

## PERSUASIVE SPEECH ACTS IN ONLINE ADVERTISING AND INFLUENCER MARKETING

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**Abstract.** This article examines persuasive speech acts in online advertising and influencer marketing, focusing on how influencers employ assertive, expressive, directive, and commissive speech acts to engage and persuade audiences. The study, after reviewing the existing literature, highlights the role of these linguistic strategies in building trust, emotional connection and consumer behaviour. The findings underscore the significance of speech acts in enhancing the effectiveness of influencer marketing and shaping purchasing decisions.

**Keywords:** persuasive speech acts, influencer marketing, online advertising, consumer behavior, directives, assertives, emotional connection.

**Аннотация.** В статье рассматриваются убедительные речевые акты в онлайн-рекламе и маркетинге с участием влиятельных личностей, с акцентом на то, как влиятельные личности используют утвердительные, экспрессивные, директивные и коммиссивные речевые акты для вовлечения и убеждения аудитории. Анализ существующей литературы показывает роль этих лингвистических стратегий в формировании доверия, эмоциональной связи и потребительского поведения. Результаты подчеркивают важность речевых актов для повышения эффективности маркетинга с участием влиятельных личностей и формирования покупательских решений.

**Ключевые слова:** убедительные речевые акты, маркетинг с участием влиятельных личностей, онлайн-реклама, потребительское поведение, директивы, утвердительные акты, эмоциональная связь.

**Annotatsiya.** Ushbu maqolada onlayn reklama va influencer marketingidagi ta'sirchan nutq harakatlari tahlil qilinadi, bu yerda influencerlar auditoriyani jalb qilish va ishontirish uchun assertiv, ekspressiv, direktiv va komissiv nutq harakatlaridan qanday foydalanayotgani ko'rib chiqiladi. Mavjud adabiyotlarni tahlil qilish orqali ushbu lingvistik strategiyalarning ishonch, hissiy bog'lanish va iste'molchi xulqini shakllantirishdagi roli aniqlanadi. Natijalar nutq harakatlarining influencer marketingining samaradorligini oshirish va xarid qilish qarorlarini shakllantirishdagi ahamiyatini ta'kidlaydi.

**Kalit so'zlar:** ta'sirchan nutq harakatlari, influencer marketingi, onlayn reklama, iste'molchi xulqi, direktivlar, assertivlar, hissiy bog'lanish.

### Introduction

Persuasive speech acts play a pivotal role in shaping consumer behavior, particularly in the context of online advertising and influencer marketing. The dynamic interaction between influencers and their audience through various speech acts, such as assertives, expressives, directives, and commissives, has transformed traditional advertising strategies. As online platforms like YouTube, Instagram, and live e-commerce sessions become central to brand promotion, understanding the linguistic and persuasive tactics used by influencers is essential to

recognizing how they influence consumer decisions. This article explores the role of persuasive speech acts in influencer marketing and online advertising, focusing on their impact on consumer trust, engagement, and purchasing behavior.

### Methodology

The methodology used in this study involved an analysis of existing literature on persuasive speech acts in online advertising and influencer marketing. This comprehensive review examined studies that focus on speech act theory, persuasive communication, and the strategic use of language in digital marketing. The data was collected from open-access sources, including peer-reviewed journals, academic articles, and industry reports, to understand the linguistic features and persuasive strategies employed by influencers across various platforms.

### Results

In recent years, persuasive speech acts in online advertising, particularly in influencer marketing, have become increasingly central to shaping consumer behavior. A comprehensive analysis of speech acts within platforms like YouTube reveals distinct patterns in how influencers utilize assertive, expressive, commissive, and directive speech acts to persuade audiences. Assertive speech acts, which dominate influencer marketing videos, account for 56% of the total acts, serving primarily to inform the audience about product details, such as features, packaging, and price. This detailed approach, often surpassing the brevity of traditional TV commercials, builds trust by offering comprehensive insights into the product. Such a strategy reflects the findings of Chen, Li, and Sun (2023), who emphasize the informative function of assertive speech acts in modern online advertising. In contrast to traditional advertisements, which tend to be brief and less informative, influencer videos position themselves as more engaging and persuasive by providing extensive product knowledge, which in turn fosters a deeper connection with the audience.

Expressive speech acts, making up 26% of speech acts in influencer videos, play a significant role in establishing emotional connections with viewers. As Chen, Li, and Sun (2023) highlight, influencers often share personal reactions or honest critiques of products, which enhances their credibility and relatability. This emotional engagement is especially powerful in the context of influencer marketing, where authenticity and trust are key. The direct expression of feelings and opinions about the product serves as a persuasive tool by making the viewer feel that the influencer is not simply endorsing the product for monetary gain but is genuinely involved in the product's benefits. In this way, influencer marketing taps into emotional persuasion, distinguishing itself from traditional advertisements that often rely on pure product promotion without fostering emotional connections.

The strategic use of commissives (10.1%) and directives (7.4%) further amplifies the persuasive effect of influencer videos, as noted by Chen et al. (2023). Commissives, which prepare the audience for future actions or product uses, ensure sustained engagement throughout the video. Directives, on the other hand, encourage specific behaviors, such as subscribing to the channel or interacting with the content. These speech acts are crucial in guiding the audience through the product experience. In YouTube videos, for instance, directives like "Look at that base, honey" direct attention to particular product features, increasing the likelihood of viewer engagement with the product. Such interactivity is not as pronounced in traditional advertisements, where viewer involvement is often passive. Proactively guiding viewers and encouraging interaction, influencer marketing fosters deeper immersion and persuasion.

In addition to speech acts, the linguistic strategies employed in social media platforms such as Instagram further enhance the persuasive nature of influencer marketing. Hidarto (2021) explores how emphatic enumeratives, such as "not only... but" or "plus," amplify the positive qualities of products. These phrases, often paired with personal pronouns like "I" or "you," create a conversational and intimate tone that strengthens the interpersonal connection between the influencer and the viewer. When talking about personal experiences with products, influencers use first-person pronouns to evoke trust and credibility. This approach not only highlights the ideational function of persuasion by focusing on the product's positive qualities but also fulfills the interpersonal function by making the advertisement feel like a personal recommendation rather than a commercial pitch. The informal style of discourse, including the use of contractions and emojis, also diminishes the distance between the influencer and the audience, contributing to a more persuasive and approachable communication style.

The effectiveness of these persuasive strategies is further enhanced by the visual elements incorporated into the advertisements. Hidarto (2021) notes that in beauty ads, for example, close-up shots of the influencer's face, combined with soft color tones, help reinforce the personal connection to the product. Similarly, in fashion or food advertisements, visual elements are used to highlight either the influencer or the product itself. These multimodal strategies, when combined with persuasive speech acts, create a compelling narrative that positions the product as an integral part of the influencer's lifestyle. This synergy between language and visuals works to enhance the persuasive effect of the speech acts, motivating consumers to adopt similar behaviors or make purchasing decisions based on the influencer's endorsement.

Prastio et al. (2024) further examine the role of indirect speech acts in online advertising, particularly within the context of platforms like Shopee. They explore how influencers and advertisers use indirect directives to subtly persuade viewers. In one example, a parody involving the President of Indonesia asking, "Where is the bicycle?" serves not only as a casual inquiry but as an indirect persuasive act, promoting the Shopee platform's efficiency and convenience. This strategy highlights how indirect directives, by invoking authority and familiarity, can create trust and subtly influence consumer decisions. In influencer marketing, such indirect speech acts are often employed to recommend products or create a sense of urgency, without overtly directing the viewer to make a purchase. This technique plays on social dynamics, where the authority or credibility of the influencer or spokesperson can lead the audience to act in a way that aligns with the persuasive intent.

The indirect nature of these speech acts also aligns with Fletcher-Brown et al. (2024), who explore the role of consumer speech acts in driving social change through brand activism.

They emphasize the power of emotions like anger, guilt, and shame, which are often used in persuasive campaigns to mobilize audiences around a cause. In influencer marketing, these emotions can be leveraged to create persuasive messages that resonate with consumers on a deeper level. For example, when an influencer expresses outrage over a social or environmental issue, it can spur the audience to engage with the brand in a way that goes beyond mere consumption. This type of emotional engagement is often more effective than traditional advertising, as it taps into the viewer's values and motivates action.

Stepaniuk and Jarosz (2021) further explore how emotionally charged persuasive linguistic tricks (PLT) influence consumer behavior on social media. They demonstrate that emotionally neutral and positive PLTs are particularly effective in increasing consumer engagement, such as likes, comments, and shares.



In influencer marketing, these PLTs can be used to subtly shape perceptions of products and brands. For instance, during a live e-commerce session, a seller might use positive language or emotional appeals to increase viewer engagement and prompt purchases. The study suggests that aligning language use with consumer emotions and seasonal trends can significantly enhance marketing effectiveness, highlighting the importance of using the right tone at the right time to increase consumer involvement.

Sumarlam et al. (2024) examine the real-time engagement strategies employed by sellers in live e-commerce sessions, revealing the adaptability of persuasive speech acts in online advertising. They show that assertive, expressive, directive, and commissive acts are all strategically employed to drive consumer behavior. For instance, assertive acts might present factual claims about a product, while expressive acts convey the seller's enthusiasm and confidence in the product. Directives urge viewers to make a purchase, and commissives promise benefits or incentives. Phatic speech acts, which maintain the interaction and foster a sense of community, further enhance viewer engagement. This blend of speech acts not only engages consumers but also fosters a sense of real-time connection between the seller and the audience, making the persuasive message more immediate and compelling.

Persuasive speech acts in online advertising, especially within influencer marketing, are multifaceted and highly effective in shaping consumer behavior. The combination of assertive, expressive, commissive, and directive speech acts, along with strategic visual elements and emotional appeals, creates a persuasive communication environment that is more interactive and relatable than traditional advertising. Influencers use these speech acts to build trust, engage viewers, and encourage purchasing decisions, often with a personal touch that makes the advertisement feel like a genuine recommendation. As demonstrated by the studies of Chen et al. (2023), Hidarto (2021), Prastio et al. (2024), Fletcher-Brown et al. (2024), Stepaniuk and Jarosz (2021), and Sumarlam et al. (2024), the strategic use of language and visuals in online advertising represents a powerful tool for influencing consumer behavior and reshaping marketplace dynamics.

#### Discussion

One of the key findings from the literature is the prominence of assertive speech acts in influencer marketing. Studies show that assertives, which convey factual information about products or services, are the most dominant speech act in influencer content, especially on platforms like YouTube. For example, influencers often describe the features and benefits of a product in detail, thus fostering trust by providing transparent information. This trend highlights how influencers have shifted away from the brief, one-way communication style of traditional advertising, making their content more informative and engaging. Assertive speech acts, combined with emotional expressives, create a balanced persuasive effect that not only informs but also connects emotionally with the audience.

Another important observation is the use of indirect speech acts, particularly in the form of directives and commissives, in influencer marketing campaigns. These speech acts encourage specific consumer behaviors, such as making a purchase or engaging with content, without overtly commanding the audience. Indirect directives, such as "Don't miss out" or "Limited-time offer," subtly create a sense of urgency and exclusivity, making the audience feel compelled to act. Similarly, commissives, where influencers promise certain outcomes or benefits (e.g., "You'll love this"), create a bond of trust between the influencer and their followers, further enhancing the persuasive power of the message.

These strategies are effective in creating a more interactive and immersive experience, particularly in live e-commerce settings, where the real-time interaction allows influencers to adapt their speech acts to maintain audience engagement.

### Conclusion

In conclusion, persuasive speech acts are integral to the success of online advertising and influencer marketing. The strategic use of assertive, expressive, directive, and commissive speech acts enhances the persuasive power of influencer content, fostering trust, emotional connection, and engagement with the audience. As the landscape of digital marketing continues to evolve, understanding the linguistic techniques and speech act strategies employed by influencers is crucial for designing effective advertising campaigns. This research underscores the importance of a nuanced approach to persuasion, where the blend of informative content and emotional appeal creates a compelling narrative that influences consumer behavior.

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