

**KLAIPĖDA UNIVERSITY**  
FACULTY OF SOCIAL SCIENCES AND HUMANITIES  
DEPARTMENT OF PHILOLOGY

**SUBLIMINAL AND OVERT SOCIAL MEDIA  
MARKETING STRATEGIES ON THE HOTEL BUSINESS  
PLATFORM**

MA Final Thesis in English and Another Foreign (German) Language and Business  
Communication

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PLATFORMOSE**

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## SUMMARY

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**Keywords:** social media, marketing strategies, advertising discourse, linguistic means, visual arguments.

Social media has a significant role in our social life and takes a large portion of our time. This technological revolution has also affected the business sphere. After providing consumers with more control on social media platforms, entrepreneurs were forced to use overt as well as subliminal marketing strategies. This master thesis covers what linguistic, visual and other persuasive means marketers use in overt and subliminal strategies and what are their intentions. To simplify the research process of this extensive field, hotel business platform was selected for the analysis.

Linguistic, visual and persuasive means are used in hotel business social media marketing strategies. Analysis was accomplished from two perspectives – overt and subliminal strategies. 172 linguistic and 407 visual advertisement examples were collected from overt strategies. 25 sources from subliminal strategies were distinguished into three areas – user-generated content, social media contests and campaigns and influencer marketing.

In this systematic review two methods were used – analytical and descriptive.

Hypothesis, that linguistic, visual and persuasive means are used in hotel business marketing strategies, was approved. However, as these means individually convey a certain meaning, the value unfolds only in their combination.

## SANTRAUKA

Šimulynas, A. Paslėptos ir atviros socialinių medijų reklamos strategijos viešbučių verslo platformose. Anglų ir kitos užsienio (vokiečių) kalbos ir verslo komunikacijos studijų programos baigiamasis magistro darbas. Darbo vadovė: doc. dr. L. Bernotienė, Klaipėdos Universitetas: Klaipėda, 2020– 60 p.

**Raktažodžiai:** socialinės medijos, reklamos strategijos, reklamos diskursas, lingvistinės priemonės, vaizdiniai argumentai.

Socialinės medijos šiomis dienomis atlieka svarbų vaidmenį visuomenės gyvenime ir užima didelę dalį mūsų laiko. Ši technologinė revoliucija taip pat paveikė ir verslo sritį. Vartotojams suteikus daugiau kontrolės socialinių medijų platformose, verslininkai buvo priversti naudoti tiek atviras, tiek paslėptas reklamos strategijas. Šis magistro darbas yra apie tai, kokias kalbines, vaizdines ir kitas įtaigos priemones naudoja reklamos ekspertai paslėptose ir atvirose reklamos strategijose ir ko yra siekiama pasitelkiant šias priemones. Siekiant supaprastinti šios plačios srities tyrimo eigą ir sumažinti apdorojamų duomenų kiekį, analizei buvo pasirinkta viešbučių verslo platforma.

Kalbinės, vaizdinės bei įtaigos priemonės yra naudojamos viešbučių verslo socialinių medijų reklamos strategijose. Analizė buvo atlikta iš dviejų perspektyvų – atvirųjų ir paslėptųjų strategijų. Atvirosiose strategijose iš reklamų viso buvo išrinkti 172 kalbiniai bei 407 vaizdiniai pavyzdžiai. Uždaroje strategijoje – 25 šaltiniai, suskirstyti į tris sritis – vartotojų generuojamas turinys, socialinių medijų konkursai ir kampanijos bei nuomonės formuotojų reklama.

Šioje sisteminėje apžvalgoje buvo naudojami du metodai – analitinis ir aprašomasis.

Teiginys, jog kalbinės, vaizdinės bei įtaigos priemonės yra naudojamos viešbučių verslo reklamose kaip strategijų dalis, buvo patvirtintas. Nors šios priemonės ir individualiai perteikia tam tikrą reikšmę, pagrindinė reklamos vertė atsiskleidžia tik visų trijų priemonių samplaikoje.

## CONTENTS OF FIGURES AND TABLES

Figure 1: The Marketing Strategy Pyramid .....	10
Figure 2: Best Buy Stock Price Performance .....	12
Figure 3: Commonly used social media tools .....	17
Figure 4: Ring Beach Hotel Facebook page Recommendations and Reviews section .....	28
Figure 5: Emma Sheldon's Instagram post .....	28
Table 1: Textual rhetoric, linguistic and persuasive devices in hotel advertising .....	31
Table 2: Visual and multimodal features from hotel advertisements .....	36
Figure 6: St. Regis Hotel Advertisement .....	37
Figure 7: St. Regis Hotel Advertisement .....	38
Figure 8: Clayton Hotel Advertisement .....	39
Figure 9: Extract from Kelly's Resort Hotel review and recommendation section .....	42
Figure 10: Harry Gallagher's (@night.scape) Instagram post .....	43
Figure 11: Alexandra Dieck's (@lexiconofstyle) Instagram post .....	45
Figure 12: Liberta Seminyak Hotel in Bali, Indonesia shared Instagram competition .....	46
Figure 13: Hilton Garden Inn Union Town Hotel shared Instagram competition .....	46

## CONTENTS

<b>INTRODUCTION.....</b>	<b>6</b>
<b>1. SOCIAL MEDIA MARKETING STRATEGIES .....</b>	<b>9</b>
1.1 The Concept of Social Media Marketing .....	10
1.2.1 Rhetorical Linguistic Devices .....	19
1.2.1.1 Phonological features .....	20
1.2.1.2 Lexical/Orthographical features .....	20
1.2.1.3 Morphological and Syntactical features .....	21
<b>1.2.1.4 Semantic features.....</b>	<b>23</b>
1.2.2 Non-Linguistic advertising .....	24
1.2.3 Subliminal Social Media Marketing.....	27
<b>2. LINGUISTIC AND VISUAL MEANS IN HOTEL SOCIAL MEDIA ADVERTISING .....</b>	<b>30</b>
2.1. Textual Rethoric in Social Media Advertising .....	30
2.2. Multimodality and Visualisation .....	36
<b>3. SUBLIMINAL SOCIAL MEDIA MARKETING STRATEGIES .....</b>	<b>40</b>
3.1. User-generated Content.....	42
3.2. Influencer Marketing .....	44
3.3. Campaigns and Contests on Social Media Platforms .....	46
<b>CONCLUSIONS .....</b>	<b>48</b>
<b>REFERENCES .....</b>	<b>50</b>
<b>APPENDIX No. 1 .....</b>	<b>53</b>
<b>APPENDIX No 2 .....</b>	<b>60</b>
<b>APPENDIX No 3 .....</b>	<b>62</b>
<b>APPENDIX No 4 .....</b>	<b>79</b>

## INTRODUCTION

### The definition of the research object

Nowadays, social media takes up a significant part in the life of our modern and highly consuming society: from reading newspapers and watching news to simply communicating with friends and relatives online. Business and marketing sphere being directly dependent on their customers effectively integrated into social media in order to reach out to greater masses of audience using a wider spectrum of formats that social media offers. The primary target of every business is also clear to the customers – to market their product or service as persuasive as possible in order to attract customer's attention and finally make the sale. However, modern marketing platforms also require innovative and smart marketing strategies, considering the fact that customers on social media have incomparably more control over businesses than ever before.

Hotel business platform was no exception when it came to transitioning from traditional media to social media. *Cambridge Dictionary Online* the concept of *media* is defined as “newspapers, magazines, television, and radio, considered as a group”<sup>1</sup>. However, this concept describes traditional (broadcast) media, while Stanford University professor Dave Evans (2008:33) describes *social media* as a means to democratize information and making people content publishers and even editors instead of content readers. There are two distinguished marketing types: direct (traditional) and interactive/ internet (social media) marketing. *Direct marketing* is carried out between two or more people on a personal level, while , *indirect (social media) marketing* is pointed at a bigger audience with its power to modify the form and content in real time (Bakanauskas 2012:24).

While giving this amount of control to the customers in order to succeed businesses tend to exploit certain social media *strategies*. *Cambridge Dictionary Online* describes strategy as “a detailed plan for achieving success in situations such as war, politics, business, industry, or sport, or the skill of planning for such situations”<sup>2</sup>. For hotel business marketing this includes distinguishing your target audiences, using certain social media platforms for those audiences and different formats for every social group, giving feedback, collecting data and draw conclusions from them for the future examples.

### The object of the research

The object of this research are online accommodation advertisements. The examples are analysed from three perspectives: textual rhetoric linguistic means, visual arguments and persuasive manipulative marketing strategies. Selected examples from the collected data are analysed in the

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<sup>1</sup> Cambridge Dictionary Online

<sup>2</sup> Cambridge Dictionary Online



paper with comprehensive explanation of every linguistic, visual or persuasive characteristic; the intentions they hold and effects they possess on the customer.

### **The motivation of the research**

Social media marketing compared to traditional media faces not only the problem of excessive customer involvement but also the variety of platforms and formats that their advertisements are presented on. To enhance persuasiveness of the marketed service hotel business platforms are using various linguistic devices such as alliteration, idioms, hyperbole, metaphor and etc., visual, multimodal devices and other persuasive features of the social media platforms. In most cases businesses and politicians tend to hide the message between the lines. However, not only subliminal strategies are the best strategy of choice – the traditional, overt messages to the customer still perform their duty while incorporated with the right social media platform.

### **Theoretical literature survey**

This thesis investigates how linguistic and visual characteristics are used in social media marketing as strategies to persuade and attract consumers targeted at hotel business platform. The theoretical background for this research firstly revolved around the fundamentals of social media marketing or so-called “Web 2.0” analysed by B. Alexander (2006), P. Anderson (2007), E. Constantinides (1997 and 2005), D. Evans (2008), McKinsey Global Survey (2007), M. A. Stelzner (2009) and D. Zarella (2010).

The discourse of advertising analysis from all three mediums of linguistics, music and visual material was thoroughly analysed by G. Cook (2001).

The subliminal marketing strategies and user-generated content usage was analysed by J. R. Bughin (2007) and the specific peculiarities of hotel business social media marketing was disclosed by C. Adams and L. Ortiz (2013).

### **The purpose of the research**

Social media marketers and marketers in general are pursuing the same objective – to attract customers’ or future customers’ attention in order to make a successful sale. Linguistic devices, visual/ multimodal media and various social media dispersal methods are used as a part of a strategy to attract attention, persuade clients and ensure their stable flow and loyalty in the future. The strategies in this research are divided into two: overt and subliminal. For the high extensiveness of this topic this selected field of the social media marketing is hotel business platform. This research analyses numerous examples of the most common linguistic devices, visualization techniques and

persuasive techniques in order to find out the intentions each subliminal and overt strategy is pursuing.

### **The tasks of the research:**

1. To identify and discuss the conception and format of social media marketing and its rhetoric linguistic and visual strategies according to theoretical sources.
2. To identify and analyse which linguistic, visual and overall persuasive means are used as overt and subliminal social media marketing strategies.
3. To identify social media marketers' intentions from presented examples that possess rhetoric/persuasive value, attract attention and customer involvement to hotel businesses.

### **The structure of the research**

This thesis consists of: introduction, 1 theoretical chapter, the empirical chapter which is divided into 2 parts, conclusions, a list of references and sources. The theoretical chapter is designed to analyse the scientific literature related to linguistic visual and persuasive strategies used in social media marketing. This chapter is set for explanation of the concepts of social media marketing, discourse in advertising and non-linguistic social media marketing strategies. It states the main differences between traditional and social media marketing concepts, persuasiveness in advertising discourse and the concepts of commonly used non-linguistic strategies. The second part of the theoretical chapter of the research is designated for linguistic means, visual/multimodal characteristics and other persuasive techniques used in accommodation business social media marketing. Every unit is thoroughly explained and their intentions and their influence on customers are observed. The first and second empirical part delivers the analysis of specific examples that types are presented in the theoretical part. The empirical part is separated into two chapters – presenting the overt and subliminal social media marketing strategies. To conclude, the research is summarized and conclusions are drawn.

### **The materials of the research**

The study is based on the linguistic analysis and analysis of visual arguments of advertisements published in online sources and various articles related to accommodation social media marketing sphere. Majority of examples related to hotel social media marketing are taken from the following social networks: Facebook, Twitter, Instagram, Pinterest, Hotels.com, Booking, Expedia and TripAdvisor. To achieve precise results, the analysis comprises of 172 linguistic and rhetoric examples, 407 visual feature examples and 25 social media user-generated posts.

## 1. SOCIAL MEDIA MARKETING STRATEGIES

To reach its peak potential every business operate by a certain created pattern – a strategy. The Cambridge Dictionary Online explains *strategy* as “a detailed plan for achieving success in situations such as war, politics, *business*, industry, or sport, or the skill of planning for such situations<sup>3</sup>“. No specific strategy is perfect for all the spheres of business and not even for a specific type of enterprise. To keep improving customer attraction and sale rates entrepreneurs ought to find new flexible strategies to adapt to a certain situation in the market. And in the past twenty years the old marketing trends from the 60s and 70s seem to lose ground to the new wave of *social media marketing* (Constantinides 2014:40). However, old mass-media platforms are not the sole ones that are losing control. The market is evolving from the broadcast monologue (one-to-many) type relationship into this marketer-customer dialogue and social interaction based approach (Constantinides 2014:41). Social media marketing introduced the market with various new platforms that grant the customer with all the tools – the direct interaction with the marketer, commenting on the quality of the product, editing and sharing content with other peers and even co-create. This transformation might seem as a problematic change for businesses, however, it forms a healthy, transparent and reciprocal marketing environment. To continue, businesses were expected to struggle during the adaptation period and anticipate downfall of sales. However, statistics state the complete opposite. Stelzner’s social media marketing report (2009) presented the: 81% of the businesses surveyed in this report indicated that their social media activity generated more market exposure, 61% of them reported increase in customer traffic, in 56% of the cases social media marketing resulted in new business partnerships and 45% of the enterprises presented reduced marketing expenses. Large enterprises are generating high volumes of content while using several social media platforms and different formats of media and advertising. The other upside to the social media marketing is that passive or *subliminal* marketing and advertising when customer generated content is working as a type of dissemination. However, this highly extensive customer involvement urges the enterprises to provide customer with higher quality services for the reason that the audience is now exploring their choices to “gather unbiased information, to seek, find, and obtain a wider range of products and services, and to talk with others about actual experiences both before and after purchase“ (Evans 2008:86). Advertisements are the most frequent and statistically effective measure of social media and marketing as a whole. For this reason, this thesis theoretical and empirical parts are dedicated not to general and broad social media marketing strategies and peculiarities but instead

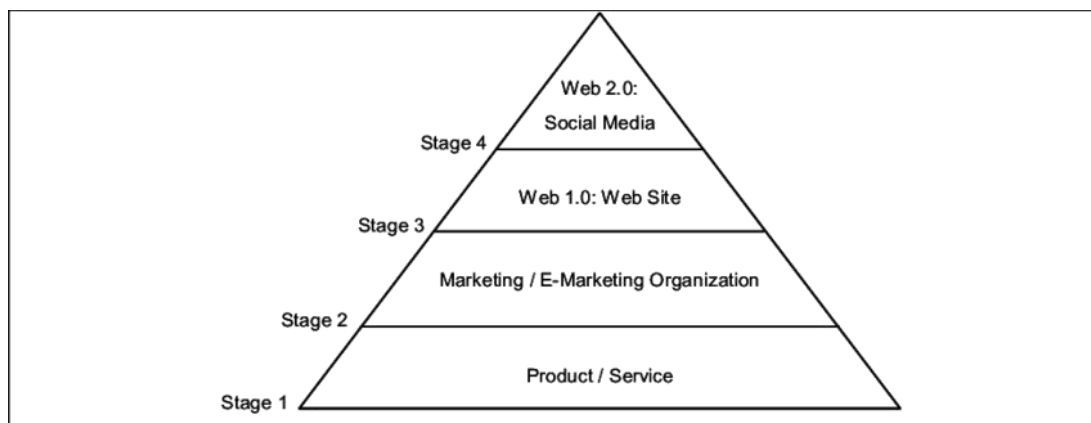
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<sup>3</sup> Cambridge Dictionary Online

mostly to its fundamental element – the advertisements and their rhetoric textual features, their visual arguments; and in the empirical part presenting other persuasive marketing strategies and intentions.

### 1.1 The Concept of Social Media Marketing

For enterprises to successfully use social media as a marketing tool it is required to have a certain build up as social media is only the apex of the marketing pyramid. Digital marketing experts present four levels of the pyramid.



**Figure 1:** The Marketing Strategy Pyramid (Constantinides 2014:55)

Figure 1 illustrates that despite the rapid growth of social media impact and customer control over provider the content of social media is considered the final stage of the successful marketing strategy. As it was mentioned previously, the new wave of empowered customers do not miss any details and have full control over their choices of goods and services – from checking for reviews by their peers to asking for a professional assistance and rating the services online. Hence, while all the information and control is available for the customer the improvements ought to begin from the Stage 1 – the product and/or service itself. This mutual, co-creative process in the market certainly has its benefits as participation and transparency are significant to succeed on the Social Web (Evans 2008:228). However, improving the product does not guarantee a successful marketing experience as poor management of your website and social media content might still lead to a downfall.

The second stage of a successful marketing strategy is the E-Marketing Organization or in other words – *digital transformation*. CMO of *Forbes* Blake Morgan states that “digital transformation involves more than just updating technology and processes; it also involves revenue and shareholders. Many companies are hesitant to invest in digital transformation without

knowing if the investment will pay off. However, *when done strategically*, digital transformation can improve stock prices and revenue in the long run<sup>4</sup>. During the past two decades the transformation into digital business platforms became requisite in order to maintain revenue for the larger companies and for private sector and small businesses it provided an opportunity to compete and grow. However, the emphasis on the “when done strategically” was intentional. In most cases innovations (in this case digital transformation of the market) are distributed into two – *sustainable* and *disruptive* (Christensen 1997: 10-11). *Disruptive* technologies being presented to the market makes already existing production of the same category underperform. In this paper’s case the digital transformation of the market are able to disrupt companies that are less adaptive or were successfully using entirely different marketing and advertising strategies prior to the change. Thereupon, products and services that are based on *disruptive* technologies are typically cheaper, simpler, smaller, and, frequently, more convenient to use (Christensen 1997:11). As the same author mentions several examples of *disruptive* technologies relative to other products or services of the same sphere such as emergence of the small off-road motorcycles from North America and Europe by Kawasaki and Yamaha to the Harley-Davidson motors as well as mentioning that „in the near future, “internet appliances” may become *disruptive* technologies to suppliers of personal computer hardware and software<sup>5</sup>. However, the digital transformation as a technological innovation brought more positive financial impact over time, especially over this past decade. *Forbes* in 2019 presented the growth rate over the of digital transformation period by 7 well known companies. The highest growth percentage was performed by software giant *Microsoft Corp.* and reached over 258% stock price growth rate. However, this was not surprising considering its business niche itself and that the corporation team consisted of highly professional software and hardware developers and social network specialists. The other example was the American electronics retailer *Best Buy* which 7 years before their digital transformation was an almost dead electronics store in Minnesota. After *Corie Barry* became the new CEO the whole marketing strategy became from “just selling products, the brand aims to enrich people’s lives with technology”<sup>4</sup>. The rapid growth of stock value is illustrated in Figure 2:

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<sup>4</sup>, Morgan, B. (2019) *7 Examples Of How Digital Transformation Impacted Business Performance* [Online] Available from: <https://www.forbes.com/sites/blakemorgan/2019/07/21/7-examples-of-how-digital-transformation-impacted-business-performance/#6045283151bb> [Accessed on March 10, 2020].

<sup>5</sup> Christensen, C.M. (1997) *The Innovator’s Dilemma When New Technologies Cause Great Firms to Fail* [Online] Available from: [http://harmeh.com/wp-content/uploads/2016/10/Clayton-M.-Christensen-The-Innovators-Dilemma\\_-\\_When-New-Technologies-Cause-Great-Firms-to-Fail-Management-of-Innovation-and-Change-Series-1997.pdf](http://harmeh.com/wp-content/uploads/2016/10/Clayton-M.-Christensen-The-Innovators-Dilemma_-_When-New-Technologies-Cause-Great-Firms-to-Fail-Management-of-Innovation-and-Change-Series-1997.pdf) [Accessed on March 10, 2020].



**Figure 2:** Best Buy Stock Price Performance. Google News.

After „living-through“ the second stage of marketing strategy pyramid enterprises often overlook the importance of Web 1.0 – the well-designed and easy-to-navigate website; and instead of this straightaway involving themselves into social media marketing and customer community creation (Alexander 2006:34 and Constantinides 2014:43-45). As Anderson (2007:5-8) explains the two terms of Web 1.0 and Web 2.0 were created to denominate the same digital phenomena – easily accessible databases for people to edit and share, interactive space for people to communicate. However, the rapid change and emergence of new platforms and formats distinguished Web 1.0 from Web 2.0 (that is now known as social media) that „should not therefore be held up in opposition to ‘Web 1.0’, but should be seen as a consequence of a more fully implemented Web“<sup>6</sup>.

Finally, after developing Web 1.0 or a well-designed website social media marketing is what is left to complete a successful marketing strategy. Anderson (2007:7-14) distinguishes the main types of social media applications/services:

- Blogs
- Wikis
- Tagging and social bookmarking
- Multimedia sharing

<sup>6</sup> Anderson, P. (2007) What is Web 2.0? Ideas, technologies and implications for education [Online] Available from: [http://www.ictliteracy.info/rf.pdf/Web2.0\\_research.pdf](http://www.ictliteracy.info/rf.pdf/Web2.0_research.pdf) [Accessed on March 9, 2020].

- Audio blogging and podcasting

It should be taken into consideration that this list was made in 2007 when currently known giant social media networks/platforms such as Facebook, Instagram, Twitter, LinkedIn, Reddit, etc. were not yet created or were in their developing/growing stages. Some of them were under the “Newer Web 2.0 services and applications” tag.

## **Blogs**

There are various examples of *blogging* origins, but “popular use of the term Weblog as we know it today is from *Jorn Barger* of the Weblog Robot Wisdom (robotwisdom.com) in December 1997.”<sup>7</sup> Blogs are usually written journals that are previewed in a reverse-chronological order. Blogs are used for various different purposes – business, personal use, projects, to increase web visibility, etc.

## **Wikis**

Wikipedia being such a popular platform of information sharing worldwide helped to advertise this format/service of social media. Wiki is a website or set of websites accessible for everyone but unlike like blogs can be *edited*. However, they have a history function and can be rolled back to review previous examples of the same page (Anderson 2007:8).

## **Tagging and social bookmarking**

Anderson (2007:9) explains tagging as word or set of words added to a photo, video or a website to increase its ability to be found by a search engine. This explanation came way before Instagram tagging wave emerged online. Users are able to put tens of tags with the “#” sign to make the photo, video or other uploaded media or post visible in the search engine or general feed, although some of the hashtags do not even describe the reality of the “tagged” media.

Social bookmarking works as the same principal as “bookmark” or “favourite” listing on the personal browser client, yet it allows a function to share sets of lists as a unit with other users. Likewise, the bookmarks can also be tagged.

## **Multimedia sharing**

Video, photo and podcast sharing platforms such as Youtube and Instagram are the prime examples of multimedia sharing services and platforms of social media and social media

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<sup>7</sup> Beal, V.(2014) The History of Blogging [Online] Available from: [https://www.webopedia.com/quick\\_ref/history\\_of\\_blogging.asp](https://www.webopedia.com/quick_ref/history_of_blogging.asp) [Accessed on March 9, 2020].

marketing. These platforms do not only provide audience with content but allows and encourages them to upload their own media onto the websites.

### **Audio blogging and podcasting**

Previously mentioned blogs transformed into audio format and during the last 5 years the *podcasts* are one of the most popular formats to listen to interviews, talk shows or read books. This platform especially skyrocketed during emergence of Apple iTunes and Spotify.

As it was mentioned previously, this list was made in 2007 when nowadays popular platforms and formats did not exist yet or were in the developing phase. As the January 2020 results of the statistic website *Statista*<sup>8</sup> proposes Facebook has almost 2,5 billion monthly users, previously mentioned Youtube has 2 billion. 3 following platforms are intended mostly for messaging and “chatting” and not for social media or marketing. Instagram and Twitter have 1 billion and 340 million monthly users respectively. These platforms are considered as combined or hybrid social media platforms because they support almost all the formats of media and have multiple functions – messaging, paid and free advertising, video, photo and podcast uploading and sharing, tagging, live broadcasting, etc. For this reason, these platforms and especially Facebook are considered to be the optimal choice for social media marketing and increasing customer involvement (Zarella 2010:67-70).

After identifying the marketing strategy pyramid and the importance of social media marketing in the full picture it is crucial to distinguish what approaches the social media itself provides as marketing tools. Constantinides’ (2014:45) two approaches are:

- *Passive approach* as a means of collecting intelligence and using social media platforms for customer “voice”. This method lets marketers analyse customer experience firsthand and make changes.
- *Active approach* as a direct communication and sales and customer maintenance.

The *passive approach* focuses on creating consumer communities that tap their voices in the format of blogs, surveys, votes. This approach was initially created for product review forums and the corporations noticed that this database is providing quality information for further analysis. This approach is called passive because it requires minimal to none interaction with the consumer while at the same time consumer is concerned to provide the enterprises with more information

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<sup>8</sup> *Statista* online statistics website. *Most popular social networks worldwide as of January 2020, ranked by number of active users*. Available from: <https://www.statista.com/statistics/272014/global-social-networks-ranked-by-number-of-users/> [Accessed on March 9, 2020]



because it directly affects the quality of supplies and services in the future with the intention that the consumers' opinion is considered and looked into.

The *active approach* is classified into 4 categories by Constantinides (2014:45-48):

- *Company public relations and direct marketing tools*: initiating an online dialog with the public – several CEOs of giant enterprises like Apple and General Motors encouraged their employees to engage with the consumers and even engaged in social media themselves by posting and blogging.
- *Influencer marketing*: identifying the new “influencers” – high traffic blogs and accounts with high public following count; and making them as the face of the brand for a “reliable word” that increase the public's trust in it.
- *Product and online experience customization*: This considerably recent innovation allows not only improve the online experience by leaving feedback on the social media but also customize the product or service that is being purchased. Largest US footwear companies such as Nike, Reebok and Converse exploited this approach to their favor as prime examples. Katie Lobosco from CNN website in her article stated that after releasing the website with personal shoe customization options Nike sales of that quarter increased by 70%<sup>9</sup>.
- *Involving customer as product review writer, advertisement and innovation creator*: as much as this approach is similar to the above mentioned *passive approach*, however this approach is not targeted at data collecting and making business decisions afterwards. The precept of it is to give the opportunity for customers to advertise the brand and review the product publicly in order to gain trust in the customer community as cooperative and trustworthy brand.

From this, it could be concluded that social media marketing and advertising as we see it from our perspective appears as the crucial part of the whole marketing strategy, however, despite all the social media marketing approaches and platforms; without a strong base web development and transparently reliable product its potential and value is very limited.

## 1.2 Discourse and Advertising

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<sup>9</sup> Lobosco, K. (2014) *Nike online sales jump 70%, stock surges* [Online] Available from: <https://money.cnn.com/2014/09/25/investing/nike-online-sales/index.html> [Accessed on March 12, 2020].

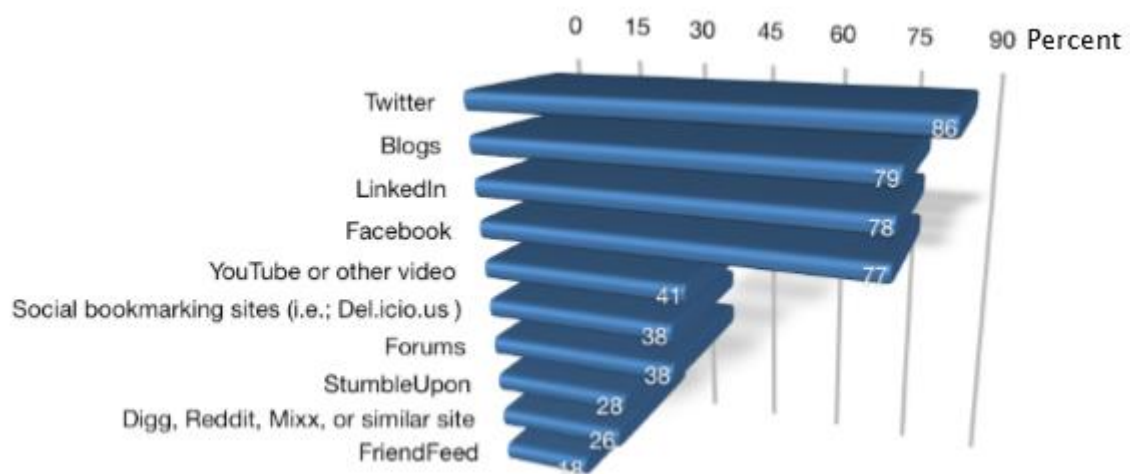
After disclosing the internals of social media marketing strategies, the variety of formats and platforms and reach the statement that advertising is the fundamental and most common means of marketing; it is important to explain the significance the discourse has on advertising. The term *discourse* does not only revolve around purely linguistics but also includes subjects who speak and write (Cuddon 1999:228). Advertising as well as the business as a whole has this negative attitude around it – advertising is everywhere around us but with the exception of advertisers themselves, no one wants to watch or hear them (Cook 2001:3). Various ad-blocking softwares and digital television options to fast-forward advertisements allows to conclude that the vast majority of our society has a negative and ignoring attitude towards them. This being the case, for a certain advertisement to even grab the consumer's attention, not to mention *to persuade* an individual to purchase a product or service, it ought to contain certain linguistic and visual components in order to success. As it was mentioned above, without linguistics, a significant part of discourse consists of context. Cook (2001:4) describes discourse as a combination of text and context: text as an analytical tool for expressing linguistic means and context while listing parts of the context as following:

- **Substance** or the physical *platform* on which the advertisement text is presented.
- **Music and pictures.**
- **Paralanguage** or language accompanying actions such as gestures, voice tone, facial and gesture expressions.
- **Situation** of the objects or people in the text as the discourse participants conceive them.
- **Co-text** or a text belonging to the same discourse.
- **Intertext** or a text that belongs to other discourse but the participants are aware of it.
- **Participants** or in other words *senders, receivers, addressers* and *addressees* with individual intentions and opinions, social background, beliefs and feelings.
- **Function** or *intention*.

The variety of textual and contextual segments suggests that advertisements and their effectiveness and intended effects might not be perceived the same for every individual or target group and that advertisement discourse and discourse in general is never fully analysed.

Cook (2001) divided his research of advertisement discourse into three main categories – *materials, text* and *people*. The author explaining *materials* which are used in advertisement discourse distinguishes the terms of *primary and secondary substances* (Cook 2001:27). Spoken, written and sign language use *primary substances* such as sound waves, marks on paper or other prepared surface and hand movements. *Secondary substances*, on the other hand, considered to be the ones that primary substances are relayed by “such as celuloid film, computer disc, electric cable,

magnetic tape or radio waves“.<sup>10</sup> However, as the main focus of this research is based on social media advertising, the Internet is a combination of substance, because the advertisements are relayed by various devices and change primary substances from spoken, written and sign language during the carrying process. This might seem like a breakthrough format for advertising, but the issue with various devices, formats and changing substances is the inability to target consumers successfully. As Cook (2001:31) mentions, during the 1950s television had the massive power for targeting audiences and manipulating consumers the reason being that it was the sole mass-broadcasting device at that time. The main channels had no competition and viewers were “forced“ to watch the advertisements. The Internet and social media revolution took their toll on the advertising market by giving almost the ultimate control to the consumer, however it opened new ways of accessing certain groups of consumers and their special demands as they were mentioned in the sections above – co-creating the product, better customer service. The secondary substances of social media advertising are telephone (or optic fiber) cables and wireless/ mobile internet that connect our computers and other devices. Notwithstanding, the primary substances of this particular genre vary every time. The *Social Media Marketing Industry Report* by Michael A. Stelzner from 2009 in Figure 3 presents the platforms or tools that businesses use for their social media advertising.



**Figure 3:** Commonly used social media tools (Stelzner 2009:19).

The graph asserts that the most common formats or platforms were Twitter, Blogs, LinkedIn and Facebook and they almost doubled today's giant YouTube by percentage. Considering the fact that this survey was made almost 11 years ago and many of these social media platforms did not or had a small possession of video and other multi-modal formats such as live television, GIF's and streaming, a conclusion can be made that *textual rhetoric* of advertisements dominated the

<sup>10</sup> Cook, G. (2001) *Discourse of Advertising*. London: Routledge.

market. Even though, Cook (2001:59) states that the general audience prefer orality and only sound and vision dominate in contemporary advertising, textual rhetoric and linguistic means will always justify their value in advertising.

### 1.2.1 Rhetorical Linguistic Devices

As well as the social media marketing itself the peculiarities of its advertising language is very intricate. The growth of consumer control over marketers and ability to filter the content caused an urge to use more complex linguistic and rhetoric strategies at the same time maintaining the same goal. The flow of information is extremely rapid and advertisement language ought to be effective. *Roman Jakobson* established six functions of language for an effective communication process:

- **Referential function** describes the messages relatability to the world and is concentrated to the context.
- **Emotive function** describes the internal state of the sender and is concentrated towards the addresser.
- **Conative function** engages the addressee.
- **Poetic function** concentrates on the message itself as a unit.
- **Phatic function** concentrates on the establishing of contact.
- **Metalingual function** focuses on the code (language) and its subject.

Advertising especially concentrates on *conative* and *referential* and in many cases *emotive* language functions as feelings “are crucial where advertising is concerned because as a form of communication it consciously targets our emotions”<sup>11</sup>. *Conative function* especially important in the social media marketing because as it was mentioned in the chapters before, the technological revolution of marketing on the social media platforms involves consumer into all the processes of creation and improvement of the product or service. *Referential* function creates the persuasive effect that presents the advertised product’s value and also the effect of its necessity. Most of advertisements today rely on visual and multi-modal segments to seek consumers attention however as Goddard (1998:15-16) states, that readers are not simply reading images in isolation from the text that accompanies them because the full meaning of the image no matter how shocking or eye catching it was is not available until the reader has made sense of the textual information. Cook (2001:65) distinguishes two types of substances of the language: graphetic and phonetic. These two substances

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<sup>11</sup> Goddard, A. (1998) *The Language of Advertising*. New York: Routledge.

in English language transform into *phonology* or *graphology* which forms words and their combinations and becomes *grammar*, *morphology* and *lexis* that finally has a *semantic* meaning. Social media advertising uses linguistic techniques/ rhetoric devices on all these subfields of the language as persuasive and attention-seeking strategies. The following chapters present the major rhetoric devices and linguistic techniques used in social media marketing advertisements on accommodation business platform. The examples presented in the individual chapters were withdrawn from the overall data collected during this research.

#### 1.2.1.1 Phonological features

Cook (2001:125-140) mentions *prosodic* features of the language – the rhythmic and sound patterns used in language. Several of those can be observed in rhetorical devices and other linguistic techniques that possess repetitive or poetic features. The features and devices named below are presented in random order and not by their frequency in the analysed data.

**Alliteration** – “A figure of speech in which consonants, especially at the beginning of words, or stressed syllables, are repeated” (Cuddon:23). Example:

“*A Legacy of Luxury*” – repeating “l” (St. Regis Hotel, New York).

**Anaphora** - “A rhetorical device involving the repetition of a word or group of words in successive clauses” (Cuddon: 37). Example:

“***GREAT FOOD. GREAT VENUE. GREAT PRICE***” (Ripple Hill Hotel, Patensie).

**Assonance** – “consists of the repetition of similar vowel sounds, usually close together, to achieve a particular effect of euphony” (Cuddon:58). Example:

“*Your Stay, Your Way*” (Clayton Hotels, UK).

**Rhyme** – is “The formalized consonance of syllables” (Cuddon:750). Example:

“*GET SET TO JET SET*” (W Retreat&Spa Hotel, Maldives).

#### 1.2.1.2 Lexical/Orthographical features

Advertising is considered to be a adjective-heavy genre of discourse by Goddard (1998:105; 48). Marketing agencies tend to use **connotations** that are **favorable**. This especially frequent amongst accommodation businesses advertisers that have their authentic set of connotations

“for a whole speech community or for groups or individuals withing it”<sup>12</sup>. Favorable connotations in the hotel accommodation business platform usually create a feeling of additional value to the service or good. **Epithets** are also a case of positive lexical features of hotel business discourse. Epithets are “Usually an adjective or phrase expressing. some quility or attribute which is characteristic of a person or thing” (Cuddon:282). Examples of favorable connotations:

“**Luxury rooms**” (Milandor Hotel, New York), “**Award-winning cuisine**” (W Retreat&Spa Hotel, Maldives), “**Premium, Royal and Superior**” (Paradise Hotel).

**Personal** and possessive **pronouns** according to Cook (2001:110-115) are a frequent case in discourse of advertising in order to create less formal and personal feeling. In the analysed data personal pronouns (especially “you”) make up a large part of the examples:

“**IF YOU’D LIKE TO EXPERIENCE A TRUE OASIS OF DELIGHT IN THE DESERT HERE IT IS**” (Jumeirah Hotel & Spa).

“**You’ll ask yourself why you didn’t do this earlier...**” (W Retreat&Spa Hotel, Maldives).

**One or two-syllable words** as well as **conversion** are a frequent case in advertising on social media. Short word forming and **anthimeria** - “substitution of one part of speech for another; often a form of metaphor” (Cuddon:41) makes the text easier and faster to ready, especially when the advertisements appear on the news feed. Example of both features in one:

“**GET SET TO JET SET**” (W Retreat&Spa Hotel, Maldives).

**Antisthecon** – “Substitution of one sound, syllable, or letter for another within a word”<sup>13</sup>. This intentional misspelling in advertisements usually give humorous effect or create a pun. Example:

“**THE NEW TWI2T ON LUXURY**” (TRUMP HOTEL INTERNATIONAL& TOWER VANCOUVER: THE NEW TWIST ON LUXURY).

### 1.2.1.3 Morphological and Syntactical features

A term that is the most suitable for generalizing this sub-chapter is provided by Cook (2001:151) as *cohesion* – “linguistic devices which create links between sentences and clauses”.

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<sup>12</sup> Cook, G. (2001) Discourse of Advertising. London: Routledge.

<sup>13</sup> Silva Rhetoricae online rhetoric dictionary. [Online] Available from: <http://rhetoric.byu.edu/Figures/A/antisthecon.htm> [Accessed on March 21, 2020].

Several of these devices used in social media marketing and advertisements rely on repetition of phrases and clauses; or using units of the same or identical length.

**Isocolon** – “A sequence of clauses or sentences of identical length“. Example:

*“Two cities, nine hotels, millions of people, countless emotions“* (Hotel Fenix, Lisbon)

**Grammatical parallelism** – “phrases or sentences of similar construction and meaning placed side by side, balancing each other“ (Cuddon:637). Example:

*“Fashioned by History. Established by Guoman“* (The Royal Houseguards Hotel, London).

Word structures and sentences used in different forms, especially **imperative sentences** are amongst the most frequently used forms in advertising. Imperative sentences create the sense of eye-to-eye conversation and an insignificant feeling of telling consumer what to do. The involvement of the addressee is also considered to be the purpose of **rhetorical questions** and **ecphonema** – “An exclamation: of joy, woe, amazement“. Examples:

[Imperative sent.] *“**Feel** the tiny delicious [inaudible] of the friction of happiness“;*

*“**Conquer** the anxiety of life“* (Carpe Diem Hotel, Georgia).

[Ecphonema] *“We have the **BEST STEAKS** around!“* (Ripple Hill Hotel, South Africa).

[Rhetorical sent.] *“While in Raffles, why not visit Singapore?“* (Raffles Hotel).

**Chiasmus** – “A reversal of grammatical structures in successive phrases or clauses“ (Cuddon:128). Example:

*“WE SHAPE OUR BUILDINGS; THEREAFTER THEY SHAPE US“.* (The Royal Houseguards Hotel, London)

**Ellipsis** – “a rhetorical figure in which one or more words are omitted“. Example:

*“Georgia. First you hear familiar tunes. Rolling around here. Road adventures.“* (Carpe Diem Hotel, Georgia)

Goddard (1998:103-104) states that “advertisers tend not to make specific comparisons between their product and others by naming and referring to their rivals“. Comparative references tend to dominate in businesses that provide certain products, especially those with great abundance in the market. On the other hand, businesses that provide services such as our observed accommodation tend to advertise with more **superlative form adjectives** in their chosen language. Examples:

*“meeting your **highest** expectations“* (Milandor Hotel, New York)

*“The Watergate Hotel is steps away from DC’s **most popular** destinations and attractions“*  
(Watergate Hotel, Washington DC)

*“Have **the best** dim sum breakfast in Shanghai without leaving your hotel.“* (Renaissance Hotel, Shanghai).

#### 1.2.1.4. Semantic features

For the advertising language to be understandable it only requires a *semantic meaning*, however, Cook (2001:103) describes the *pragmatic meaning* which only describes what a word or an utterance means in a specific context. Advertising in a particular market using not only determinate but also indeterminate meaning allows more creativity for advertisements at the same time being persuasive and coherent to the main idea. Rhetorical devices and other linguistic techniques based on semantic approach are listed below:

**Metaphors** – „A figure of speech in which one thing is described in terms of another“(Cuddon:507). Metaphors are one of the key rhetoric devices in advertisement. According to Smetonienè (2004:33) the main purpose of advertisers is to learn the consumers’ thought process behind visualizing certain texts or images and even psychological aspects of it. Example:

*“The promise of space is as expansive as your imagination.“* (HOTEL AND TRAVEL IDEAS BY MARRIOTT).

**Puns** – „A figure of speech which involves a play upon words“(Cuddon:711). Example:

*“Go window-shopping in Beijing in a market that doesn’t even have windows.“* (RENAISSANCE HOTELS - LIVE LIFE TO DISCOVER).

**Simile** – „A figure of speech in which one thing is likened to another, in such away as to clarify and enhance an image. It is an explicit comparison (as opposed to the metaphor, q.v., where the comparison is implicit) recognizable by the use of the words 'like' or 'as'.“(Cuddon:830). Example:

*“Innovation that makes checking-in as easy as a check-in“* (HOTEL AND TRAVEL IDEAS BY MARRIOTT).

**Personification** – „The impersonation or embodiment of some quality or abstraction; the attribution of human qualities to inanimate objects.“(Cuddon:661). Example:

*“Where the **sun accepted me** just the way I was.“* (BAYSTONE HOTEL – COMMERCIAL).



**Oxymorons** – „A figure of speech which combines incongruous and apparently contradictory words and meanings for a special effect.“(Cuddon:627). Example:

*“UNAPOLOGETICALLY LUXURIOUS“* (Watergate Hotel, Washington DC).

**Allusion** – „Usually an implicit reference, perhaps to another work of literature or art, to a person or an event. It is often a kind of appeal to a reader to share some experience with the writer.“(Cuddon:35). Example:

*“The promise of space is as expansive as your imagination.“* (HOTEL AND TRAVEL IDEAS BY MARRIOTT).

**Litotes** – „A figure of speech which contains an understatement for emphasis, and is therefore the opposite of hyperbole“(Cuddon:473). Example:

*“The Watergate Hotel is steps away from DC’s most popular destinations and attractions“* (Watergate Hotel, Washington DC).

**Slang** – „Common to many languages, it is the lingo of the gutter, the street, the marketplace, the saloon, the stable, the workshop, the theatre, the fo’c’sle, the barrack room and the ranch - indeed almost anywhere where men work or play.“(Cuddon:834). Example:

*“Watch the elevator doors open to one of the **hottest new musicians** performing live in New York.“* (RENAISSANCE HOTELS - LIVE LIFE TO DISCOVER).

**Phrasal constructions.** Example:

*“**Adrenaline-filled** water sports“*(W Retreat & Spa Hotel, Maldives).

*“ **window-shopping**“* (RENAISSANCE HOTELS - LIVE LIFE TO DISCOVER).

**Hyperbole** - „A figure of speech which contains an exaggeration for emphasis“(Cuddon:406). Example:

*“The Royal Horseguards was built in an era when money was no object, and things were made to last“* (Royal Horseguards Hotel, London).

*“Passion. It’s in everything we do.“* (Melia Hotels & Resorts).

### 1.2.2 Non-Linguistic advertising

After examination of linguistic and rhetoric features of selected advertisements on social media platforms in most of the cases the conclusion can be made that messages and context parts are

missing when the textual material is separated from pictures or video. In fact, still or motion pictures carry the major part of the story and possess a significant rhetoric value on the viewer. According to Cook (2001:54) pictures carry far more than telling a story and that “advertisers rely more and more upon pictures, while critics still harp on the literal meaning of copy”<sup>14</sup>. The author retrospectively analyses the evolution of advertising trends and states that “forty years later, not only have pictures gained ground, but also language, where it is used, leans further and further toward meaning it derives from interaction with pictures. In addition, many ads create powerful and complex messages – entirely or almost entirely through pictures and music, and are virtually language-free”<sup>15</sup>. The tendencies observed by Cook were intended for mostly traditional advertising twenty years ago when social media advertising was at its embryonic stage. The effectiveness between text and still or motion picture already show significant superiority of multi-modal material. However, the debate of picture and video format for social media advertising is not tight to say the least. Several media and advertising companies participated in the “video versus picture” experiment in order to ascertain the most effective and attractive format and the results were similar. *Biteable* is a do-it-yourself video making platform from Hobart, Australia. The test<sup>16</sup> they engaged their Facebook subscribers participate in was to create two advertisements for free Facebook video marketing course and share them. Both advertisements possessed the same tone, images and message; they took the same amount of time to make using their own website. The only difference was that one advertisement was a still picture and the other was a short six second video in which the same loudhailer was moving. The following statistics are what the experiment has produced:

- Video attracted 9,532 viewers to picture’s 7,232 viewers (25% more).
- Video produced 186 clicks to picture’s 32 clicks (480% more).
- Video advertisements cost \$1,19 per click while image cost \$7,11 per click (497% cheaper).
- Video brought in drastically more leads - 59 for video to picture’s 16 (270% more).

It might be considered that the *motion* itself attract more attention to the advertisement. However, there are specific figures in both still and motion pictures in advertising that help create visual arguments that attract attention, hold a deeper contextual meaning or persuade the consumer. Kjeldsen (2012: 239) states that pictures possess ambiguity, however, rhetorical figures that are used help to distinguish possible interpretations and intended arguments. In other words “rhetorical figures

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<sup>14</sup> Cook, G. (2001) *Discourse of Advertising*. London: Routledge.

<sup>15</sup> Cook, G. (2001) *Discourse of Advertising*. London: Routledge.

<sup>16</sup> Biteable experiment “Image vs. video on Facebook: We have a winner. Available from: <https://biteable.com/lab/facebook/image-vs-video-experiment/>. [Accessed on March 25, 2020].

may function argumentatively by directing the viewer's attention towards certain elements in the advertisement and offering patterns of reasoning. This guides the viewer towards an interpretation with certain premises that support a particular conclusion"<sup>17</sup>. Rhetoric figures in both textual and visual advertisement are similar, with the exclusion of syntactical, morphological and ortographical means. Mostly pictures and videos possess semantic value – metaphors, puns, simile, hyperbole or litotes that were mentioned in the Textual Rhetoric chapter above. The *pictorial rhetoric* described by Kjeldsen (2012:240-242), however, has four rhetorical qualities of its own:

- **Power to create presence** - pictures placing the events visually in front of the audience as if they were unfolding before their eyes.
- **Pictorial realism** - the ability of pictures to present something as though it is reality itself.
- **Potential for immediacy in perception** - while listening or reading requires a temporal reception, pictures may be perceived and understood in a brief instant.
- **Potential for semantic condensation** - signifies the condensing of many different ideas into one.

The presented pictorial rhetorical qualities create meaning, message and elicit certain feelings or reactions not only through rhetorical means in pictures or videos in advertising, but through individual elements and their certain use in still or motion picture of advertisements. According to Cook (2001:49) the effect of an advertisement can not be found in any of the textual or visual and sound elements alone, but only in the combination of two and that the meaning distribution between pictures, music and language is “fairly even“. In his analysis of several video advertisements scene by scene and of analysis of still advertising several takes of what major elements and complex variables are used. In still picture advertising, which is to this day fairly popular in social media marketing the visual arguments consist of four elements - *use of type, use of space and layout, use of color, and use of images*:

- Use of type: Font style, font size and variables for emphasis – **bold**, *italic*, underline or ALL CAPS.
- Use of space and layout: page spacing, proportion of text to white space, using elements like bulleted lists, tables and sibebars.
- Use of color: variation of color, colored images and graphs, shading.

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<sup>17</sup> Kjeldsen, J.E. (2012) Pictorial Argumentation in Advertising: Visual Tropes and Figures as a Way of Creating Visual Argumentation. Bergen: University of Bergen.

- Use of images: photographs, drawings, numeric graphs.

On the other hand, in-ad pictures themselves and motion advertisements have more expansive variety of elements and compositional features that influence the transmitted message. Ramage, J. D., Bean, J.C. and Johnson, J. (2010:185-188) provided the major compositional elements and features that are taken into consideration when analysing visual arguments:

- **Type of photograph or drawing.**
- **Distance** – close-up shot or long distance photography.
- **Orientation of camera and its angle** – front, back, side or top camera angle.
- **Point of view** – inside or outside the scene.
- **Use of color** – bright or dark colours, black and white.
- **Special effects** – is the photo clear and made to appear realistic or it is blurred, blended, etc.
- **Juxtaposition of images** –there are several images that connect to each other, they are related to each other, there are any sequential or causal relationships between them.
- **Manipulation of images** – “are staged images made to appear real, natural, or documentary-like?”<sup>18</sup>
- **Settings, furnishing, props** – scene is inside either outside, there are furnishing or props in the scene.
- **Characters, roles and their actions.**
- **Presentation of images** – does the picture illustrate the text? What is the proportion of text-to-image and white space?

### 1.2.3 Subliminal Social Media Marketing

The main commonality in the rhetorical means and linguistic techniques’ examples listed above was that the services themselves that the marketers are advertising are not somehow hidden or *subliminal*. Some of the messages in the advertisements that were found are not as straightforward as others and some of them convey a metaphorical meaning. However, at the end of each one of them we see a presented logo or a slogan that indicates that this is an advertisement, a commercial or even a special offer for guests. On the other hand, in the age of social media this type of “old-fashioned” concept that the message is mass-spread from the marketer to the audience with no feedback or co-operational opportunity is not acceptable anymore. The main idea of social media

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<sup>18</sup> Ramage, J. D., Bean, J.C. and Johnson, J. (2010) *Writing Arguments: A Rhetoric with Readings*. New York: Pearson.

marketing is that the audience gained a lot of power over the marketers and being “told“ what good to purchase and what service to use is not the way to go anymore and marketing requires more delicate and *subliminal* strategies. According to Constantinides (2014:42) social media marketing stands more on the user-generated content rather than on the content provided by themselves. However, sometimes the terms *subliminal marketing* and *subliminal advertising* tend to be mixed up. Subliminal marketing as a strategy is considerably recent and developed in the social media age. Social media platform giants such as Facebook and Instagram offer creation of business pages that “can have public messaging walls, events, photos, and custom applications“<sup>19</sup>. With this much possibility for consumers to observe and give live feedback and at the same time giving control to the consumer, marketers tend to use more subtle, less straightforward strategies to promote themselves – marketing without advertising or offering any goods or services right away and allowing the *consumer to generate content themselves* while still mentioning the company name and providing clicks. On the contrary, the term *subliminal advertising* is an overt marketing strategy that has been present almost since advertising itself. Subliminal advertising “uses images and sounds that the conscious mind is not aware of, in order to influence people and make them attracted to a product“<sup>20</sup>. It conveys a hidden message about the service or a product, however it is still an outright advertisement.

During the research on the major social media platforms (Facebook, Instagram and Twitter) three tendential social media strategies stand out:

1. **User-generated content** – posts, tweets that mentions a location, product or service uploaded from a non-business account. Having social media out of the context this would not be possible to achieve, however while social media platforms provide a great abundance of functions to express opinion publicly, present your location, review, produce a tag (or *#hashtag*) of a product, service or a person, all of this seems effortless for the marketer. For example Ring Beach Hotel (Antalya, Turkey) Facebook page review and recommendation section in Figure 4:

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<sup>19</sup> Zarrella, D. (2010). The Social Media Marketing Book. Sebastopol: O’Reilly Media.

<sup>20</sup> Cambridge Dictionary Online.

## Recommendations and Reviews



### Romantic atmosphere

Süper eğlenceli otel. ilgili personel.

April 8, 2019



### the place where you can feel the paradise

November 26, 2018



### Excellent staff, very good hotel !

June 11, 2018

### Do you recommend Ring Beach Hotel?

Yes

No

**Figure 4:** Ring Beach Hotel Facebook page Recommendations and Reviews section. Internet access: <https://www.facebook.com/ringbeachhotel/>

## 2. Influencer marketing.



**Figure 5:** Emma Sheldon's Instagram post in St. James's Hotel and Club, London. Internet access:

<https://www.instagram.com/p/Bi3puL4jwLR/?igshid=14fwudjhc1n2b&fbclid=IwAR1cQ8zLwHMMkIYW8wb76cB5L00IWQfyPD293EAruQ3sVrqXyWjczn0Tv00>

An *influencer* is a very common term in social media and it describes “a person who is paid by a company to show and describe its products and services on social media, encouraging other people to buy them”<sup>21</sup>. However, many examples show that even without encouraging to buy something or use a certain service, influencers generate clicks and ad revenue. Usually influencers have an extensive follower base or have been successful in other areas such as sports or entertainment. Example presented in Figure 5 is famous British social media figure with over 100 thousand followers taking a picture in a St. James’s Hotel room in London eating breakfast in the bed. There are no indication of overt advertising – only tagged location at the top, mentioned hotel Instagram account and hashtags with the hotel name at the bottom.

### 3. Campaigns and Contests

Social media platfors are a suitable environment for publishing and engaging users in events and contests. One of the more common trends that social media marketers do for their businesses is releasing a catchphrase, a hashtag and simply asking for customers or future customers to compose a post with it or a location where the service takes part. This works as “a ticket” in the even in order to win free services or products. The examples are presented in the third chapter of the analysis.

In conclusion, all the presented elements of visual arguments and features of still and motion pictures in advertising play a significant persuasive role when all the *modes* of language, sound, picture and motion are linked into one unit; while separated they convey individual meanings but not the full contextual message. Social media changed marketing perspective in a way that allows the consumer to have more control over the marketer and even encourages to engage in co-creation and developement of the product. For this reason, advertisers ought to find modern ways to promote the service on the social media platforms either directly (*overt*) or by using *subliminal* strategies that reach certain target audiences and generate consumer engagement and interest.

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<sup>21</sup> Cambridge Dictionary Online.

## 2. LINGUISTIC AND VISUAL MEANS IN HOTEL SOCIAL MEDIA ADVERTISING

This part of the research presents an explanation of the analysis process as well as the overall received results with addition of the most suitable selected examples from the collected data.

First of all, in order to fully comprehend the fundamental principles of social media and social media marketing in comparison to traditional marketing trends and strategies a number of scientific literature and articles were invoked. In order narrow down the analysis of linguistic and visual features and their persuasive effects in the collected examples, the research on the advertising discourse was done. *Linguistic and rhetoric means* as well *visualisation techniques* were examined and examples were analysed based on the theoretical research and this empirical part was divided into 2 chapters respectively.

The examples for this empirical part were collected from the major social media platforms on the Internet such as: *Facebook*, *Twitter* and *Instagram* as well as accommodation sharing websites *Booking* and *Hotels*. The examples were collected before the theoretical research was made and no particular criteria affected the selection in order to sort out the most common linguistic and visual techniques used in hotel advertisement.

The research on this empirical chapter of the paper consisted of 35 picture and video advertisements from various hotel social media pages. 172 examples of linguistic, rhetoric and manipulative techniques were found. 407 of the persuasive and rhetoric elements in the multi-modal advertisements were found. The following chapter is dedicated to textual rethoric examples in social media advertisements.

### 2.1 Textual Rethoric in Social Media Advertising

Examples for textual rhetoric and persuasive linguistic devices in social media advertising were classified into 31 categories (provided in Appendix No. 1). Examples were selected from social media platforms of hotel businesses from almost all continents. Most of the examples were taken from English spoken countries' hotels such as United States and Great Britain. However, some exotic resorts from India, China, Philippines and Thailand were included.

The results of the research show that hotel advertisements on social media possess a vast number of grammatical, ortographical, semantical and syntactical rhetoric devices and linguistic techniques. Advertising accommodation on social media platforms in this paper is used as an *overt social media marketing strategy*. Despite the fact that some of the examples possess hidden messages, the selected examples are still an open form or marketing. Advertisements that were analysed usually



operate with short sentences and monosyllabic or words with two syllables. Slogans possess a number of idioms and metaphors as well as other semantic devices. Sentences usually use personal pronouns and sometimes domestic language or even slang to create the feeling of equality and unity with the customer. The table below displays the results of hotel advertising language analysis.

**Table 1:** Textual rhetoric, linguistic and persuasive devices in hotel advertising.

2	Alliteration
1	Allusion
4	Anaphora
2	Anthem
1	Antisthecon
2	Assonance
1	Chiasmus
10	Superlative adjective
5	Ecphonema
2	Ellipsis
1	Emotional manipulation
2	Slang
20	Favorable connotations
8	Gramm. parallelism
11	Hyperbole
27	Idiom
21	Imperative sentence
7	Isocolon
2	Litotes
1	Metaphor
4	Motivation
3	One or two syllable words
1	Oxymoron
8	Personal pronouns
2	Personal experience
6	Personification
5	Phrasal constructions
3	Pun
5	Rhetorical question
4	Rhyme
1	Simile

Table above presents that there were 172 examples found in the texts of hotel advertisements. The most common devices were idioms, imperative sentences, hyperbole, favorable connotations, superlative adjectives and personal pronouns. Least common means were: allusion, antisthecon, chiasmus, metaphor, oxymoron and simile.

27 idioms were found in 35 total advertisements making them the most frequently used rhetoric device in the research. Some of the examples are:

1. *"It will take your breath away."*
2. *"Somewhere between Heaven & Earth."*
3. *"And fed me like I've never been fed before."*
4. *"Made me feel like this was paradise."*
5. *"The Royal Horseguards was built in an era when money was no object, and things were made to last."*
6. *"We are right in the heart of the two biggest cities in the country."*

These selected examples of idiomatic expressions highly refer to the genre of the hotel business advertising. All of the expressions convey a positive and highly figurative meanings such as: *It will take your breath away, fed me like I've never been fed before*. These expressions are making

the impression of an extremely high quality service that is comparable to such strong sensations described in the examples. However, the target audience of the advertisement (like in all the highly expressive examples) are aware of the discourse style of advertising and should not expect the experiences it in the true sense of the word.

In the examples 2, 4 and 6 the idiomatic expressions revolve around the features of the location. This is a common conception in the accommodation advertising since the whole business fundamental is to offer the best place to live in. The expressions in the first two examples contain words such as *heaven* and *paradise*. These are common symbols in literature that represent such positive concepts as peace, order, calmness and even cleanness – the exact features of a hotel that every guest is expecting to be provided with during the stay. The expressions in the sixth example revolve not so much around the features of the location but about the location itself. The phrasal expression *right in the heart of the two biggest cities in the country* indicates the convenience and infrastructural location of the hotel. The *heart* of the city expression might have several meanings – the geographical center of the city or the cultural, emotional center. Either way, the hotel offers great communication and a location near city's sightseeing objects.

The fifth idiomatic expression conveys a historical meaning, but not a comparative one which might be comprehended as a metaphor. The hotel was built in *an era when money was no object, and things were made to last*. The advertisers created an expression of an old hotel with history and rich traditions. The phrasal construction *things were made to last* in certain way resembles other popular phrasal construction “*good old times*” that is commonly used by older generations to point out that everything was better in the past. This might also be used as a persuasive method for target audience of older customers that look for an old time-reminding experience.

Another commonly used linguistic technique is *imperative sentence* (21 examples). Some of them are presented below:

1. “Set amongst lush tropical surroundings<..>.”
2. “Go to [www.hfhotels.com](http://www.hfhotels.com) and start planning your next adventure now.”
3. “Take a drive to the country-side for our mouthwatering dishes at affordable prices.”
4. “#TravelForReal.”
5. “Meet us at Queen Sirikit National Convention Center.”
6. “Hotel Carpe Diem. Catch the second.”
7. “If you're looking for a luxury hotel that's uniquely interesting, make up your own mind at [slh.com](http://slh.com).”

Having previously disclosed the social media marketing revolution and greater power of the consumer this “telling-what-to-do“ type of demanding sentences would seem inefficient. However, the mood that these sentences hold is motivational and invitational rather than commanding. None the less, several of the sentence structures are in the slogans of the advertisements. Example number 2 holds a mood of urgency with the adverb *now* and redirects the receiver to the hotel website creating a notion of some offer that is limited, temporary and only available at that moment. Example 7 also includes the website of the hotel to *make up* one’s *own mind*.

Phrases like *meet us* or *set amongst* create a feeling of easy and effortless traveling. They are trying to make the consumer forget the build up steps such as booking the suite, paying for it and traveling to the destination by omitting them from the context.

All examples with imperative sentences also create the feeling of equality and being on the same level as the listener – a frequent technique used by political and business personalities. This manner of direct speech and one-on-one conversation is used as a persuasive device creating a connection between addresser and addressee and that the latter would take the advice.

Another commonly used linguistic technique is *favorable connotations* (20 examples). Some of them are presented below:

1. „*Fast, easy, discreet checkin & checkout, luxury suites, outstanding dinning, 24-hour fitness center and more.*“
2. “*Exclusive offers from the world’s most luxurious hotel.*“
3. “*Distinguish yourself with inspired atmosphere, sumptuos dining and exceptional service.*“
4. *Salads, seafood station, delicious entrees to tempt any palate, a carving station and loads of scrumptious desserts.*“
5. “*Celebrate Christmas with a lavish brunch.*“
6. “*Luxury rooms*“
7. “*Premium, Royal and Superior*“
8. “*We are on a journey to make your travels uncomplicated, unforgettable, brilliant.*“
9. “*Exclusive offers from the world’s most luxurious hotel*“

After analysing lexical constructions of hotel advertising it can be concluded that this particular genre of advertising uses a very peculiar lexicon. Almost in every example the words like *exceptional*, *exclusive*, *superior* and *royal* create a sense of getting better service than anyone else or even *being* better than everyone; and words like *royal* even strenghtens the mood with a notion of

noble person experience. *Luxury* or *luxurious* is almost an accommodation business specific term describing posh and highest-class service and suites. Expressions like *easy*, *uncomplicated*, *fast*, *easy* and *discreet* serve as an anti-stress mood creators and persuades consumers to visit without any travel stress or expense concerns.

Following commonly used linguistic technique is *hyperbole* (11 examples). Some of them are presented below:

1. “*Countless emotions.*”
2. “*INTRODUCING A NEW ERA OF GLAMOUR.*”
3. “*On your own private island.*”
4. “*Passion. It’s in everything we do.*”
5. “*giant smiles.*”

The *hyperbolic* expressions presented in the examples operate on the same principle as idiomatic expressions listed at beginning of the chapter. The advertisers use hyperbole as an expressive tool to present the positive experience to the consumer. However, as well as idioms, these expressions are highly figurative and targeted to the audience that are familiar with the discourse of advertising. In the first example *countless emotions* is a phrasal construction used in many spheres of advertising – especially in the service sector. It represents the more-than-monetary value having things - experience and emotions. The third example was taken from a hotel social media account that is situated in Maldives. The expression *your own private island* should not be taken directly, however it creates a feeling of privacy and remoteness. Last two examples are intended to describe the quality of the staff members in the hotel. *Giant smiles* and *perfection* in everything the staff does creates a domestic, comfortable mood; that traveling away from home as well might feel stress-free.

Another commonly used linguistic technique is *superlative adjectives* (10 examples). Some of them are presented below:

1. “*Have the best dim sum breakfast in Shanghai without leaving your hotel.*”
2. “*meeting your highest expectations.*”
3. “*The Watergate Hotel is steps away from DC’s most popular destinations and attractions.*”
4. “*Exclusive offers from the world’s most luxurious hotel.*”
5. “*Baystone Hotel & Spa where I was welcomed by the most amazing people and the most amazing room. Where the perfect views greeted me.*”

Superlative adjective constructions in these examples come together with other rhetoric and linguistic devices such as *idioms* and *hyperbole* as well as they share the same function on the

context of the advertisement – make an impression about the great quality of services the hotel offers even though they might be over-exaggerated (*hyperbole*) or simply not truthful or biased (*idiom*). For example the take that *The Watergate Hotel is steps away from DC's most popular destinations and attractions* is biased considering the fact that personal opinion of which destination is the most popular might vary drastically every time. As well as *have the best dim sum breakfast in Shanghai* is a false statement considering the fact that individual palates of every human work in a different way and as well considering the fact that this is a hotel restaurant that offers a variety of foods at the same time and there are a number of restaurant in Shanghai that specialize in dim sum making. However, the video advertisement last only a short amount of time and the receiver is not given time to scrutinize every individual statement, but only to sense certain emotions – high quality of food, great location of the hotel, meeting great people and staff, experience positive emotions.

Following commonly used linguistic technique is *personal pronouns* (8 examples). Some of them are presented below:

1. “*You’ll ask yourself why you didn’t do this earlier...*”
2. “*If your’re looking for a luxury hotel that’s uniquely interesting, make up your own mind at slh.com*”
3. “*IF YOU’D LIKE TO EXPERIENCE A TRUE OASIS OF DELIGHT IN THE DESERT HERE IT IS*”
4. “*But stay at one of our 13 hotels <...> and you’ll find everything just right as you want it to be. And that’s no fairy tale.*”
5. “*The Room You Need*”

The *personal pronoun* “*you*” was very common amongst the selected advertisements in the analysis. The usage of personal pronoun as well as the above mentioned *imperative sentences* are a common rhetoric strategy also used by politicians to create the same one-on-one conversation notion and a feeling of equality with the addresser. The personal pronoun presented in the examples in some cases is followed by the auxiliary verb “*will*” that indicates the events in the future. By this the advertisement creates a feeling of promise - “*and you’ll find everything just right as you want it*” and certainty that the visit to the hotel will happen as a fact – “*You’ll ask yourself why you didn’t do this earlier...*”.

## 2.2 Multimodality and Visualisation

Examples for of visual and multi-modal rhetoric devices and persuasive features and in social media advertising were classified into 27 categories (provided in Appendix No. 2). For the analysis to be accurate and comparable to its textual counterpart the same 35 advertisements were

analysed from the visual rhetoric point of view. The results of the research show that hotel advertisements on social media possess a vast number of visual rhetoric and multimodal persuasive features. The table below displays the results of hotel advertising visual material analysis.

**Table 2:** Visual and multimodal features from hotel advertisements.

33	Picture
3	Drawing
17	Long shot photography
24	Front camera angle
17	Filtered photography
11	Several juxtapositioned images
27	Image made to appear natural
25	Outdoor
20	Indoor
18	Furnishing
11	Image illustrates text
2	Bulleted list
13	Font size: large
4	Sidebar
20	White space to text ratio: large
25	Font size: small
22	Point of view: in the scene (subjective)
27	Colour: bright
7	Colour: dark
17	Close up photography
13	Side camera angle
7	White space to text ratio: small
8	Special effects
14	Point of view: outside the scene (objective)
2	Black and white
19	Characters
1	Bottom camera angle

Table above presents that there were 407 examples of visual argument and rhetoric features found in hotel advertisements. The most common features were usage of *pictures*, *images appearing natural*, *dominant bright colours*, *outdoor images* and *small font*. Least common features were: *bottom camera angle*, *black and white pictures*, *bulleted lists*, *drawings* and *sidebars*. However, the most common features of analysed advertisements are usually specific to most of the advertisement spheres. Picture usage, especially in bright colours, is dominant in all of the advertising, especially in the service sector in order to present the consumer with the real image as well as presenting the images as natural. Small font started to get dominant in the social media era, because visual effects create a stronger impression and are perceived faster than textual information. During the research for examples various encounters with advertisements of other nature have been reviewed as well as their theoretic peculiarities. The purpose of this research is to distinguish specific linguistic and visual features used in social media advertising of *accommodation business*. Therefore, setting aside the most common features of the whole advertising sphere, three major specific features of hotel advertising visual presentation were distinguished – *indoor images*, *displaying characters* and *furnishing*.

20 of the 35 advertisements contained at least one *indoor image*. Example:

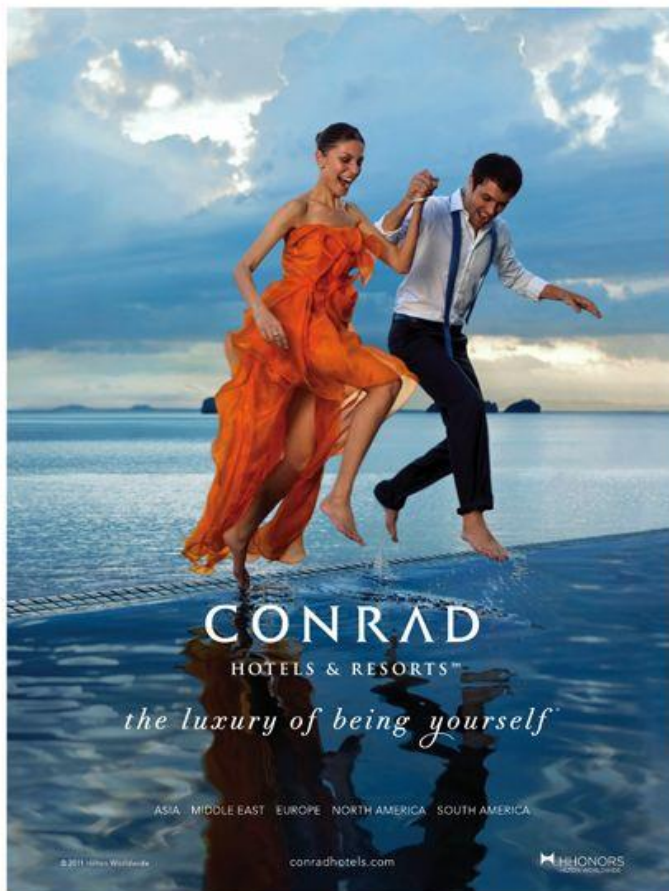


**Figure 6:** St. Regis Hotel Advertisement, New York. Internet access: <https://www.nytimes.com/2013/10/07/business/media/a-st-regis-new-york-face-lift-spurs-a-glamour-campaign.html>

*Indoor images* are one of the pivotal features for a successful hotel advertisement. The consumer is given a chance to take a glimpse at the suite before visiting the hotel. Displaying the suites, restaurant rooms, saunas, spa centers, etc. gives an impression openness and even hospitality. Advertisements, other than the booking sites usually display the highest-quality and most expensive rooms only in order to create an impression that all the suites will be of the same quality regardless of the price. Constantinides (2014:43) states that “no hotel marketer should attempt today to promote his services by showing beautiful pictures of his hotel rooms or beautiful surroundings or make claims about the hotel services that have nothing to do with reality”<sup>22</sup> because the social media forums and review sections are mediums for a rapid spread of opinion, however, some accommodations businesses tend to take a risk anyway.

<sup>22</sup>Constantinides, E. (2014). Foundations of Social Media Marketing. Twente: University of Twente.

Another commonly used visual feature is *displaying characters* (19 examples in 35 advertisements):

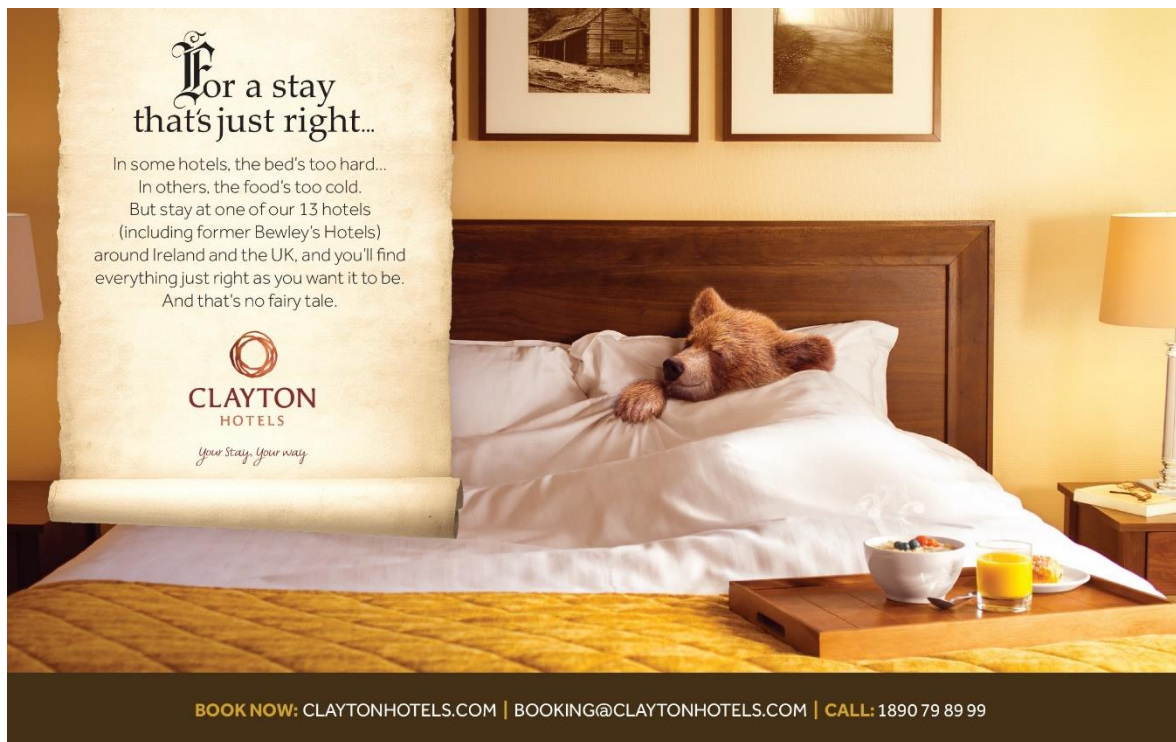


**Figure 7:** St. Regis Hotel Advertisement, New York. Internet access: <https://www.pinterest.at/pin/484770347368740284/>

In accommodation business profitability is directly dependant from one major factor – customer flow. Hotel advertisements usually contain one (in some cases both) of the following two elements: facilities or customers. However, in most cases “customers“ in the pictures are paid actors the, but the important factor is what emotion do they present. In this particular example the people represent a young couple (possibly even newlyweds) that are playfully jumping around the outdoor pool creating an effect as if they are walking on water. Instantly, the advertisement targets several audience groups – newlyweds, couples, younger people. Symbols of jumping around barefoot, smiling and untied tie are representing being stress-free and comfortable sensations. The fact that neither of the characters are looking at the camera is creating a sense of genuinity.

The final commonly used visual feature is *furnishing* (18 examples). Example is presented below:





**Figure 8:** Clayton Hotel Advertisement, Great Britain. Internet access: <https://www.facebook.com/claytonhotels/photos/a.10150578689497301/10154400918722301/?type=3&theater>

As well as in *indoor pictures*, the display of *furnishing* is a technique to introduce the customer or future customer with the facilities of the hotel. Usually suite images with furnishing are full of bright tones – clean sheets, rooms full of light. White colour and light symbolise cleanliness and hygiene. In this particular example the fictional cartoon character is sleeping in a bed under a while blanket. The facial expression of the character indicates that he or she is comfortable and happy and that all the customers are feeling the same way. Warm colour tones dominate in the picture and the steaming breakfast in bed symbolises comfort and top level service.

To conclude, this empirical chapter was dedicated to the overt social media marketing strategies. By selecting social media *advertising* as a major part of the social media marketing, the research of textual rhetoric and visual features was narrowed down. 35 images and video advertisements from social media platforms were analysed. This resulted into finding 172 textual rhetoric examples and 407 visual/multimodal features. Social media advertising as a discourse was also analysed in the theoretical part and the main perception came out to be that individually textual rhetoric and visual features of hotel advertising almost can not be distinguished from other genres of advertising. The whole effect of the advertisement and its context can only be revealed and

understood not in any of these individual *modes* of text and multimodality alone, “but only in their combination“<sup>23</sup>.

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<sup>23</sup> Cook, G. (2001) *Discourse of Advertising*. London: Routledge.

### 3. SUBLIMINAL SOCIAL MEDIA MARKETING STRATEGIES

This part of the research presents an explanation of the analysis process as well as the overall received results with addition of the most suitable selected examples from the collected data.

The examples for this empirical part were collected from the major social media platforms on the Internet such as *Facebook* and *Instagram*. The examples were collected before the theoretical research was made and no particular criteria affected the selection in order to sort out the most common subliminal social media marketing strategies used in hotel advertisers.

The research on this empirical chapter of the paper consisted of 25 subliminal soc. media strategy examples from social media posts from various hotel social media accounts as well as comments and reviews/recommendations from private accounts. After the research and analysis of the social media marketing strategies it was decided to divide this chapter into three parts dedicated to *user-generated content*, *influencer marketing and campaigns* and *contests on social media platforms*. The following chapter is dedicated to analysis of subliminal social media marketing strategies' examples.

#### 3.1 User-generated Content

Examples of *user-generated content* on social media platforms were taken from review and recommendation and comment sections on hotel Facebook accounts. Most of the examples were taken from English spoken countries' hotels to make it possible to comprehend and analyse the reviews and comments. Only positive and favorable responses and reviews were considered to be a successful social media marketing strategy.

User-generated content has a significant marketing value on social media. Special offers and overt advertising are persuasive if done correctly, however one positive or negative review from an outsider can greatly affect the choice of the consumer. Facebook is one of the most popular social media platform used for all the businesses (Figure 3) and the most commonly used platform with a review and recommendation section for business accounts. Businesses can filter the content in the sections to avoid offensive language or spamming. With the same principle social media administrators have the access to filter negative reviews about unpleasant experiences and unsatisfactory level of service. For this reason, most of the analysed hotel review and recommendations sections had no negative responses in the front pages. On the other hand, the positive responses from users have a significant marketing value. Satisfied customers describe their experiences in an informal manner creating trust and persuasion around their story. For example:



Majella Dooley reviewed Kelly's Resort Hotel — 5★

May 10, 2018 · 🌐

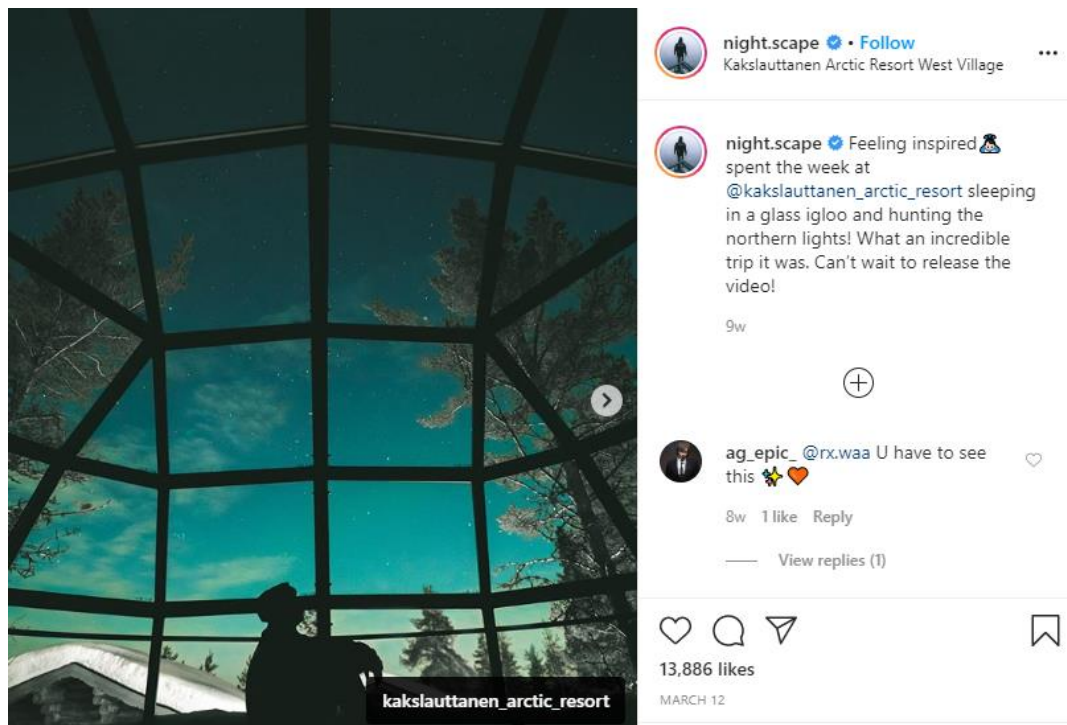
My first time in Kelly's, but definitely not my last, I joined my family who have been there many times. The welcome, the staff, the view, the view, the view, . The food is amazing , dining room or buffet something for everyone. Very child friendly, the children are so welcome and well looked after. Loved the Marine Bar adult place with a restaurant. The spa .... fab pool treatments amazing. Right on the beach, beautiful walks. I can't recommend this hotel enough and I don't even have a share!!!! 😊

**Figure 9:** Extract from Kelly's Resort Hotel review and recommendation section. Internet access: [https://www.facebook.com/pg/KellysResortHotel/reviews/?ref=page\\_internal](https://www.facebook.com/pg/KellysResortHotel/reviews/?ref=page_internal)

In this example a Facebook user under a name of “Majella Dooley” is sharing her experience after a visit at the Kelly's Resort Hotel in Ireland. As the user is stating, the experience was pleasant and she is planning to visit the hotel again. The user mentions that her family members “have been there many times” as a statement that the high quality of the services does not change over time. She repetitively mentions “the view” to strengthen the positive impression of the scenery. The user also mentions that the hotel is “child friendly” and that they are “well looked after”. This functions as marketing for specific target audience - families with small children. However, the user also mentions positive experience in “the Marine Bar adult place with a restaurant”. The last sentence mentions that she is recommending this without even having a “share”. That expression makes the recommendation seem objective as the review comes from the outside source and not the member of authority. After describing available spa procedures and a convenient location that is “right on the beach” the user has given a favorable review for all the facilities and services of the hotel. This post also includes a tagged Facebook account name of the hotel and for that reason this positive experience can be found in any Facebook search that includes the name of this hotel or by anyone in Majella Dooley's contact circle. Also and the user's comment included several textual rhetoric devices that are characteristic for advertising discourse such as isocolon, grammatical parallelism (*the view, the view, the view*) and favorable connotations (*the food was amazing; fab pool treatments amazing*) and rated the hotel with the highest five star rating. Having this type of platform for publication and sharing businesses make marketing nearly effortless with positive reviews from their users. On the other hand, administrators of hotel social media accounts (especially large ones) are not coping with the flow of content on schedule to filter the negative reviews. Also, purposely leaving several negative reviews is working as a marketing strategy as well, creating a feeling of honesty as long as the ratio of negative to positive reviews is favorable.

### 3.2 Influencer Marketing

Examples of *influencer marketing* on social media platforms were taken from Instagram influencer accounts with a follower base not lower than 5000 accounts. The selected influencer accounts are not only from English-speaking owners since the textual content of the message is of lesser importance than other elements of the post – location, mentioning the hotel's social media account or mentioning the name with a hashtag. Hashtags allow to find certain social media posts marked with a particular hashtag. That facilitates the search process and helps the message spread with the right algorithm. Influencers are usually well known Internet or entertainment personalities that audiences are respecting and in some cases even seeking to have the same social media recognition themselves. For this reason, the follower base might ignore other criteria such as higher price, inconvenient location or even poor service and still use the hotel services entirely out of respect for the *influencer* or for social media recognition. Several examples are presented below:



**Figure 10:** Harry Gallagher's (@night.scape) Instagram post from March 12 at the Kakslauttanen Arctic Resort West Village. Internet access: [https://www.instagram.com/p/B9pKBIVhfQA/?utm\\_source=ig\\_web\\_copy\\_link](https://www.instagram.com/p/B9pKBIVhfQA/?utm_source=ig_web_copy_link)

In this example we can see a photograph uploaded by an English social media influencer and video content creator Harry Gallagher on his Instagram account under a nickname of "night.scape". His Instagram account at the time when the example was taken had a follower base of almost 240 thousand accounts. The message alongside the photograph does not contain any



information or review about the hotel facilities – the only positive review was about his trip to Finland in general. However, the most important features of an influencer marketing post are present:

- Kakslauttanen Arctic Resort West Village location tag.
- Kakslauttanen Arctic Resort West Village

The photo itself is perfectly edited and appealing to watch. Positive experience of the influencer *makes an impression for his audience* that one of factors that made his travel to Finland satisfactory was also the accommodation in the Kakslauttanen Arctic Resort Village Hotel and may raise interest of the audience to visit the social media account of the hotel and even to consider to the possibility to visit the resort themselves. Another example of social media influencer marketing:



**Figure 11:** Alexandra Dieck's (@lexiconofstyle) Instagram post from March 12 at Four Seasons Hotel Restaurant The Garden. Internet access: <https://www.instagram.com/p/B9nWC9CJhDz/>

Like in the previous example this social media influencer uploaded a photo of her having lunch at the restaurant of one of the most famous hotel chain facility in the United States – Four Seasons. The account of Alexandra Dieck has a follower base of 120 thousand accounts. This example also has the location of the hotel and also mentions the Four Seasons Instagram account in the message. However, the message this time contains a positive review – *best healthy lunch with the nicest cappuccino in NYC*. Like the overt advertisements this message contains a common linguistic

technique of superlative adjectives. Also, the message contains two phrases with a hash tag before them with the hotel initials “fs” standing for “Four Season”.

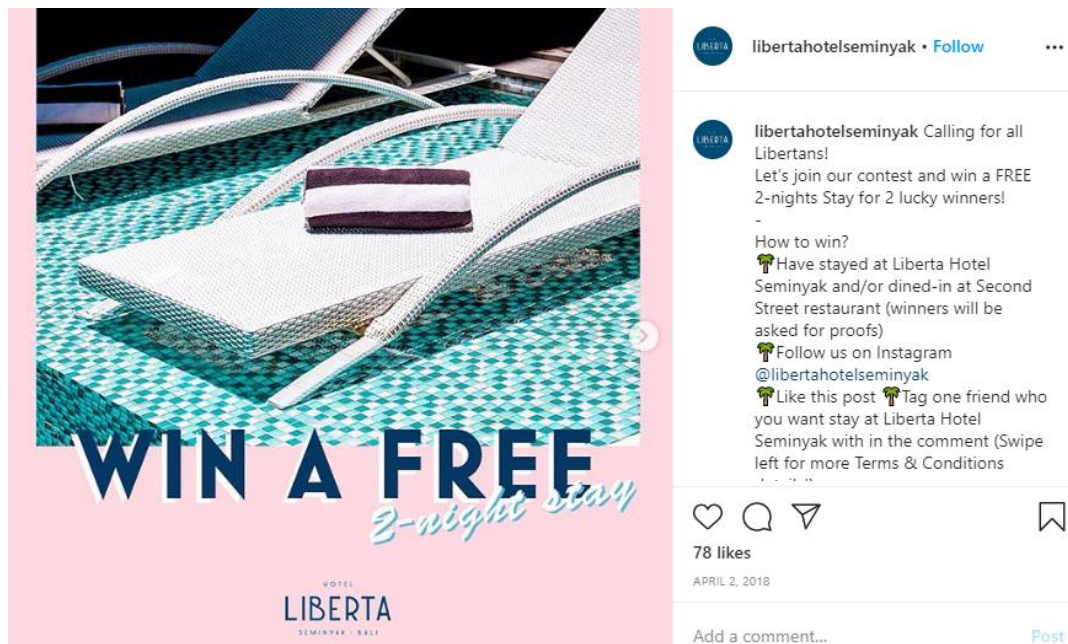
The influencer herself is known for her style and fashion choices on social media. In the photo we can see a famous designer brand “Balenciaga” handbag on the lunch table, a non-formal green outfit and sunglasses indoors. These traits strengthen her image on social media and raises the overall respect and highly value her choices for accommodation or dining.

### 3.3 Campaigns and Contests on Social Media Platforms

Examples of hotel *social media campaigns or contests* were taken from official hotel Instagram accounts with no specific criteria for the size of follower base. After the comparative analysis of the selected social media records similar features were distinguished:

- Free accommodation for the winner (5 out of 5 examples).
- Request to follow the hotel Instagram account in order to participate in the contest (4 out of 5 examples).
- Request to tag or mention a friend in the comment section in order to participate in the contest (4 out of 5 examples).
- Mention a specific campaign *#hashtag* in the comment section in order to participate (2 out of 5 examples).
- Proof of past accommodation in order to participate in the contest (1 out of 5 examples).

Subliminal social media marketing strategies analysed in this part possess a certain principle – make marketing effortless and benefit from the user-generated content. However, this last marketing strategy requires for marketers to create an idea for contest or a new campaign and share it on the social media platforms. On the other hand, this marketing strategy creates drastically more user-generated content – comments, growth in social media following and engaging other non-followers to participate. Two examples are presented in the Figure 10 and Figure 11:



**Figure 12:** Liberta Seminyak Hotel in Bali, Indonesia shared Instagram competition to win a free 2 night stay. Internet access: <https://www.instagram.com/p/BhED-P6lzfi/>



**Figure 13:** Hilton Garden Inn Union Town Hotel shared Instagram competition to win Valentine's day accommodation and dinner for two. Internet access: <https://www.instagram.com/p/B7 UE 7FBzi/>

To conclude, this empirical chapter was dedicated to the subliminal social media marketing strategies. By selecting social media *user-generated content*, *social media contests* and *influencer marketing* on social media platforms as a major strategies the analysis of their features



narrowed down. 25 social media posts, reviews and commentary from Facebook and Instagram were analysed. This resulted into finding common features for subliminal social media marketing such as: *specifying the location of the hotel, mentioning hotel social media accounts, using #hashtags with hotel name of initials or creating contest with prizes in order to get follower attention*. The whole principle of the subliminal social media marketing strategies is for the marketers to avoid being focused themselves and allow users to generate content and share it between them. This creates an impression of honest and un-biased user community that is trustworthy.

## CONCLUSIONS

After thorough literary research on social media marketing fundamentals, discourse of advertising and after analysing the adaptation of linguistic means, rhetorical devices and visual features in social media marketing, accordingly to the tasks of the research these conclusions could be drawn:

1. Social media marketing roles of consumer and entrepreneur in the past twenty years drastically shifted towards the consumers giving them more control. Consumer in the modern market are the key evaluators and co-creators. However, the bigger picture of marketing strategies claims that social media marketing is the final step of the successful strategy chain. Social media marketing for the public eye appear as the instrumental part for successful marketing, however, without fundamentally sound product, electronic marketing essentials and convenient and fully functional web site, social media marketing importance would be significantly lower. Social media as a marketing tools is distinguished into two approaches: *passive* and *active*. *Passive approach* concentrates on collecting data and creating social media consumer communities. The collected data is used for market analysis and future improvements and problem prevention. *Active approach* concentrates on direct advertising, product/service improvement and customization and customer involvement. Advertising being the prime overt tool of social media marketing, its rhetoric devices, linguistic means, visual and multimodal techniques and other persuasive features create a highly unique discourse. Every individual element of these four categories convey a specific message, however, only the combination of *modes* deliver the full message and grant advertisements genuine marketing value.
2. The analysed social media marketing strategies were distinguished into *subliminal* and *overt*. Overt strategies and their features were sorted out by analysing discourse of advertising. Most commonly used rhetoric and linguistic devices were: idioms, imperative sentences, superlative adjectives, favorable connotations, hyperbole and personal pronouns. Visual and multimodal features that were most common: usage of *pictures*, *images appearing natural*, *dominant bright colours*, *outdoor images* and *small font*. However, these features are common to most advertising spheres. Hotel advertising in particular possesses *indoor images*, *displaying characters* and *furnishing*. Subliminal strategies and their features are noticeable in a user society environment. The most common and effective strategies on social media platforms were: *user-generated content*, *influencer marketing* and *contest and campaigns on social media*.
3. The main objective of hotel social media marketers is to attract customers. Customer attraction can be achieved in various ways:

- Attention seeking devices. The first impression to catch an eye of the consumer. Visual devices make themselves distinguish from other social media material. Linguistic means tend to be unusual to everyday language. Visual: *bright colours, large font size, special effects*. Linguistic/textual: *antisthecon, ecphonema, rhetorical questions*.
- Emotion provocative devices. After receiving attention marketers tend to use expressive language and images. These devices evoke feelings such as laughter, admiration, desire and even envy. Visual: *characters expressing emotions, dark or bright colours, close-up camera angle*. Textual/linguistic: *idioms, metaphors, puns, simile, repetition devices, hyperbole, litotes*. Other features (subliminal marketing): *influencer marketing, social media contests*.
- Emotional-manipulative devices. Some of the devices and features of language and content not only evoke emotions, but manipulate them in their favor or even generate feedback actions. Linguistic devices: *motivation, personal experience*. Other features (subliminal marketing): *user-generated content*.

In conclusion, despite the fact that in nowadays social media marketing the consumer took over the major part of control from the businesses, the marketers and advertisers tend to find effective strategies to draw customers. Both overt and subliminal social media marketing strategies used in proper context, for the right target audiences and on suitable platforms, maintain their business value for accommodation enterprises.

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## APPENDIX No. 1

In Appendix No. 1 the examples of linguistic methods, rhetorical devices used in hotel business advertisements on social media.

<b>Alliteration</b>	<p>“GET SET TO JET SET“ 4</p> <p>“A Legacy of <b>L</b>uxury“ 9</p>
<b>Allusion</b>	<p>“<b>The promise of space</b> is as expansive as your imagination.“ 35</p>
<b>Anaphora</b>	<p>“<b>Two</b> cities, <b>nine</b> hotels, <b>millions</b> of people, <b>countless</b> emotions“ 3</p> <p>“<b>Your</b> Stay, <b>Your</b> Way“ 16</p> <p>“In some hotels, the bed’s too hard... In others, the food’s too cold.“</p> <p>“<b>GREAT</b> FOOD. <b>GREAT</b> VENUE. <b>GREAT</b> PRICE“ 30</p>
<b>Anthimeria (conversion)</b>	<p>“GET SET TO JET SET“ 4</p> <p>“HOW LONG DOES IT TAKE TO GLORIOUS?“ 25</p>
<b>Antisthecon</b>	<p>“THE NEW TWI2T ON LUXURY“ 32</p>
<b>Assoncance</b>	<p>“GET SET TO JET SET“ 4</p> <p>“Your Stay, Your Way“ 16</p>
<b>Chiasmus</b>	<p>“WE SHAPE OUR BUILDINGS; THEREAFTER THEY SHAPE US.“ 26</p>
<b>Superlative adjective</b>	<p>“meeting your <b>highest</b> expectations“ 2</p> <p>“<b>Best</b> price guaranteed“ 3</p> <p>“The Watergate Hotel is steps away from DC’s <b>most popular</b> destinations and attractions“ 5</p> <p>“Manhattan’s <b>most iconic</b> hotel reveals dramatically redesigned guestrooms and suites“ 8</p> <p>“The <b>brightest</b> of welcomes“ 24</p> <p>“The <b>newest</b> member of our family“ 24</p> <p>“<b>Finest</b> contemporary comforts“ 26</p> <p>“Exclusive offers from the world’s <b>most luxurious</b> hotel“ 29</p> <p>“Have <b>the best</b> dim sum breakfast in Shanghai without leaving your hotel.“ 33</p> <p>“Baystone Hotel &amp; Spa where I was welcomed by the <b>most amazing</b> people and the <b>most amazing</b> room. Where the perfect views greeted me.“ 34</p>

<b>Ecphonema</b>	<p>“Get \$40 eCASH &amp; \$20 Restaurant Credit!” 23</p> <p>“BOOK NOW!” 23</p> <p>“We have the BEST STEAKS around!” 30</p> <p>“&lt;...&gt;with the occasional treat of fresh fish caught and cooked by John himself!” 30</p> <p>“VENUE HIRE from R500 per day!” 30</p>
<b>Ellipsis</b>	<p>“<b>Two</b> cities, <b>nine</b> hotels, <b>millions</b> of people, <b>countless</b> emotions“ 3</p> <p>“Geogria. First you hear familiar tunes. Rolling around here. Road adventures.“ 31</p>
<b>Emotional manipulation</b>	<p>“A picture paints a thousand words. <b>But this ad is for people unaffected by retouched advertising images</b>“ 13</p>
<b>Favorable connotation</b>	<p>“<b>Luxury</b> rooms“ 2</p> <p>“<b>Best</b> price guaranteed“ 3</p> <p>“<b>Remarkable</b> experience“ 3</p> <p>“<b>Award-winning</b> cuisine“ 4</p> <p>“<b>Premium, Royal and Superior</b>“ 6</p> <p>“UNAPOLOGETICALLY LUXURIOUS“ 5</p> <p>“Manhattan’s most <b>iconic</b> hotel reveals dramatically redesigned guestrooms and suites“ 8</p> <p>“<b>Legendary</b> service since 1887“ 17</p> <p>“<b>Award-winning five-star</b> hotel“ 26</p> <p>“<b>Quintessentially</b> British“ 26</p> <p>“If your’re looking for a luxury hotel that’s <b>uniquely interesting</b>, make up your own mind at slh.com“ 13</p> <p>„<b>Fast, easy, discreet</b> checkin &amp; checkout, luxury suites, <b>outstanding</b> dinning, 24-hour fitness center and more“ 14</p> <p>“Celebrate Christmas with a <b>lavish</b> brunch“ 18</p> <p>Salads, seafood station, <b>delicious</b> entrees to tempt any palate, a carving station and loads of <b>scrumptious</b> desserts“ 18</p> <p>“<b>Rich</b> legacy“ 26</p> <p>“Distinguish yourself with <b>inspired</b> atmosphere, <b>sumptuos</b> dining and <b>exceptional</b> service“ 27</p> <p>“<b>Exclusive</b> offers from the world’s most luxurious hotel“ 29</p>



	<p>“<b>inspiring</b> taste of Paris“ 33</p> <p>“<b>blessfully unplugged</b> people on vacation“ 33</p> <p>“This is not a hotel – it’s an <b>idea</b> that travel should be <b>brilliant</b>“ 35</p> <p>“We are on a journey to make your travels <b>uncomplicated, unforgettable, brilliant.</b>“35</p>
<b>Grammatical paralelism</b>	<p>“<b>Two</b> cities, <b>nine</b> hotels, <b>millions</b> of people, <b>countless</b> emotions“ 3</p> <p>“Families grow closer, neighbours become friends, and a real community is born“ 15</p> <p>“Fashioned by History. Established by Guoman“ 26</p> <p>“Distinguished Views; Distinguished Guests“ 27</p> <p>“We were wonderers. We are family now.“ 31</p> <p>“ You spend your life working – you should discover the world as you go.“ 33</p> <p>“ No matter where I sat or swam. No matter where I stopped and reflected.“ 34</p> <p>“ Because it’s not only about where you stay – it’s about where you’re going.“ 35</p>
<b>Hyperbole</b>	<p>“<b>Countless</b> emotions“ 3</p> <p>“On your own private island“ 4</p> <p>“INTRODUCING A <b>NEW ERA</b> OF GLAMOUR“ 9</p> <p>“Now at over 30 of the <b>World’s finest</b> hotels &amp; resorts“ 8</p> <p>“Passion. It’s in everything we do.“ 12</p> <p>“The Royal Horseguards was built in an era when money was no object, and things were made to last“ 26</p> <p>“We have the <b>BEST STEAKS</b> around!“30</p> <p>“ giant smiles“ 33</p> <p>“Have the best dim sum breakfast in Shanghai without leaving your hotel.“ 33</p> <p>“ Baystone Hotel &amp; Spa where I was welcomed by the most amazing people and the most amazing room. Where the perfect views greeted me.“ 34</p> <p>“ Or tasted <b>the best rum all day long.</b>“ 34</p>
<b>Idiom</b>	<p>“Somewhere between Heaven &amp; Earth” 1</p> <p>“<b>We are right in the heart</b> of the two biggest cities in the country“ 3</p>

	<p>“On your own private island“ 4</p> <p>“Welcome to the PARADISE“ 7</p> <p>“INTRODUCING A NEW ERA OF GLAMOUR“ 9</p> <p>“the luxury of being yourself“ 10</p> <p>“EVERYONE NEEDS <b>TO SOAK IT ALL IN.</b>“ 11</p> <p>“Passion. It’s in everything we do.“ 12</p> <p>“<b>A picture paints a thousand words.</b> But this ad is for people unaffected by retouched advertising images“ 13</p> <p>“And that’s no fairy tale.“ 16</p> <p>“Our reputation travels“ 17</p> <p>“Christmas brunch decked <b>with all the trimmings</b>“ 18</p> <p>“THE GLORY OF OUR LAND FINDS ITS PERFECT ODE.“ 19</p> <p>“Value is the new luxury. Fortunately we deliver both“ 21</p> <p>“It will take your breath away“ 22</p> <p>“Brought to You from the Heart“ 24</p> <p>“Let hospitality from the heart light up every moment of your stay“ 24</p> <p>“The Royal Horseguards was built in an era when money was no object, and things were made to last“ 26</p> <p>“Take a drive to the country-side for our <b>mouthwatering dishes</b> at affordable prices“ 30</p> <p>“giant smiles“ 33</p> <p>“Go <b>window-shopping</b> in Beijing in a market that doesn’t even have windows.“ 33</p> <p>“This little piece of paradise“ 34</p> <p>“And fed me like I’ve never been fed before.“ 34</p> <p>“Made me feel like this was paradise“ 34</p> <p>“This is not a hotel – it’s an idea that travel should be brilliant.“ 35</p> <p>“Offering surprises that will change as often as you do“ 35</p> <p>“<b>We are on a journey</b> to make your travels uncomplicated, unforgettable, brilliant.“ 35</p>
Imperative sentence	<p>“<b>Meet us</b> at Queen Sirikit National Convention Center“ 1</p> <p>“<b>Set</b> amongst lush tropical surroundings&lt;..&gt;“ 1</p>

	<p>“<b>Stay</b> with us and <b>find out</b> how another common trip can become a remarkable experience“ 3</p> <p>“<b>Go</b> to <a href="http://www.hfhotels.com">www.hfhotels.com</a> and <b>start</b> planning your next adventure now.“ 3</p> <p>„<b>Go ahead</b> and indulge“ 4</p> <p>“<b>Spend</b> more time with us“ 5</p> <p>“<b>Visit</b> us“ 10</p> <p>“<b>#TravelForReal</b>“ 10</p> <p>“If your’re looking for a luxury hotel that’s uniquely interesting, <b>make up</b> your own mind at slh.com“ 13</p> <p>“But <b>stay</b> at one of our 13 hotels &lt;...&gt; and you’ll find everything just right as you want it to be. And that’s no fairy tale.“ 16</p> <p>“<b>Stay&amp;Play</b> Package“ 23</p> <p>“<b>BOOK NOW!</b>“ 23</p> <p>“<b>Get</b> \$40 eCASH &amp; \$20 Restaurant Credit!“ 23</p> <p>“Distinguish yourself with inspired atmosphere, sumptuos dining and exceptional service“ 27</p> <p>“Stay two nights and the third night is on us“ 27</p> <p>“Experience the luxury life“ 28</p> <p>“<b>Take</b> a drive to the country-side for our mouthwatering dishes at affordable prices“ 30</p> <p>“<b>Feel</b> the tiny delicious [inaudible] of the friction of happiness“ 31</p> <p>“<b>Conquer</b> the anxiety of life.“ 31</p> <p>“Hotel Carpe Diem. <b>Catch</b> the second.“ 31</p> <p>“ <b>Watch</b> the elevator doors open to one of the hottest new musicians performing live in New York.“ 33</p>
<b>Isocolon</b>	<p>“<b>Two</b> cities, <b>nine</b> hotels, <b>millions</b> of people, <b>countless</b> emotions“ 3</p> <p>“GET SET TO JET SET“ 4</p> <p>“Families grow closer, neighbours become friends, and a real community is born“ 15</p> <p>“Fashioned by History. Established by Guoman“ 26</p> <p>“Distinguished Views; Distinguished Guests“ 27</p> <p>“ We were wonderers. We are family now.“ 31</p>

	“No matter where I sat or swam. No matter where I stopped and reflected.”
<b>Litotes</b>	“The Watergate Hotel is <b>steps away</b> from DC’s most popular destinations and attractions“ 5 “Belong Anywhere“ 8
<b>Metaphor</b>	“The promise of space is as expansive as your imagination.“ 35
<b>Motivation</b>	“You’ll ask yourself why you didn’t do this earlier...” 4 “#TravelForReal“ 11 “Visit one of them and see for yourself...” 15 “ “LIVE LIFE TO DISCOVER“ 33
<b>One or two syllable words</b>	“GET SET TO JET SET“ 4 “Live there“ 8 “Your Stay, Your Way“ 16
<b>Oxymoron</b>	“UNAPOLOGETICALLY LUXURIOUS“ 5
<b>Personal pronoun</b>	“ <b>You’ll</b> ask yourself why <b>you</b> didn’t do this earlier...” 4 “Find <b>yourself</b> sipping bubbly“4 “ <b>Live</b> there“ 8 “The Room <b>You</b> Need“ 10 “If <b>your’re</b> looking for a luxury hotel that’s uniquely interesting, make up <b>your</b> own mind at slh.com“ 13 “But stay at one of our 13 hotels <...> and <b>you’ll</b> find everything just right as <b>you</b> want it to be. And that’s no fairy tale.“ 16 “IF <b>YOU’D</b> LIKE TO EXPERIENCE A TRUE OASIS OF DELIGHT IN THE DESERT HERE IT IS“ 22 “First <b>you</b> hear familiar tunes“ 33
<b>Personal experience</b>	“ <b>We know first hand</b> that when people spend time together, incredible things can happen“ 15 “I fell in love twice in my life“ 34
<b>Personification</b>	“Manhattan’s most iconic <b>hotel reveals</b> dramatically redesigned guestrooms and suites“ 8 “Our reputation travels“ 17 “The brightest of welcomes awaits you at Shangri-La Bosphorus Istanbul“ 24

	<p>“Steeped in history and filled with the finest contemporary comforts.” 26</p> <p>“ Where the sun accepted me just the way I was.” 34</p> <p>“ Where <b>Baystone soothing touch touched me</b> just the way I needed. And <b>fed me</b> like I’ve never been fed before.” 34</p>
<b>Phrasal constructions</b>	<p>“<b>Adrenaline-filled</b> water sports“ 4</p> <p>“<b>SOAK IT ALL IN</b>“ 11</p> <p>“Christmas brunch decked <b>with all the trimmings</b>“ 18</p> <p>“ <b>window-shopping</b>“ 33</p> <p>“This is not <b>business as usual</b>“ 35</p>
<b>Pun</b>	<p>“Welcome to the PARADISE“ 7</p> <p>“EVERYONE NEEDS TO SOAK IT ALL IN.“ 11</p> <p>“Go <b>window-shopping</b> in Beijing in a market that doesn’t even have <b>windows</b>.“ 33</p>
<b>Rhetorical question</b>	<p>“While in Raffles, why not visit Singapore?“ 17</p> <p>“HOW LONG DOES IT TAKE TO GLORIOUS?“ 25</p> <p>“Oh, and have we mentioned the deep-fried ice cream and butterscotch sauce...?“ 30</p> <p>“ Why can’t a sales meeting also have an inspiring taste of Paris? Why should honeymooners and blessedly unplugged people on vacation be the only ones with giant smiles wandering our lobbies?“ 33</p> <p>“ Because where is it written business travel shouldn’t be an inspiring eye-opening getaway you just happen to bring your briefcase along to?“ 33</p>
<b>Rhyme</b>	<p>“GET SET TO JET SET“ 4</p> <p>“Extra day away“ 5</p> <p>“Your <b>Stay, Your Way</b>“ 16</p> <p>“Stay&amp;Play Package“ 23</p>
<b>Simile</b>	<p>“Innovation that makes checking-in as easy as a check-in“ 35</p>
<b>Slang</b>	<p>“Find yourself sipping <b>bubbly</b>“ 4</p> <p>“Watch the elevator doors open to one of the <b>hottest new musicians</b> performing live in New York.“ 33</p>

## APPENDIX No. 2

In Appendix No. 2 the examples of visual and multimodal persuasive and rhetoric features used in hotel business advertisements on social media.

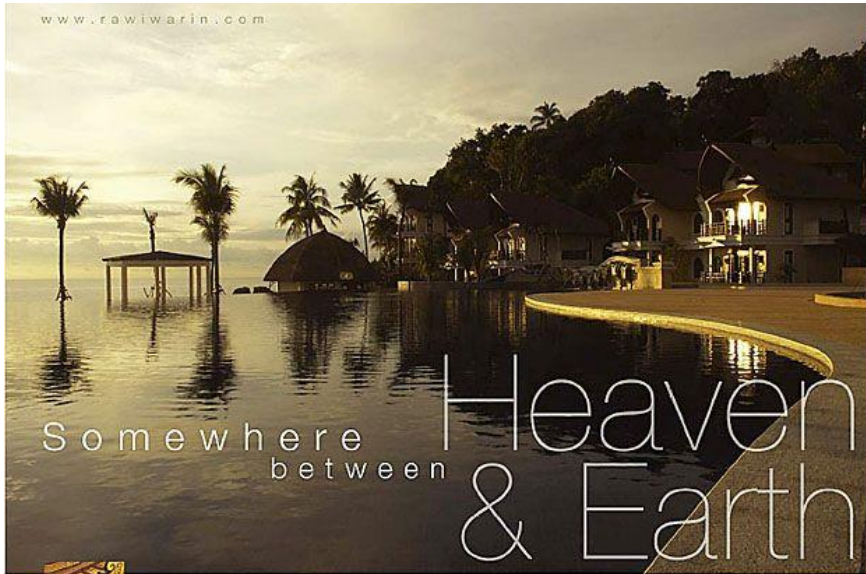
Visual and multimodal feature examples from advertisements.

<b>Visual features</b>	<b>Number of the example</b>
<b>Picture</b>	1, 2, 3, 4, 5, 7, 8, 9, 10, 11, 12, 14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26, 28, 29, 30, 31, 32, 33, 34, 35, 36.
<b>Drawing</b>	13, 27, 32.
<b>Long shot photography</b>	1, 7, 14, 15, 17, 19, 20, 23, 24, 26, 29, 31, 32, 33, 34, 35, 36.
<b>Front camera angle</b>	1, 2, 4, 5, 9, 10, 11, 12, 14, 16, 17, 18, 19, 20, 22, 23, 29, 30, 31, 32, 33, 34, 35, 36.
<b>Filtered photo</b>	1, 2, 3, 7, 8, 10, 11, 12, 14, 15, 16, 19, 20, 22, 24, 35, 36.
<b>Several juxtapositioned images</b>	1, 2, 4, 7, 14, 18, 20, 22, 23, 28, 30.
<b>Image made to appear natural</b>	1, 2, 3, 4, 5, 7, 9, 10, 11, 14, 15, 17, 18, 19, 20, 21, 22, 23, 25, 26, 28, 29, 30, 31, 33, 34, 35.
<b>Outdoor</b>	1, 2, 3, 4, 7, 10, 11, 14, 15, 17, 19, 20, 21, 22, 23, 24, 25, 28, 29, 31, 32, 33, 34, 35, 36.
<b>Indoor</b>	1, 2, 5, 7, 8, 9, 12, 14, 16, 18, 20, 22, 23, 26, 28, 31, 32, 33, 34, 35.
<b>Furnishing</b>	1, 2, 4, 7, 8, 9, 14, 16, 17, 20, 22, 23, 28, 30, 32, 33, 34, 35.
<b>Image illustrates text</b>	1, 2, 7, 11, 12, 15, 18, 29, 30, 34, 35.
<b>Bulleted list</b>	1, 23.
<b>Font size: large</b>	1, 3, 5, 7, 13, 20, 23, 25, 26, 27, 29, 30, 36.
<b>Sidebar</b>	1, 9, 23, 30.
<b>White space compared to text: large</b>	1, 2, 4, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 19, 20, 21, 24, 25, 26, 27.
<b>Font size: small</b>	1, 3, 4, 5, 7, 8, 9, 10, 11, 12, 14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 24, 26, 27, 28, 30.
<b>Point of view: in the scene (subjective)</b>	2, 3, 4, 5, 7, 8, 9, 10, 11, 12, 14, 16, 18, 21, 22, 23, 25, 30, 31, 32, 34, 36.

<b>Colour: bright</b>	2, 3, 4, 7, 8, 9, 10, 11, 14, 16, 17, 18, 19, 20, 21, 22, 23, 24, 25, 28, 29, 30, 31, 33, 34, 35, 36.
<b>Color: dark</b>	1, 5, 12, 13, 15, 26, 27.
<b>Close up photography</b>	3, 4, 5, 8, 9, 10, 11, 12, 16, 18, 21, 25, 30, 32, 33, 34, 35.
<b>Side camera angle</b>	3, 4, 8, 15, 21, 23, 24, 25, 28, 32, 33, 34, 35.
<b>White space compared to text: small</b>	3, 5, 7, 13, 18, 23, 28.
<b>Special effects</b>	8, 16, 24, 31, 32, 33, 35, 36.
<b>Point of view: outside the scene (objective)</b>	14, 15, 17, 19, 20, 22, 24, 26, 28, 29, 31, 32, 35, 36.
<b>Black and white</b>	12, 15.
<b>Characters</b>	3, 8, 9, 10, 11, 12, 15, 16, 17, 21, 23, 25, 26, 31, 32, 33, 34, 35, 36.
<b>Bottom camera angle</b>	26.

## APPENDIX No. 3

www.rawiwarin.com




# Somewhere between Heaven & Earth

Set amongst lush tropical surroundings at the foot of Koh Lanta Yai hills and overlooking the crystal waters of Klong Tob Bay, Rawi Warin Resort & Spa is a brand new five-star resort on the island.

■ In March meet us at Queen Sirikit National Convention Center  
From 2-5 March in Consumer Fair 2006 Booth No. CS117  
From 9-12 March in 8th Discovery Thailand & 3rd International Travel Fair 2006 Booth No. CS27

139 Moo 8 Koh Lanta Yai Island, Krabi, Thailand 81150 Tel: +66-75-607-400 Fax: +66-75-607-499 Email: reservations@rawiwarin.com



Example No. 1



## MILANDOR

THE ART OF MEETING YOUR HIGHEST EXPECTATIONS

 LUXURY ROOMS	 SWIMMING POOL	 RESTAURANT	 CONFERENCE ROOM
---	--	---	---

2 KM from City Center 2 KM from Airport  
2 KM from Train Station 2 KM from Subway

EARLY BOOKING 35% OFF  
STARTING AT 80.00 \$/night

STANDARD JUNIOR SUITE DELUXE JUNIOR SUITE

5234 Main Street, NY - 56789 / (000) 582.582.989  
For restaurant reservation: (000) 592.592.989  
reception@hotelresort.com  
www.hotelresort.com



Example No. 2



**HF**  
HOTÉIS  
FÉNIX

HF LISBOA  
Landed into *Aug 15, 2014*  
FEV 17 2014  
BEST PRICE GUARANTEED

**Two cities,  
nine hotels,  
millions of people,  
countless emotions.**

Lisbon and Oporto,  
Portugal

03-02-14 HF PORTO  
A SMART CHOICE  
www.hfhotels.com

We are right in the heart of the two biggest cities in the country.  
Stay with us and find out how another common trip can become a remarkable  
experience.  
Go to [www.hfhotels.com](http://www.hfhotels.com) and start planning your next adventure now.

[www.hfhotels.com](http://www.hfhotels.com)

**Lisbon**

HF Fénix Lisboa\*\*\*\*  
HF Fénix Urban\*\*\*\*  
HF Fénix Garden\*\*\*  
HF Fénix Music\*\*\*

**Oporto**

HF Ipanema Park\*\*\*\*  
HF Ipanema Porto\*\*\*\*  
HF Fénix Porto\*\*\*\*  
HF Tuela Porto\*\*\* | HF Tuela Ala Sul\*\*\*



Example No. 3

**W**  
RETREAT & SPA  
MALDIVES


**GET SET TO JET SET**

The W Retreat & Spa - Maldives combines style and soul on the perfect island paradise. Located in the Indian Ocean, secluded from the mainland, find yourself sipping bubbly while enjoying award-winning cuisine on your own private island. Flirting with adventure over or underneath the water with our adrenaline filled water sports, or soothing your body and mind at this signature AWAY Spa. Go ahead and indulge - you'll ask yourself why you didn't do this earlier...

[WHOTELS.COM/MALDIVES](http://WHOTELS.COM/MALDIVES) P + 960 332 9495 E [WMaldives.Welcome@whotels.com](mailto:WMaldives.Welcome@whotels.com)

Example No. 4


UNAPOLOGETICALLY  
**LUXURIOUS**



**EXTRA DAY AWAY**

THE WATERGATE HOTEL IS STEPS AWAY FROM DC'S MOST POPULAR DESTINATIONS AND ATTRACTIONS. SPEND MORE TIME WITH US SO YOU CAN SEE IT ALL WHEN YOU BOOK TWO CONSECUTIVE NIGHTS AND ENJOY ONE FREE!

2650 VIRGINIA AVE NW, WASHINGTON, DC 20037  
FOR RESERVATIONS CALL 877-617-1972






THE WATERGATE HOTEL

Example No. 5

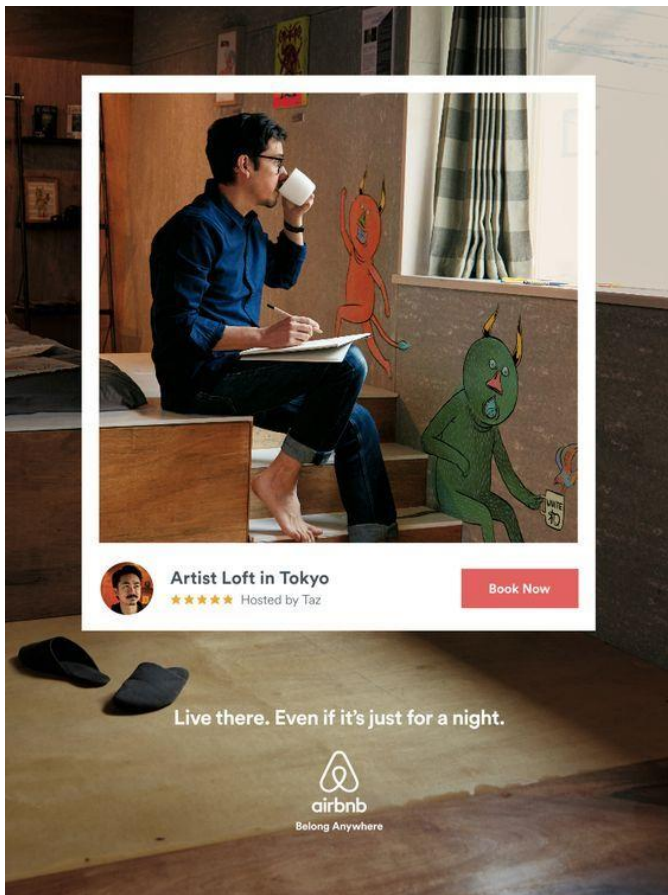
**VACATION** HOTEL TRAVEL DEALS [BOOK NOW](#)

*Welcome to the*  
**PARADISE**  
PREMIUM, ROYAL AND SUPERIOR

[VIEW MORE](#) [BEST DEALS](#)

<p><b>SINGLE ROOM</b> <i>Available until 01 Apr 2015</i></p>  <p><i>from</i> <b>\$39</b></p>	<p><b>DOUBLE ROOM</b> <i>Available until 01 Apr 2015</i></p>  <p><i>from</i> <b>\$49</b></p>	<p><b>TRIPLE ROOM</b> <i>Available until 01 Apr 2015</i></p>  <p><i>from</i> <b>\$49</b></p>
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Example No. 7

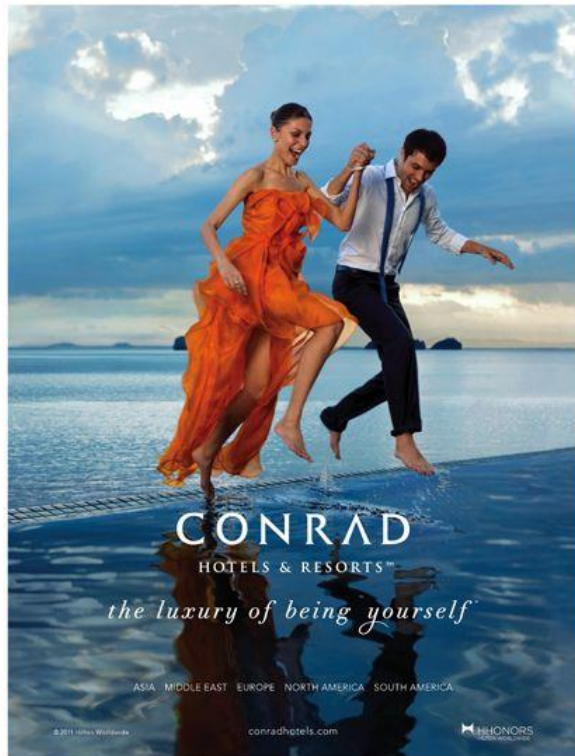


Example No. 8



Example No. 9





Example No. 10

VISIT US | [LOEWSHOTELS.COM](http://LOEWSHOTELS.COM) | 800.23.LOEWS

EVERYONE NEEDS  
*to soak it all in.*

#TravelForReal

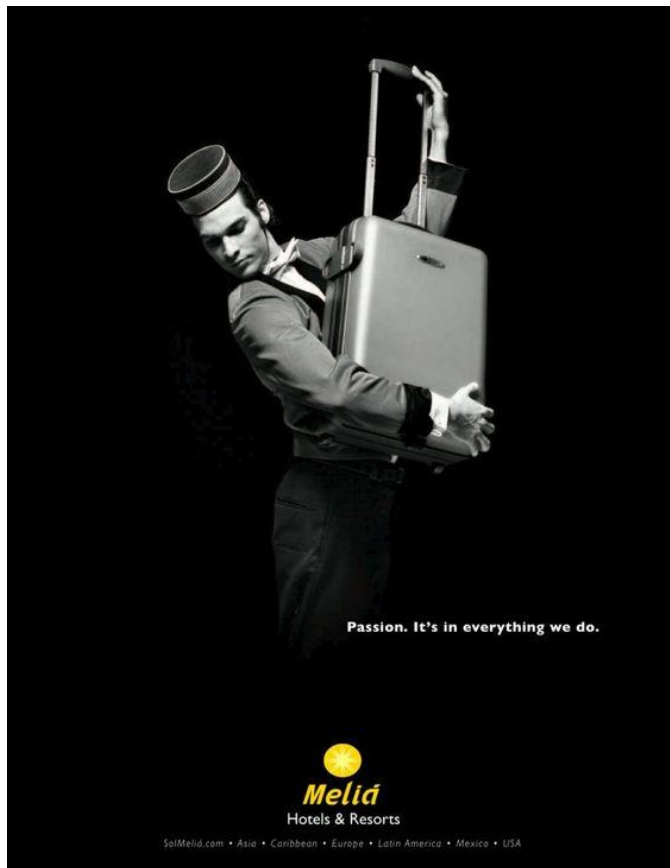
Joasin Loews Portofino Bay

THE ROOM YOU NEED | **LOEWS** HOTELS & RESORTS

LOEWS HOTELS & RESORTS  
ANNAPOLIS • ATLANTA • BOSTON • CHICAGO • CHICAGO OHARE • HOLLYWOOD • MIAMI BEACH • MINNEAPOLIS • MONTREAL  
NASHVILLE • NEW ORLEANS • ORLANDO • PHILADELPHIA • SAN DIEGO • SANTA MONICA • ST. PETE BEACH • TUCSON • WASHINGTON D.C.

LOEWS REGENCY  
NEW YORK  
SAN FRANCISCO

Example No. 11



Example No. 12

A picture paints a  
thousand words.

But this ad is for people  
unaffected by retouched  
advertising images.

SMALL  
LUXURY  
HOTELS  
OF THE WORLD

*Independently minded*

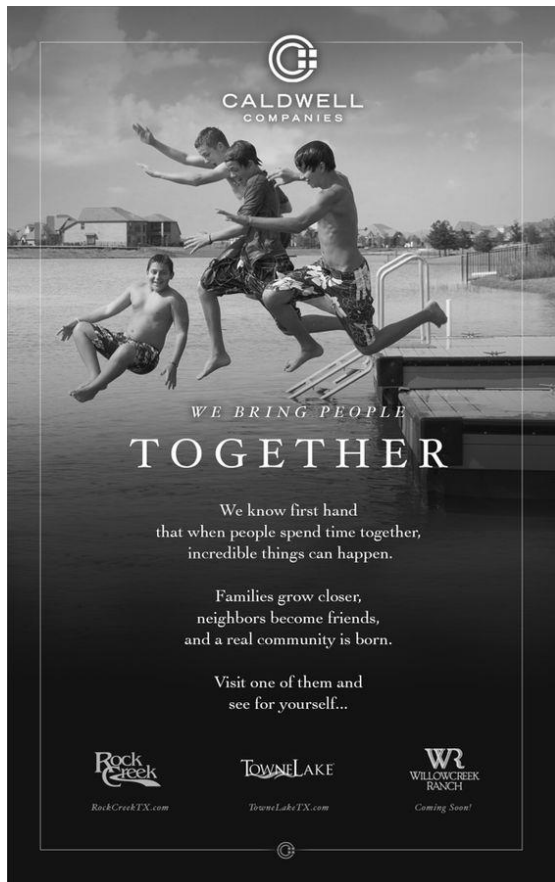
If you're looking for a luxury hotel that's uniquely interesting, make up your own mind at slh.com

  
slh.com

Example No. 13



Example No. 14



Example No. 15





**CELEBRATE CHRISTMAS  
WITH A LAVISH BRUNCH**



Christmas Day, 2013 we're hosting our annual Christmas Brunch decked with all the trimmings.

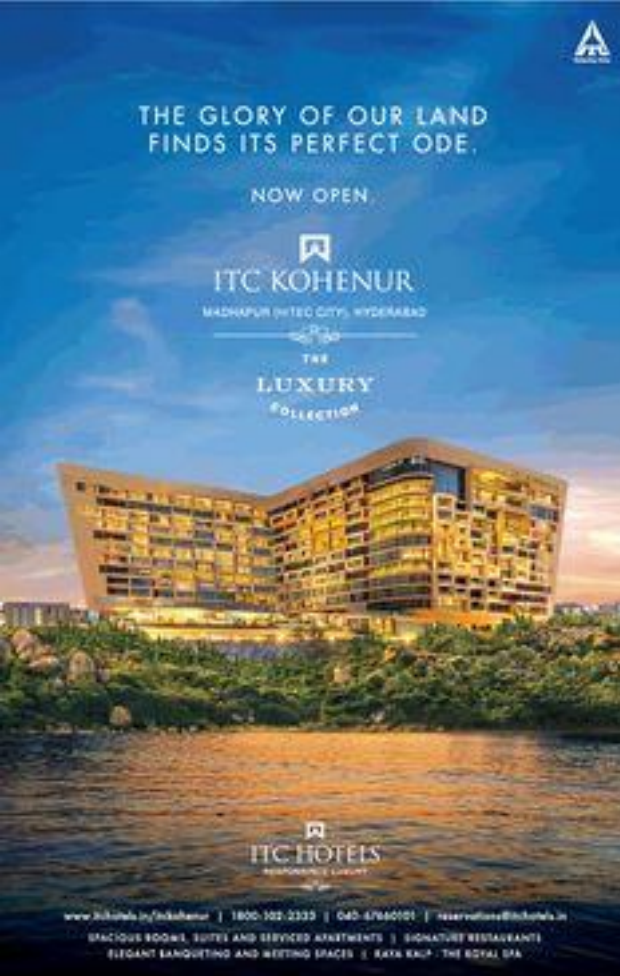
Salads, seafood station, delicious entrees to tempt any palate, a carving station and loads of scrumptious desserts.

**\$38pp (adults)**  
**\$19 pp (children, aged 5-12)**  
**Complimentary (4 and under)**  
Does not include tax or gratuity

For more information visit our website  
[www.stonewalljacksonhotel.com](http://www.stonewalljacksonhotel.com)






Example No. 18



THE GLORY OF OUR LAND  
FINDS ITS PERFECT ODE.

NOW OPEN

  
**ITC KOHENUR**  
 MADHAPUR (HITEC CITY), HYDERABAD  
 THE  
**LUXURY**  
 COLLECTION

  
**ITC HOTELS**  
 PERFORMANCE LUXURY

[www.itcohenuR.in/itcohenuR](http://www.itcohenuR.in/itcohenuR) | 1800-102-2332 | 040-67660101 | [reservations@itcohenuR.in](mailto:reservations@itcohenuR.in)  
 SPACIOUS ROOMS, SUITES AND SERVICED APARTMENTS | SIGNATURE RESTAURANTS  
 ELEGANT BANQUETING AND MEETING SPACES | RAKA SPA - THE ROYAL SPA

Example No. 19



make **my** trip

TAJ  
HOTELS · PALACES · RESORTS · SAFARIS

**FLAT 25%\* CASHBACK ON  
TAJ HOTELS**

13<sup>TH</sup> - 16<sup>TH</sup> DECEMBER, ONLY ON MAKEMYTRIP.

The Gateway Resort Damdama Lake Gurgaon

Vivanta by Taj –  
President, Mumbai

Taj Green Cove  
Resort & Spa, Kovalam

Taj Madikeri  
Resort & Spa, Coorg

Taj Mahal,  
New Delhi

Guaranteed Taj Experiences Gift Card  
worth ₹1000 with every booking\*

**HDFC BANK**  
We understand your world

Flat 15% cashback (up to ₹10,000) for all bookings. Additional 10% cashback  
(up to ₹10,000) on HDFC Bank Credit Cards and EasyEMI.

Log on to [www.makemytrip.com](http://www.makemytrip.com) or Download the MakeMyTrip Mobile App.

\*T&C Apply

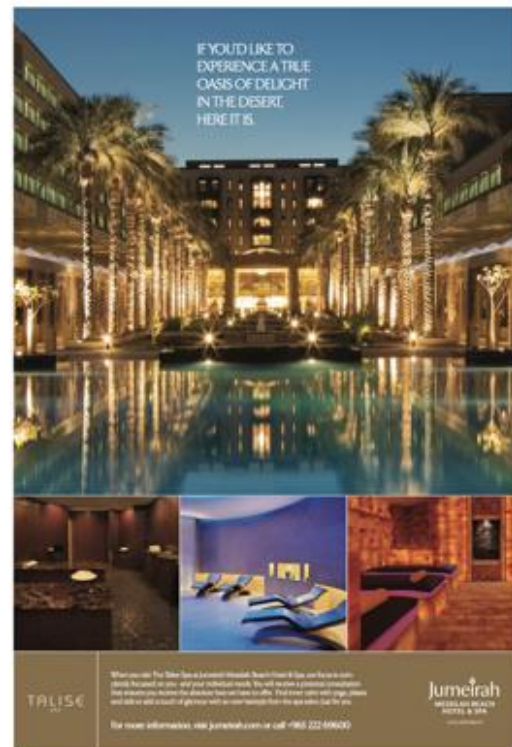
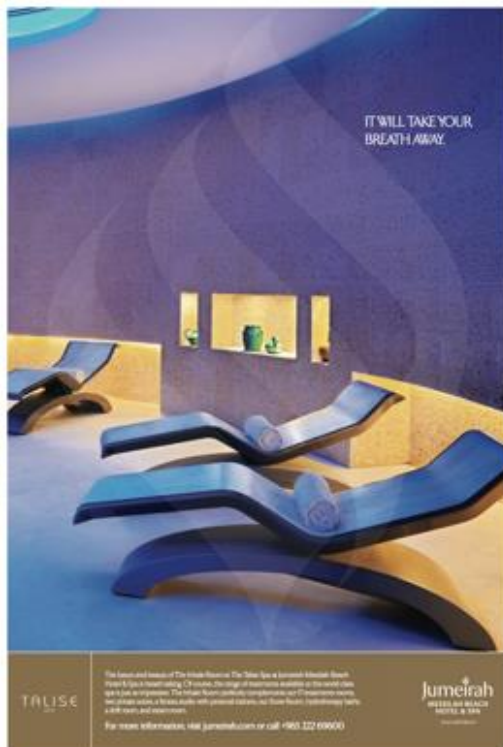
Example No. 20

Value is the new luxury.™ Fortunately we deliver both

**LOEWS** HOTELS  
RESORTS

ANNAPOLIS ATLANTA DENVER MIAMI BEACH MONTREAL NASHVILLE NEW ORLEANS NEW YORK ORLANDO  
PHILADELPHIA QUÉBEC CITY SAN DIEGO SANTA MONICA ST PETE BEACH TUCSON [loewshotels.com](http://loewshotels.com) 800.23.LOEWS

Example No. 21



Example No. 22

**Get \$40 eCASH & \$20 Restaurant Credit!**

**BOOK NOW!**

**\$89 PACKAGE INCLUDES:**

- Luxurious Accommodations
- Access to the Fitness Center
- Indoor/Outdoor Heated Pool
- Internet Access from your room
- **FREE \$40 in eCASH**
- **\$20 CREDIT** at any restaurant

**Stay & Play PACKAGE**

**1-866-7-WIN-WIN (946-946)**  
**Mention Offer Code "89 PLAY"**  
**Valid: Sunday – Thursday (Now – January 31, 2013)**

**CHUKCHANSI™**  
GOLD RESORT & CASINO

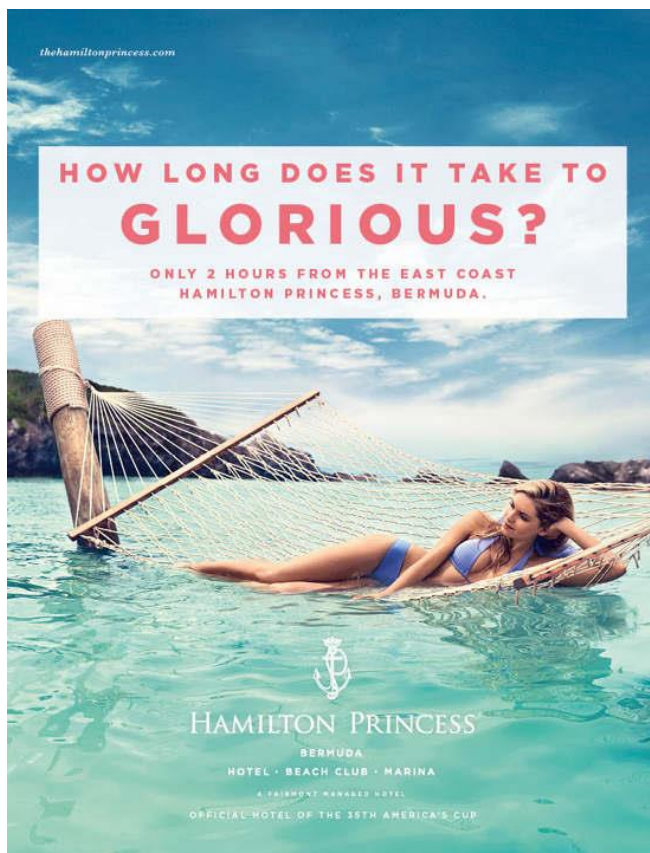
\*Based on availability. One redemption per stay. Not valid on holiday period or previously booked reservations. Gamble and Alcohol not included. Higher rates are not available for convention group reservations. Credit card required upon booking and at check-in with a valid ID. Must be 21 or older. Offer valid through January 31, 2013.

Example No. 23





Example No. 24



Example No. 25

WE SHAPE OUR BUILDINGS;  
THEREAFTER THEY SHAPE US.

The Royal Horseguards was built in an era when money was no object, and things were made to last. We've taken this rich legacy and used it to create an award-winning five-star hotel that is quintessentially British, steeped in history and filled with the finest contemporary comforts.

FASHIONED BY HISTORY. ESTABLISHED BY GUOMAN.

THE ROYAL HORSEGUARDS  
LONDON  
\*\*\*\*\*  
[www.theroyalhorseguards.co.uk](http://www.theroyalhorseguards.co.uk)


A MEMBER OF  
*Preferred*  
HOTELS & RESORTS

GUOMAN  
HOTELS

Example No. 26

Distinguished Views  
Distinguished Guests

Distinguish yourself with an inspired atmosphere, sumptuous dining and exceptional service.  
Stay two nights and the third night is on us. Call us at 1-800-663-1515 and present your boarding pass at check in.  
Valid for stays from March 1 to April 30, 2010 and subject to availability.

  
PAN PACIFIC  
Vancouver

25<sup>years</sup>  
Perfecting Personalized  
Service

Distinguish Yourself @ [www.panpacific.com/vancouver](http://www.panpacific.com/vancouver) | +1 604 662 8111

© 2009 Pan Pacific Hotels Group. All rights reserved. PAN PACIFIC is a registered trademark owned by Pan Pacific Hotels Group.

Example No. 27

Experience the luxury life

**BALAJI CENTRAL**  
HOTEL • BANQUETS • CLUB  
www.balajicentral.com

**09165280000**

**FREE PICK UP & DROP  
COMPLIMENTARY BREAKFAST**

75 Air Conditioned Rooms  
Banquet Halls  
Club House with Gymnasium and Swimming Pool

**HOTEL BALAJI CENTRAL**  
Sailana Road, Opp TB Academy School, Barwad Mandir,  
Ratlam- 457001 | Phone: 07412- 241188, 241144

email- reservations@balajicentral.com

size : 10x20

Example No. 28

**The Tower  
of the Arabs  
BURJ AL ARAB  
HOTEL**

Exclusive offers  
from the world's  
most luxurious hotel

**SEE MORE**

Example No. 29





**GREAT FOOD. GREAT VENUE. GREAT PRICE.**

**RIPPLE HILL HOTEL**  
Since 1946

*We have the*  
**BEST STEAKS AROUND!**

*Take a drive to the country-side for our mouthwatering dishes at affordable prices.*

*Our menu offers an array of home-cooked, hearty meals ranging from AAA grade matured beef, pizzas and salads to burgers, toasted sandwiches, fish and chicken dishes, with an occasional treat of fresh fish caught and cooked by John himself! A selected winelist plus great atmosphere makes the restaurant a culinary experience not to miss... Oh, and have we mentioned the deep-fried ice cream and butterscotch sauce...?*

<b>Restaurant - Operating Hours</b> Mon to Fri: 12:00 - 14:00 & 18:00 - 22:00 Saturdays: 12:00 - 22:00 Open on public holidays. Closed on Sundays	<b>Pub - Operating Hours</b> Mon to Fri: 10:30 - 14:00 & 18:30 till late Saturdays: 09:00 till late Open on public holidays. Closed on Sundays
--	---

**VENUE HIRE from R500 per day!**

Catering, Platters and Conference facility available.

PAUL FERREIRA STREET, PATENSIE • JOHN MOORE 083 233 7713 • N'RE MOORE 083 604 3874 • TEL: 042 283 0625 • RIPPLE@TELKOMSA.NET • WWW.RIPPLEHILL.CO.ZA

Example No. 30

Example No.31 Hotel Carpe Diem – Commercial.

Available from:

<https://www.youtube.com/watch?v=Mku-V1tuhd8&list=PLOxbM9YZIpMJBgsQEn3QNCfvSo-vxamY3&index=7>

TRANSCRIPT:

Narrator:

*Georgia. First you hear familiar tunes. Rolling around here. Road adventures. A sense of calmness and mesmerizing moments. Feel the tiny delicious [inaudible] of the friction of happiness. Exciting moments that they share. We were wonderers. We are family now. Let's roam this place. Find your eternity. Conquer the anxiety of life. And feel free to the mountains of Gudauri. Hotel Carpe Diem. Catch the second.*

Example No.32 Trump Hotel International & Tower Vancouver: The New Twist on Luxury.

Available from: <https://www.youtube.com/watch?v=sRIB1lk0N-c&list=PLOxbM9YZIpMJBgsQEn3QNCfvSo-vxamY3&index=8>

Example No.33 Renaissance Hotels – Live Life to Discover (Commercial).

Available from:

<https://www.youtube.com/watch?v=1bsSWXCeV4k&list=PLOxbM9YZIpMJBgsQEn3QNCfvSo-vxamY3&index=9>

TRANSCRIPT:

Narrator:

*Why can't a sales meeting also have an inspiring taste of Paris? Why should honeymooners and blissfully unplugged people on vacation be the only ones with giant smiles wandering our lobbies? When you check into a Renaissance hotel in any part of the world you should be greeted by a world of amenities and local inspiration. Ask our chief bartender in Paris to mix you one of his signature drinks – French gin, low syrup, lemon and fresh herbs. Admire the handcrafted gold leaf that adorns the ceiling of the Renaissance in Paris. Have the best dim sum breakfast in Shanghai without leaving your hotel. Go window-shopping in Beijing in a market that doesn't even have windows. Watch the elevator doors open to one of the hottest new musicians performing live in New York. Because where is it written business travel shouldn't be an inspiring eye-opening getaway you just happen to bring your briefcase along to? You spend your life working – you should discover the world as you go.*

*“LIVE LIFE TO DISCOVER“ [LOGO]*

Example No. 34 Baystone Hotel – Commercial.

Available from:

<https://www.youtube.com/watch?v=bpR5RgeY2zg&list=PLPlq3S7mue7tYNTocO1A7IgWcG2KR0Kup&index=4>

TRANSCRIPT:

Narrator:

*I fell in love twice in my life. The first time was right here. This little piece of paradise. Baystone Hotel & Spa where I was welcomed by the most amazing people and the most amazing room. Where the perfect views greeted me. No matter where I sat or swam. No matter where I stopped and reflected. Or tasted the best rum all day long. Where the sun accepted me just the way I was. Where Baystone soothing touch touched me just the way I needed. And fed me like I've never been fed before. Made me feel like this was paradise. I fell in love twice in my life. And the second time, well..*

*[music] “This is the perfect day.”*

Example No. 35 Hotel And Travel Ideas By Marriott.

Available from:

<https://www.youtube.com/watch?v=71V3HawWXU4&list=PLPlq3S7mue7tYNTocO1A7IgWcG2KR0Kup&index=5>

TRANSCRIPT:

Narrator:

*This is not a hotel – it's an idea that travel should be brilliant. The promise of space is as expansive as your imagination. Offering surprises that will change as often as you do. This is not four walls – it's re-invention that will open your mind. Innovation that makes checking-in as easy as a check-in. And room to breathe. This is not business as usual. It's a new way to inspire, create, connect, and yes – dream. We are on a journey to make your travels uncomplicated, unforgettable, brilliant.*

*Because it's not only about where you stay – it's about where you're going. Marriot. Travel brilliantly.*

36. Shangri-La Tv Ad - It's in Our Nature 3min (English). Available from:

<https://www.youtube.com/watch?v=wZeS0Un3jwk&list=PLPlq3S7mue7tYNTocO1A7IgWcG2KR0Kup&index=7>

TRANSCRIPT:

*To embrace a stranger as one's own. It's in our nature.*



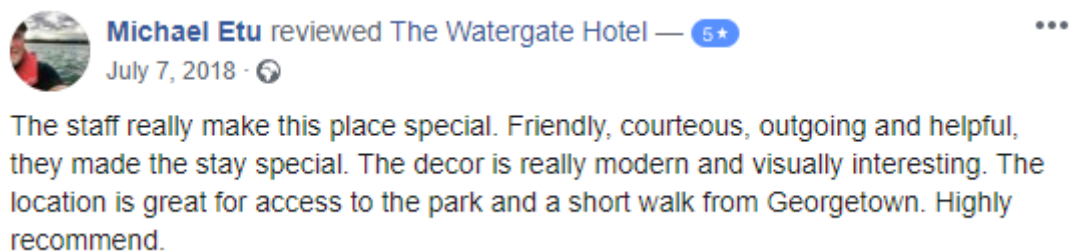
## APPENDIX No. 4

Examples of subliminal marketing examples in social media.

User-generated content:



Example No. 1



Example No. 2



Example No. 3



**Cynthia Ayoub** recommends Doğan Hotel Antalya.

August 20, 2019 · 🌐

...

Great location, friendly stuff, good food, very clean. Highly recommended!

👍 1

1 Comment



Like



Comment



Share



**Doğan Hotel Antalya** Hello, Mrs. Cynthia Ayoub, we are very glad that you are satisfied with our facility, we hope you can return to our hotel as soon as possible. Regards. CRM Management, İLKNUR ÜSTÜN

Example No. 5



**Majella Dooley** reviewed Kelly's Resort Hotel — 5★

May 10, 2018 · 🌐

...

My first time in Kelly's, but definitely not my last, I joined my family who have been there many times. The welcome, the staff, the view, the view, the view, . The food is amazing , dining room or buffet something for everyone. Very child friendly, the children are so welcome and well looked after. Loved the Marine Bar adult place with a restaurant. The spa .... fab pool treatments amazing. Right on the beach, beautiful walks. I can't recommend this hotel enough and I don't even have a share!!!! 😊

Example No. 6



**Jolanta Gončare** recommends Vilnius Grand Resort.

December 7, 2019 · 🌐

...

Great location, a lot of offers to do, nice SPA area, excellent breakfast, the staff is lovely and helpful, large and comfortable rooms, good service, I definitely recommend this place! ❤️

**Helpful concierge · Great hotel bar · Good room service · Luxury bath products · Spacious rooms · Family-friendly · ... See 1 more**

Example No. 7



**Jane Hegarty** recommends Lusty Beg Island Resort and Spa.

March 21 · 🌐

...

What a place. Amazing staff. Couldn't have done anymore to ensure my daughters wedding went without a hitch. Seamless, professional and just the most wonderful day in the most wonderful setting. Thank you all from the bottom of my heart.

👍 2

Example No. 8



**Cheryl Westenhoefer Peterson** reviewed Grandover Resort & Spa —

...

3★

November 24, 2018 · 🌐

We've been to Grandover several times for several years. In the past we had no complaints. This thanksgiving was different. The holiday buffet food was cold, the meats were dry and certainly not worth \$450 for the six of us. We stayed at the hotel from Wednesday to Saturday. The service was terrible. Understaffed to say the least. I waited for over 30 minutes for a server to tend the bar, because she had to run and get food for the restaurant and cafe. We also had to bus our own table, as did other guests. Not only was everything over priced, the servers changed the checks to tip themselves more then we put down. A \$35 tip became \$45, a \$10 tip became \$20. The rooms were clean and the beds were very comfortable, and the cleaning staff was great. That's the only reason we rate a 3 star. We have decided never to stay again.



2

Example No. 9



**Catherine Irvine Royal** reviewed Parknasilla Resort & Spa —

5★

...

June 2, 2017 · 🌐

Parknasilla is a little hidden haven, such a special place 💎 the holiday lodges are top notch, very comfortable stylish and are great for families💎. Staff are extremely friendly and welcoming. The trail walks are superb lots to choose from along with lots of other things to do with the kiddies 💎. The bar is always busy and I'm not surprised as the food is so yummy 💎. 💎 from the Royal Family 💎  
💎 can't wait to return 💎



1

Example No. 10



## Influencer marketing:



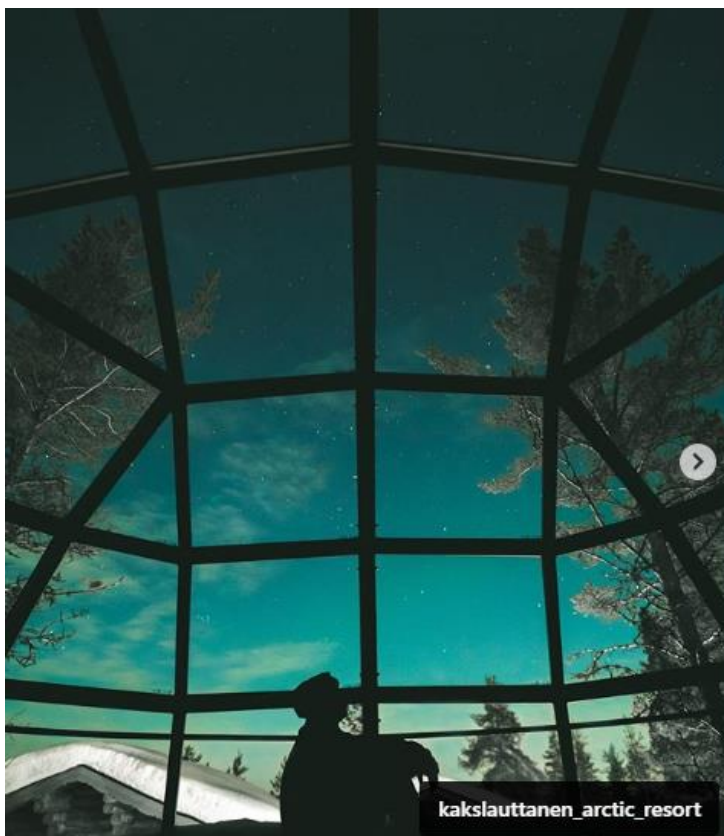
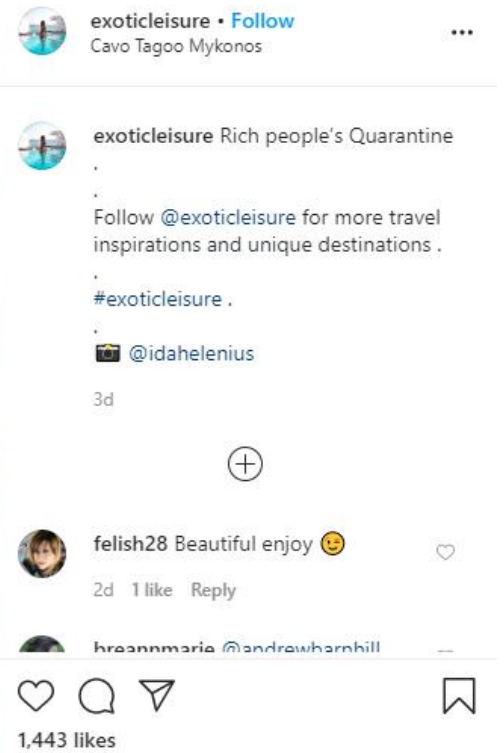
Example No. 1



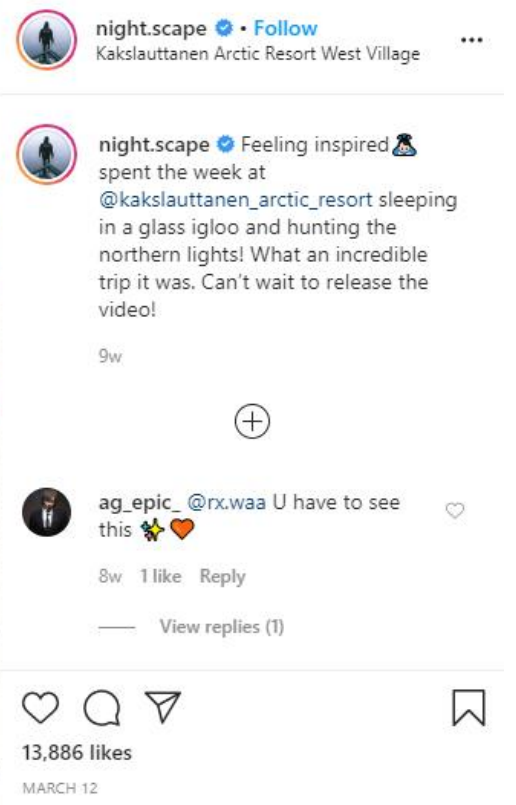
Example No. 2



Example No. 3



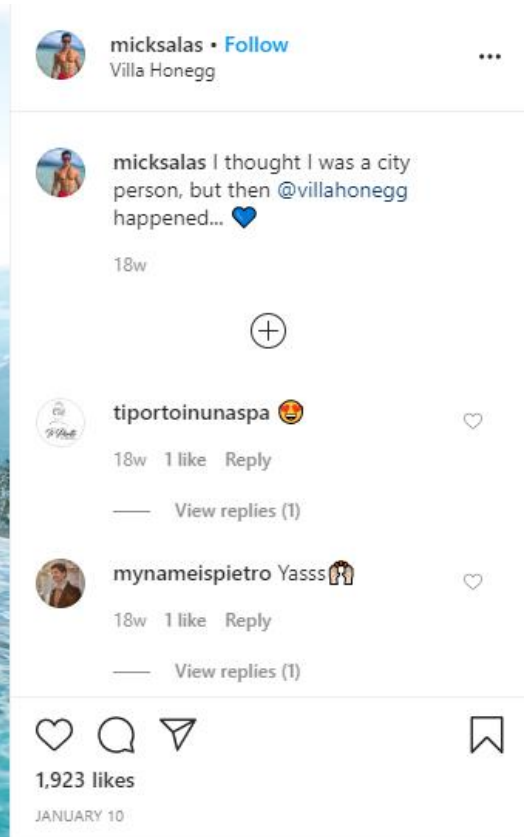
Example No. 4







Example No. 5



Example No. 6

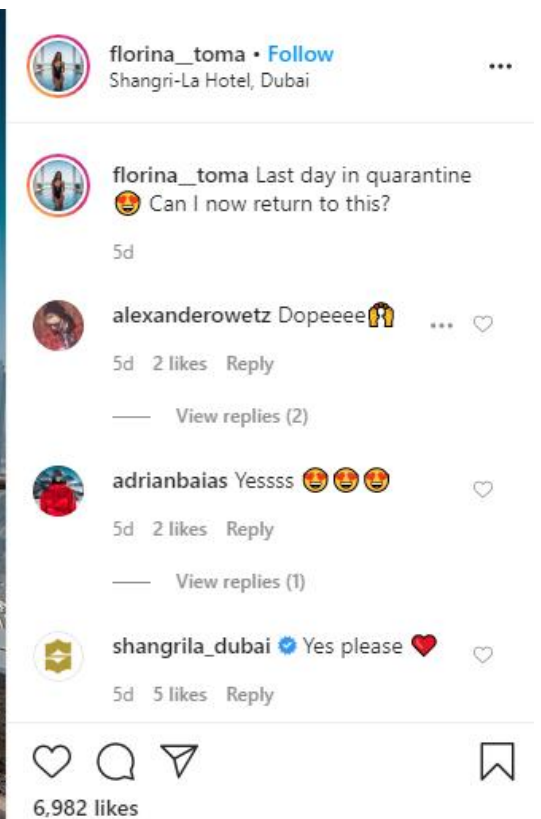




Example No. 7



Example No. 8







Example No. 9



**jaceyduprie** • Follow  
Four Seasons Hotel New York



**jaceyduprie** Lately it feels like I'm seeing a different world, through the looking glass. It's a scary world, but then you have amazing people doing amazing things for one another and brands stepping up in phenomenal ways to serve our communities. I have always been a huge fan of [@fsnewyork](#) ❤️ I always consider their hotel my home away from home. Ty Warner has opened the Edited [@fsnewyork](#) to provide complimentary housing for New York doctors and nurses who are on the front lines for the fight against COVID-19. That's just the kind of selfless and compassionate act that we can all take a note from. Bravo 🙌 [@fsnewyork](#)

6w



5,282 likes



Example No. 10



**lexiconofstyle** • Follow  
The Garden Restaurant @ Four Seasons Hotel



**lexiconofstyle** Gone green at The Garden [@fsnewyork](#) ❤️ best healthy lunch with the nicest cappuccino in NYC 🍵 [#fsnewyork](#) [#fstakeyourtime](#) [#lexiconofEATS](#)

9w



**courtandkelly** Cuteeeeeee



9w Reply

— View replies (1)



**ashlleychokodza** You look amazing 🤩🤩🤩



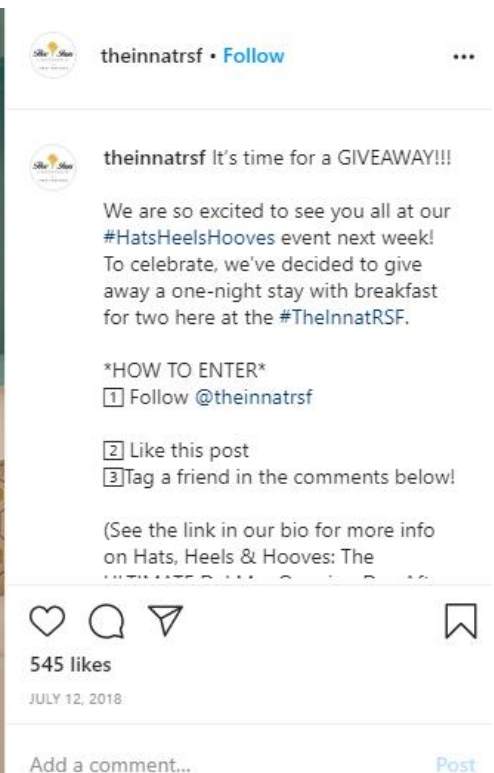
1,880 likes



## Social media contests and campaigns:



Example No. 1

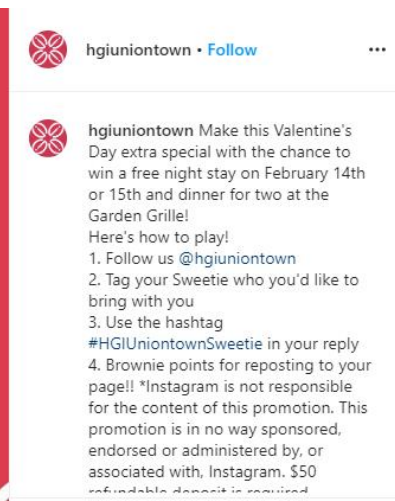


Example No. 2

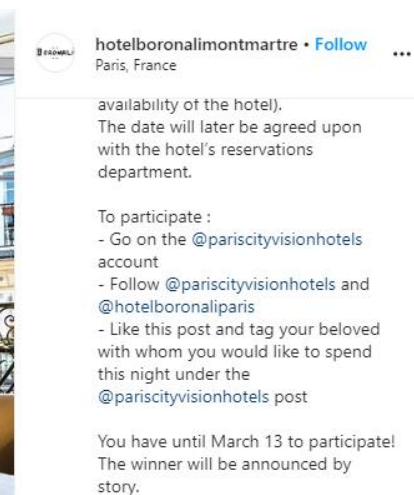




Example No. 3



Example No. 4



Example No. 5

