THE PERSUASIVE APPEALS FOR PROMOTING CORONA VACCINE

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ABSTRACT

Covid 19 is one of the topics that makes people think of it nowadays. This motivates health and political organizations and associations to make use of this side. So, they employ whatever means they can use to convince people that the topic is frightening and they succeed. It is frightening, no one denies. They now employ this fact of the pandemic to promote for the vaccine. There are different ways of persuading people in this regard. The most common ways are the fallacious appeals of fear and authority. They do not just frighten people, they are also pushing them to vaccinate by means of appealing to authority. People always have certain characters to follow. These characters may be actors, singers, religious men, or even political characters. The study has analyzed five extracts taken from speeches of the World Health Organization as well as messages directed by British Ministry of Health.

Keywords: Fear, ignorance, Authority, Bias, promotion, vaccine, Covid 19

I. INTRODUCTION

1.1 Employing Appeal as Persuasive Strategies of promotion

1.1.1 Appeal to fear

The technique of appeal to fear is originally regarded as fallacy in which a one tries to support an idea by attempting to arise fear towards an alternative. Appealing to fear is popular in the different fields of life. It is often used in marketing and social policy, as a persuasive strategy. Arising fear is successful tool for changing attitudes, which are controlled by the motivation and ability to process the fear message (Underwood, 1994: 717).

To appealing to fear is not always successful, this means that the amount of persuasion does not always increase with the increased fear. Scientists claim that the amount of fear is not the decisive factor in the process of changing people behavior through persuading them (ibid).

Appeals to emotions are various, they may include appeal to fear of illness, appeal to fear of death, appeal to fear of humiliation, appeal to fear of discrimination(ibid).

The employment of appeal to fear in health associations is a well-known strategy used to affect the attitudes within people concerning certain public health issues like corona pandemic. This strategy requires using the employment of images or messages to arise negative feelings such as wariness or anxiety.

1.2 Appeal to Ignorance

Appealing to ignorance is also regarded as a fallacious technique which means regarding a proposition as a true because there is nothing to assert it as false (Locke: 1690: 67).

It also could be taken to mean that the evidence for a certain conclusion is unknown or it will be known in the near future or the conclusion is either true or false (ibid).

1.3 Appeal to authority
An appeal to authority is an argumentative fallacious strategy. It is taken to be fallacious because the behavior or opinion of an authority on a certain topic is used as an evidence to support and argument in this regard. Some scholars regard that if the authority is authoritative for all, then the argument is not fallacious. Whereas others regarded it to be always fallacious (Underwood, 1994: 77).

This argument is used when the speaker appeals to a certain authority as a support for his claim. (Walton, 2008: 89).

There are cognitive roots for accepting appeal to authority arguments. These roots are the Asch effect. In the modified examples of Asch effect, that humans always create a likelihood for false authorities. Furthermore, individuals have been expected to feel strong emotional pressure to accept authority positions (ibid).

Authority bias is the tendency to attribute greater accuracy to the opinion of an authority figure (unrelated to its content) and be more influenced by that opinion. An individual is more influenced by the opinion of this authority figure, believing their views to be more credible, and hence place greater emphasis on the authority figure’s viewpoint. This concept is considered one of the so-called social cognitive biases or collective cognitive biases (Woodward, 2016: 23).

II. APPEAL TO AUTHORITY IN REAL LIFE FIELDS

2.1 Advertising

Appeal to authority is used as a well-known strategy in marketing in order to have an increase in claims made about a certain product. A common example in advertising is where toothpaste companies such as Sensodyne promote the validity of their claims by ensuring the dentists wear lab coats, resulting in the consumer being more trustworthy of the product and consequently more likely to buy the product (Salmon, 2013: 222).

Personalized advertising in relation to political voting attitudes (particularly in the US election) relies on authority bias. Political campaigns are targeted specifically towards female voters (who are more susceptible to the bias), amplified through the use of social media, in which political leaders and other figures of authority are used in ad-campaigns to increase the effectiveness of their claims (Beadau, 2009: 56).

2.2 Medicine

The expert halo effect is synonymous with authority bias in medicine, where the expert is seen as infallible. Issues arise in pharmaceutical settings, in which non-experts blindly follow expert's commands, resulting in the distribution of harmful drugs and inappropriate healthcare practices (ibid).

A further issue concerning the extent to which we believe an authority figure to be providing accurate information is apparent in cases such as that of Willie Jackson. Forensic dentistry falsely proved Jackson to be guilty, yet the authority bias strengthened the doctor's standpoint in a court of law as they had expert authority bias. Consequently, the negative effect of authority bias has led to wrongful convictions (ibid).

1. Functions of Appeal to authority, fear and ignorance

Salmon (2013: 34) states that there are certain functions for appeal to authority:

a. Appeals to authority, fear and ignorance can be used to promote for certain products.

b. They are used to show how people are led by others.

2. Promotion

Promoting means attempting to persuade, inform, or remind people that your products are useful to them. The goal is to stimulate action from the people or organizations of a target market. In a profit-oriented firm, the desired action is for the consumer to buy the promoted item. Mrs. Smith’s, for instance, wants people to buy more frozen pies. Not-for-profit organizations seek a variety of actions with their promotions. They tell us not to litter, to buckle up, to join the military, or to attend the ballet. (These are examples of products that are ideas marketed to specific target markets.)

Promotional goals include creating awareness, getting people to try products, providing information, retaining loyal customers, increasing the use of products, and identifying potential customers, as well as teaching potential
service clients what is needed to “co-create” the services provided. Any promotional campaign may seek to achieve one or more of these goals Goden (2010: 20) states that the following are goals of marketing:

3. Creating awareness:
All too often, firms go out of business because people don’t know they exist or what they do. Small restaurants often have this problem. Simply putting up a sign and opening the door is rarely enough. Promotion through ads on social media platforms and local radio or television, coupons in local papers, flyers, and so forth can create awareness of a new business or product.

Large companies often use catchy slogans to build brand awareness. For example, Dodge’s wildly successful ads where a guy in a truck yells over to another truck at a stoplight, “Hey, that thing got a Hemi?” has created a huge number of new customers for Dodge trucks. Hemi has become a brand within a brand. Now, Chrysler is extending the Hemi engine to the Jeep brand, hoping for the same success.

4. Getting consumers to try products:
Promotion is almost always used to get people to try a new product or to get nonusers to try an existing product. Sometimes free samples are given away. Lever, for instance, mailed over two million free samples of its Lever 2000 soap to targeted households.

5. Providing information:
Informative promotion is more common in the early stages of the product life cycle. An informative promotion may explain what ingredients (for example, fiber) will do for a consumer’s health, describe why the product is better (for example, high-definition television versus regular television), inform the customer of a new low price, or explain where the item may be purchased.

People typically will not buy a product or support a not-for-profit organization until they know what it will do and how it may benefit them. Thus, an informative ad may stimulate interest in a product. Consumer watchdogs and social critics applaud the informative function of promotion because it helps consumers make more intelligent purchase decisions.

4.1 Types of promotion
There are many promotional marketing approaches where you can attract your prospects and customers and draw people into the marketing process. From traditional promotions like face-to-face selling to digital advertising and the customer loyalty program (Woodward, 2016: 45).

a. Personal (face-to-face) selling
This type refers to face to face promotion. It means that the seller has to meet his clients personally to show them the products and persuade them to buy. They use whatever strategies of appealing to fear, authority or ignorance to help them persuade the other (ibid).

b. Traditional advertising
This type of advertising may use different ways of promotion like using paid advertisements to persuade as bigger number of people as they can. This type of promotion saves time and energy for the sellers (ibid).

The pragmatic structure and strategies of appeal: Developing the model of analysis
Walton (2008: 45) and Damer (2009) find that an appeal in general is a process that is issued over a number of stages It is started with an introduction about the topic tackled explaining the benefits and disadvantages of it and moving to the second stage is the appeal stage which is mentioning the authoritative person, or frightening the addressee or lying to them that is expected to be effective in promoting the topic mentioned.

The last stage is called the recommendation stage which includes the end of the promotion which could be recommending doing something (ibid).

Each stage is distinct for its pragmatic strategies. For example at the first stage Walton (2008: 45) mentions that the speaker can violate the cooperative principle and use deductive and inductive arguments.
At the second stage the speaker issues one of the three types of arguments accompanied by politeness strategies. At the third stage the speaker ends his argument by using of the strategies of talk-ending.

Pragmatically speaking, the three types of appeal are directed towards the emotions of the addressee. The emotions are manipulated in a wicked way by the speaker.

Consider the figure below:

![Diagram](image)

**Figure (1) The Analytical Model**

**Data**

The data under study includes speeches of the world health organization concerning corona vaccine and it also includes messages directed by ministry of health to people motivating them to vaccinate.

**Data Description**

Concerning the world health organization speeches, these speeches are long and complicated because the language tends to be medical one. As for the messages of the ministry of Heath, they tend to be short and simple because they are directed to simple people. The study has analyzed five extracts taken from speeches of the World Health Organization as well as messages directed by British Ministry of Health.

**Data Analysis**

The analysis carried out here depends on the model developed previously in section 6.

**Text 1**

About 57 percent of U.S. adults say they would be more willing to get a COVID-19 vaccine if they heard it was "highly effective" in preventing falling ill to the virus, according to the Kaiser Family Foundation's latest COVID-19 Vaccine Monitor report released Jan. 27.

The survey, which was conducted from Jan. 11-18 and included 1,563 U.S. adults some of them are ministers and others are well-known actors who were contacted via random digit dial telephone samples, examines people's willingness to get the vaccine as well as the messages and information they find most convincing to support the effort.

Get the vaccine for your safety.(Archieve.com)
III. ANALYSIS

This is an example of appeal to authority and fear at the same time. In this example the pragmatic structure of the appeal is clear. There is an introduction, appeal to authority and fear stage and the recommendation stage.

The first stage is issued through deductive arguments. These arguments assume that the conclusion is always true. That's why the speaker presents statistics which show that he is sure that what he is saying is true. These attempts are accompanied by the speaker's goals of obeying the cooperative principle.

The second stage is issued through mentioning that ministers and actors are vaccinating in an attempt to convince people to vaccinate. The speaker is trying to be polite as much as he can. This is accompanied by the speaker's attempt to frighten the listener of the results which is "falling ill to the virus".

The third stage is issued through the strategies of talk-ending an especially the strategy of presenting advice. The speaker recommends vaccination.

Text 2

While all of our messages were effective at boosting confidence and willingness to get vaccinated, one message was particularly effective. The Helping Loved Ones message increased willingness to vaccinate across all hesitant groups. While we recommend rotating through multiple high-performing messages, the strength of the “Helping Loved Ones” message makes it a good candidate to lead campaigns.

Moving forward, we are working to get these results out to policymakers and other stakeholders who can translate our recommendations into real-world outreach. However, our results go beyond specific messages – they show that good communication can be a powerful tool to increase health equity. We encourage policymakers, elected officials, and others to use these insights to increase confidence in COVID-19 vaccines. The link below shows well-known characters are taking the vaccine.

Watch the video and vaccinate..(Archieve.com)

Analysis

This is an appeal to authority composed of three stages: the first stage is the introduction stage, the second stage is the appeal stage and the third stage is the recommendation stage.

The first stage is issued through inductive arguments. These arguments assume that the conclusion is not always true. That's why the speaker does not present statistics which show that he is sure that what he is saying is not always true. These attempts are accompanied by the speaker's goals of being polite.

The second stage is issued through presenting a link containing video shows that ministers and actors are vaccinating in an attempt to convince people to vaccinate the speaker is using the off record strategy of politeness.

The third stage is issued through the strategies of talk-ending. The speaker recommends vaccination. Again the speaker is advising the listener of the vaccination.

Text 3

Protect your family and friends by vaccinating. The death toll increases to thousands of victims. About 90000 people including the honorable president have vaccinated. They are living their lives with no fear. Encourage your family and friend to get the vaccine..(Archieve.com)

Analysis

This is an example of appeal to authority and fear. In this example the pragmatic structure of the appeal is clear. There is an introduction, appeal stage and the recommendation stage.

The first stage is issued through deductive arguments. These arguments assume that the conclusion is always true. That's why the speaker presents statistics which show that he is sure that what he is saying is true. These attempts are accompanied by the speaker's goals of being polite.
The second stage is issued through mentioning that ministers and actors are vaccinating in an attempt to convince people to vaccinate. The speaker obeys the cooperative principle to the point. And the speaker employs fear at this stage saying that "the death toll increases".

The third stage is issued through the strategies of talk-ending. The speaker recommends vaccination.

Text 4

Vaccination is safe and side effects from a vaccine are usually minor and temporary, such as a sore arm or mild fever. More serious side effects are possible, but extremely rare.

Any licensed vaccine is rigorously tested across multiple phases of trials before it is approved for use, and regularly reassessed once it is introduced. Scientists are also constantly monitoring information from several sources for any sign that a vaccine may cause health risks.

Remember, you are far more likely to be seriously injured by a vaccine-preventable disease than by a vaccine. For example, tetanus can cause extreme pain, muscle spasms (lockjaw) and blood clots, measles can cause encephalitis (an infection of the brain) and blindness. Many vaccine-preventable diseases can even result in death. The benefits of vaccination greatly outweigh the risks, and many more illnesses and deaths would occur without vaccines.

Analysis

This is an example of appeal to authority and fear at the same time. In this example the pragmatic structure of the appeal is clear. There is an introduction, appeal to authority and fear stage and the recommendation stage.

The first stage is issued through inductive and deductive arguments. These arguments assume that the conclusion is always true. That's why the speaker presents statistics which show that he is sure that what he is saying is true. These attempts are accompanied by the speaker's goals of being polite.

The second stage is issued through mentioning that ministers and actors are vaccinating in an attempt to convince people to vaccinate. The speaker obeys the cooperative principle to the point. This is accompanied by the speaker's attempt to frighten the listener of the results.

The third stage is issued through the strategies of talk-ending. The speaker recommends vaccination.

Text 5

Like any medicine, vaccines can cause mild side effects, such as a low-grade fever, or pain or redness at the injection site. Mild reactions go away within a few days on their own.

Severe or long-lasting side effects are extremely rare. Vaccines are continually monitored for safety, to detect rare adverse events.

Analysis

This is a clear appeal to ignorance argument. The speaker is making use of the addressees' ignorance in these medical issues.

Addressees have no knowledge in these regards, that's why you find the addressor is employing this fact and make it a support for his claim.

The same stages are followed in this argument and the same strategies are employed.

IV. CONCLUSIONS

This study has come up with the following conclusions:

1. Appeal to fear, ignorance and authority is a process that is issued over a number of stages. It is started with an introduction about the topic tackled explaining the benefits and disadvantages of it.
2. The second stage mentions the authoritative person or frightens or palys upon the listener's mind.
3. The last stage is called the recommendation stage which includes the end of the promotion which could be mentioning the benefits that the authority gains from making certain thing or it could ends with recommending something.

4. The results of the analysis show that each stage is distinct for its pragmatic strategies. The first stage is issued with strategies of politeness and inductive and deductive arguments. At the second stage, the speaker employs the strategies of Aristotelian appeals and the strategy of authority bias together with the strategies of the cooperative principle obey.

5. At the last stage the speaker employs the strategies of talk ending which can be either presenting regards or recommending something or inviting the listener.

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