in Cadbury Advertisement

4.1.2.5 Reassurance, Trust, and Moral Appeal

Trust and reassurance are powerful because they help lessen doubt and provide a sense of safety in what is right. Patagonia builds trust by encouraging customers to purchase less waste, and Body Armor would build trust by

discussing "real sweeteners" or "real flavors." Volvo strengthens its genuine image by pointing out that its stunt was filmed in real-life situations, and Dove assures viewers that beauty goes beyond strict definitions.



Figure 4.8. Reassurance, Trust, and Moral Appeal shown in Body Armor advertisement

4.1.3 Psychological Aspect

The psychological component examines the influence of ads on our concentration, memory, trust and action through persuasive means to receive information.

4.1.3.1 Central and Peripheral Route Procession

Central route persuasion occurs when ads encourage rational consideration, such as by providing facts or performance numbers or by presenting a moral argument. BMW's '0-100 in under 3 seconds' is an obvious reference to the

engineering performance, whereas Volvo's 'This was filmed in real conditions' is a pretty good way of instilling trust.

Peripheral route persuasion occurs when the message entrails jokes, catchy phrases,

emotional pictures and symbols that require little thought and thus get through. Coca-Cola brings out holiday feelings with pictures of Santa, while Cadbury connects with feelings of warmth and innocence by showing a child.



Figure 4.9. Coca cola Advertisement portraying holidays feelings.

4.1.3.3 Memory, Trust, and Action Tendency

Ads created by people often build trust and connect emotionally with the audience before prompting them to take action. From IKEA using its service to link memories with home items to Ariel using its guilt to spark thoughtful social action, from Airbnb's sense of belonging to home items to Always' empowerment and social change, there are plenty of examples that demonstrate how businesses convey meaning through their service. In such ads, "persuading" comes not just from the selling of products, but from relating to people, their values and their sense of emotional involvement.

4.2 AI-Produced and AI-Assisted Advertisements

The next part of the analysis looks at twenty-five ads labeled AI1 to AI25. These ads are either entirely AI generated or are generated using AI assistance. This section aims to explore if advertising that focuses on AI uses convincing methods like those in ads made by people.

4.2.1 Linguistic and Pragmatic Aspect

AI-generated advertisements are typically clear, readily understandable, and effective at promoting product sales. They often use strategies that involve talking directly to the audience, using enticing language, giving command, making it personal, mentioning artificial intelligence, and using comparisons to the future. These language and practical patterns are detailed in the next sections.

4.2.1.1 Direct Address and Data-Oriented Deixis

In ads focused on AI, the way they talk to the audience is very direct. This personalization is typically developed through data and algorithms, not emotional connections or personal relationships. The viewer is being addressed in Zara's commercial "You have 47 items. "You usually wear size 11" statement, which makes the experience feel more personal, through the numbers. Virgin Voyages brings the AI-generated Jennifer Lopez campaign to make a personal invitation.



Figure 4.10. Direct Address and Data-Oriented Deixis shown in Virgin Voyages advertisement through Ai generated Jennifer Lopez.

4.2.1.2 Imperatives and Promotional Commands

Imperative structure and commands are also common in ads focused on AI but they usually come across as more geared towards business and centered around systems. There is a clear message in this, “Time to get the fake out of here”, “try something real,”—Zevia is inviting the audience to turn away from the fake and

embrace the real and the true. Pedigree's tag line is “Adopt, don't shop,” which reminds them to do the right thing. Through similar instructions that are targeted at the person's identity, “Be unlimited” helps people aim toward their goals. In such ads, the purpose of the command is to elicit a response, either behavioral or emotional, and the phrases are short and memorable.



Figure.4.11. Imperatives and Promotional Commands shown through Zevia Ad

4.2.1.3 Self-Referential AI and Meta-Persuasion

One of the most distinctive pragmatic features of the AI collection is that it can call itself refer on its own. Whereas a lot of ads talk about artificial intelligence as a part of their persuasive message rather than simply using AI

to help make things. Heinz states “Even AI knows that ketchup means Heinz” with the help of AI results to prove that their brand was the best. Similarly, Kit Kat explicitly claims to have used technology in the creation of its ad. As a result, these ads utilize “meta-persuasion,” which is created by some members of the

audience knowing that AI was involved in the

creation of the message.



Figure 4.12. *AI Self-Reference in the Kit Kat Advertisement*

4.2.2 Emotional Aspect

The emotional methods found in the AI-created collection strongly depend on looking toward the future, feeling secure about technology, reminiscing about the past, customizing experiences, being aware of ethics, and using self-aware humor. Instead of creating ads focusing on how people feel emotions, AI-generated ads are more likely to be about the type of emotions.

4.2.2.1 Nostalgia and Brand Recall

When it comes to ads AI can evoke memories of brands using sophisticated technology and reimagining these experiences in new ways. The popular phrase “Holidays are coming” evokes the same holiday sentiments that are associated with Coca-Cola's previous commercials. Volkswagen combines the old and the new under the title of “Some things should stay the same.” Innovation spirit is never ending. In AI advertising, these examples illustrate how the term is not always about personal experiences, but can also be associated with a brand's legacy and iconic imagery.



Figure. 4.13. *Nostalgia shown through Coca Cola Advertisement*

4.2.2.2 Meta-Humor and Artificiality

Humor in AI ads can manifest as self-aware or meta-humor, with the ad making jokes about the fact that it's an ad. Delicious, not suspicious” is funny and easy to remember

because of its play on words and rhymes, and the twist of irony. Humor is another tactic Kit Kat employs in their ads, as in this case: “AI made this ad so we could have a break.” McDonald's takes the typical jolly tone of

Christmas and says, "It's the most terrible time of the year," in a humorous ploy to convince. This sort of humor assumes that the viewer is

aware of it being artificial and created by technology.



Figure. 4.14. Humor portray through McDonald's Advertisement

4.2.2.3 Technological Reassurance and Algorithmic Comfort

Numerous ads evoke feelings of emotional comfort by depicting intelligent systems as supportive friends. The message you see on Spotify, "You seemed stressed last Thursday; here's what helped," is an example of the

algorithmic recommendations, designed to demonstrate caring and empathy. KFC makes its assistant feel more relatable by starting with the greeting "Hello Bayo." "I'm Kaiia, your AI assistant." These ads makes technology comforting, more efficient and emotionally supportive.



Figure 4.15. Technology shown through KFC commercial

4.2.2.4 Ethical Emotion, Beauty, and Inclusion

Advertisements, which discuss the perception of beauty and ourselves, express emotions and messages of right and wrong. When asked "What kind of beauty do we want AI to

understand?" Dove brings up a moral obligation that we all share as individuals about the ways beauty is demonstrated and how technology is utilized. Although they use Artificial Intelligence to tailor experiences. Levi's statement, "Fashion should look like

everyone,” emphasizes inclusiveness and diversity since it resonates with people's

emotions.



Figure 4.16. Beauty and Emotion shown through Dove Advertisement

4.2.2.5 Aspirational Futurity

Future aspirations are among the top emotional pull factors in AI ads. With the Cadillac's “The road is yours to define” message, they are emphasizing opportunities for the future and freedom for the individual. BMW is about technology and movement, about new ideas and possibilities. These are ads that aren't of the nostalgic type that people use. Rather, they encourage the ambition, drive and progress toward the future.

4.2.3 Psychological Aspect

Psychologically, ads that feature AI are very effective at capturing attention within a short time frame, incorporating personal elements, innovative concepts, and impressive

technology. Both Central Route and Peripheral Route Persuasion are used in these ads. Their effectiveness tends to hinge on their presentation, though, which can range from proof, entertainment, aid or something new.

4.2.3.1 Central-Route Persuasion

Central route persuasion is when advertising offers clear reasons, data, proof or factual information. Heinz relies on AI-generated image recognition to demonstrate the brand's dominance Body Armor is taking a practical approach to communicating to consumers what they are purchasing with terms such as “Zero Sugar” and “Zero grams of carbs.” This helps people to reflect and take informed decisions.



Figure 4.17. Heinz Ai Commercial ScreenShot

4.2.3.2 Peripheral Cues and Technological Spectacle

Peripheral-route persuasion happens in AI advertisements when they use new concepts, mimic celebrity endorsements, show futuristic visuals, use a glitchy design style, and create eye-catching displays. Virgin Voyages are going to

use a computer-generated version of Jennifer Lopez to catch people's attention and gain their trust. On the other hand, BMW aims to use lively images and tech visuals to showcase modernity and engage viewers. These signals act quickly, touch people's feelings and require little effort on their part to process.



Figure.4.18. BMW The ultimate Ai masterpiece advertisement screenshot

4.2.3.3 Trust, Authenticity, and Skepticism

There is a mixed sentiment when it comes to the trustworthiness of AI-generated ads, as these can offer reassurance or raise questions. To build trust, Dove says that “Dove will never use Artificial Intelligence to create or change women's images” which means that Dove is not using Artificial Intelligence to show us what beauty looks like AI generates emotions. Spotify's algorithms demonstrate its capacity to grasp feelings and emotions; suggesting the possibility of emotional support. As the examples demonstrate, the degree of confidence people have in AI ads is primarily dependent on their perceived usefulness, ethical considerations, and annoyance levels.

4.2.3.4 Behavioral Action and Personalized Motivation

AI ads are really good at turning personalized information into actions people take. Zara takes the concept of window shopping and makes it shopping for what you really need with the question, “Ready to shop for what you really need?” Samsung makes travelling feel less like a worry and more like a necessity of their products with continuous tech support. The Cadbury company uses celebrities to market its products in a manner that is unique to the individual. In these ads, technology assists in developing persuasive words and also with making rapid links from capturing focus to inducing somebody to take action.



Figure 4.19. Cadbury Advertisement Screen Shoot

Findings and Conclusion

The focus of the present study was on the linguistic, pragmatic features, emotional appeals and psychological strategies of persuasion used in ads produced by humans and AI. In the analysis of a set of ads, the research revealed significant similarities and differences in the way these two advertising texts develop persuasion and, hence, audience effect. The findings suggest that, although both human and AI advertisement attempts attempt to convince the consumers through emotional and psychological means they differ in their approaches to meaning making, emotional appeal, and engagement with the audience.

The findings related to the first research question show that the ads produced by humans have more organic, context-sensitive, and interactive language, while the ads produced by AI have simple, repetitive, and formulaic language structures. There are parts of an advertisement that are human created, such as using a conversational tone, incorporating humor, engaging in some persuasion, developing the story, and using emotionally charged dialogues that mimic real speech. AI-generated ads on the other hand, will feature assertive language, repetitive key phrases, simplified sentence structure, and promotional words. Linguistically, the human-made ads show a wider range of vocabulary, grammar and stylistic constructions, whereas

the AI-generated ads are more systematically organized and repetitive.

The study also shows that emotional persuasion is the more complicated and complicated aspect of human-generated ads. These ads include messages of family love, familial connections, nostalgia, humor, and messages of identity issues and sense of belonging. Emotional appeals are also created through a process over time by using storytelling and connecting with the reader or listener on a personal level, which increases the authenticity and emotional impact of the content. AI-driven ads focus on emotional appeals, such as contrasting, exaggerating, customizing and using future-oriented concepts. This means that ads created by humans have a higher impact on the emotions of their viewers, as they are closely linked to real human experiences or culturally relevant scenarios.

The Elaboration Likelihood Model (ELM) suggests that ads produced by people and ads produced by AI engage in both central route and peripheral route to persuasion. Humorous, story-based, emotional, celebrity-approved, symbolic imagery is integral to human-made advertisements that activate peripheral-route processing. These approaches create a connection that influences positive response at a personal level which does not require extensive analysis. In parallel, some human-made ads also employ central-route persuasion through fact-based information, moral appeals,

or functional, experiential demonstrations. AI-powered ads also include both central and peripheral cues, though they can be effective in certain situations only if they are innovative, technologically impressive, personalised to the user, and data-informed. AI ads are very effective at capturing the viewer's attention with their innovative concepts, futuristic imagery, and personalized algorithms.

Concluding, the analysis shows that pragmatic and rhetorical language elements are both important in the process of creating persuasion in human-made advertisements and AI advertisements. By employing linguistic elements, emotional appeals, and psychological persuasive strategies the advertising discourse can be more persuasive, engaging, emotionally connected, and trustworthy. The research also shows that persuasive communication in marketing messages is not only achieved by direct communication but additionally by subtle tips, emotional appeals, stylistic elements and psychological allure that can shape the interpretation of the audience explicitly as well as implicitly. The study compared ads AI-generated with those that are human-generated, and the findings revealed that AI-generated ads may consistently produce content that's appealing, employing advanced technology and hyper-personalization while human-generated ads are more emotionally engaging, contextually relevant, and socially engaging.

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