Language of Persuasion: Analyzing language of digital discourse

(With special reference to the Egyptian Presidential Digital Awareness Campaign of *Live Green*)

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Abstract

Objective of the present study is to investigate the elements of the Egyptian presidential campaign *live Green/ Go Green* as a medium of communication in media to explore the tools of persuasion employed and their effect. The method is an interdisciplinary approach combining application of neurolinguistic programming techniques (NLP) of anchoring, reframing, goal setting, and rapport, together with the techniques of repetition and logical argumentation as supportive techniques that enhance NLP tools. Results of this research indicate that the campaign uses NLP techniques to influence the public and frame their minds. The power of NLP is exploited to persuade the public with certain values. Furthermore, in order to strengthen the effects of the employed NLP techniques, the campaign utilizes logics (logical appeals) and the strategy of repetition to be persuasive and to influence the public. More important, a combination of verbal and non-verbal communication is employed by associating words with images.

***Keywords*:** Egyptian Presidential campaign, Neurolinguistic Programming, live green, appeal to logic, repetition

1. Introduction

According to the Egyptian State Information Service official webpage (https://www.sis.gov.eg/Story/143542/Environment-min-Sisi's-'Go-Green'-initiative-strong-message-that-environment-issues?lang=en-us), *Live Green* or *Go Green* is a presidential initiative launched by Egyptian President Abd El-Fattah El-Sisi in 2020. Being the first environmental campaign that a president in the history of Egypt ever launched under his auspices, President Abdel Fattah El Sisi's initiative sends a strong message that environment-related issues are of national priority for the political leadership. The aim of the initiative is to raise

awareness of environmental issues and their importance in the lives of the Egyptians. The implementation of the initiative is planned to take three years.

As referred to on official face book page of the initiative (https://www.facebook.com/livegreen.eg/), the campaign tackles 8 main issues to raise awareness; namely, "afforestation", "waste", "rationalization of food consumption", "conservation of energy consumption", "reducing the use of plastic", "preserving marine creatures", "reducing air pollution", and "protecting nature reserves". The Egyptian Environment Ministry launched the initiative as part of the National Sustainable Development Strategy "Egypt 2030". It aims to change behaviors, spread environmental awareness and urge citizens to protect the environment, natural resources, natural protectorates, and marine life to maintain sustainability. *Live Green/ Go Green* Initiative's main goal is to maintain the balance of ecosystems and create greater opportunities for economic and social development.

Discourse of online campaigns, or any other online activities, is referred to as "digital discourse" or "computer-mediated discourse" (Blitvich & Bou-Franch, 2019, p. 3). First studies of such discourse during the 1990s were mainly descriptive linguistic approaches. However, starting from the 2000s, this type of discourse attracted the attention of socially oriented language researchers who were concerned with linguistic practices together with various social issues as that of identity and community formation and maintenance (Blitvich & Bou-Franch, 2019). More important, the advent of digital media has radically changed the strategies usually employed in media to actively involve the audience and change their attitudes and behaviors (Sindoni, 2021). That is why Herring (2019) argues that computer-mediated communication needs to become highly interdisciplinary. Given that view into consideration, approaches that combine between linguistics and other fields as psycholinguistics, sociolinguistics, and neurolinguistics are more appropriate in bringing to light characteristics of such discourse.

Words are not mere juxtaposition of some letters next to each other. Rather, they have the power of shaping thoughts, changing minds and influencing behavior (Bowman et al., 2010). More interesting is the fact that words have ability to change the neurochemistry properties in the brains of people who receive these words (Newberg & Waldman, 2013). This magic influence of words on mind and behavior of the people is the main concern of the studies of Neurolinguistic Programming (NLP). As pointed out by O'Connor (2001), NLP studies are interested in analyzing human communication that is considered a means for framing minds, influencing the public and directing them.

Persuasion is a process that has to do with influencing others to get their support and to frame their minds. Tools of persuasion are diverse. However, all of them aim at manipulating language in order to persuade an audience. Among the persuasion techniques that can be employed are appeal to logics and repetition. Recently, neurolinguistic techniques have been added to tools of persuasion. It is an approach that has to do with understanding the process of communication and providing tools of motivation for changing thoughts, feelings, and behavior. It aims at improving behavior and performance and stimulating spirits so as to result in change in mentalities (Furduescu, 2019).

Non-verbal signal may be associated with verbal signals to communicate who we are, how we feel, how we feel about others, and how we get others understand and do what we want (Kendon, 1983). This is the case with the Egyptian "Etahadr Lilakhdar" /ʔitħadˤdˤar li-lʔaxdˤar/ (Live Green/Go Green) initiative. It consists of a mixture of words and images which represent verbal and non-verbal elements (multimodal resources), respectively.

2. Research Questions

The utmost aim of any campaign is to win the minds and hearts of the public. That is why campaigners use different functional communication techniques to achieve this purpose. The present research focuses on effective NLP techniques such as anchoring, reframing, goal setting, rapport, and alignment that are employed in the Egyptian campaign; as well as the aiding persuasion tools of repetition and logical appeals that make it a success. The current research seeks to answer the following questions:

1. What are the linguistic communicative practices that occur in the campaign as a kind of digital communication?
2. What are the NLP techniques that are employed in the *Live Green/ Go Green* campaign? What are their impacts?
3. Are there other techniques of persuasion employed along with NLP techniques? What are their impacts?

3. Theoretical Background

This section gives brief review of NLP and some of its techniques, namely, anchoring, reframing, goal setting and guidance, and rapport and alignment. In addition, 'repetition' and 'logical appeals' are highlighted as aiding tools of persuasion.

3.1. Neurolinguistic Programming (NLP)

NLP was originally developed in the 1970s by Bandler and Grinder (1975) (Skinner& Stephens, 2003). It brings together three areas of research: 'Neuro'(which refers to our neurology and thinking patterns); 'Linguistic' (which refers to how we use language and how we are influenced by it); and 'Programming' (which relates to the patterns of our behavior and personal goals (Walker, 2015).

According to Tosey and Mathison (2009), NLP is the science of using effective language to achieve excellence in the areas of communication, influencing others, managing change and setting and achieving goals. It is a modern field of study that aims at evaluating quality of interpersonal communication (O'Connor, 2001). As pointed out by O'Connor and Seymour (1993), NLP is a practical skill that people can use to change the world according to their will and impose values on others around them.

In addition to Linguistics, NLP is a practical skill that attracts the attention of practitioners in different fields such as, psychotherapy, education and learning, business and marketing, advertising and politics and leadership (Bashir & Ghani, 2012). That is why there is no one definite definition of NLP, as admitted by Wełyczko (2016). However, NLP practitioners agree on describing it in terms of a set of techniques that are used to affect the recipients' subconscious mind resulting in persuading them effectively. Among the techniques employed by NLP are anchoring, reframing, goal setting and guidance, and rapport and alignment which are highlighted below.

3.1.1. Anchoring

Dilts (2014) is of the view that anchoring is a process that is based on cause and effect relationship where an internal or external stimulus motivates a particular response. Anchor has its origin in the Pavlovian stimulus and response reaction (Furduescu, 2019).One of the anchors on which NLP is based is repetition (O'Conner, 2001). Accordingly, if an anchor is repeated, it will become stronger because the stimulus and response relation becomes stronger. Relatedly, Frankovský et al. (2018) are of the view that NLP strengthens the efficiency of the processes of remembering and perceiving information.

According to Ready and Burton (2010), the idea of anchoring goes back to Milton Erickson's hypnosis model through which Erickson used cues as anchors to make people change their minds. Anchors, as pointed out by Lashkariana and

Sayadiana (2015), can be formed with any sensory experience. An anchor can be visual, auditory or kinesthetic stimulus (Martlew, 2004).

3.1.2. Reframing

As pointed out by Wilimzig and Nielsen (2017), reframing is an NLP technique that depends on placing the content of a certain situation in a new frame. It is a sort of reinterpretation of events in terms of a different viewpoint. Furthermore, Maag (2000) is of the view that by looking for the positive connotation of a certain thought, a kind of reframing is in effect.

3.1.3. Goal setting and guidance

According to Frankovský et al. (2018), for a certain objective to be achieved effectively, it should be specific and presented in detail through as many representational systems as possible (e.g., to mix between language mode and visual mode). Furthermore, for a goal to be set clearly, there must be motivation triggers that act as a kind of guidance and help to establish a kind of rapport between the message producer and receiver, in the case of which they can "significantly influence a certain behaviorof an individual" (Furduscu, 2019, p.47).

3.1.4. Rapport and alignment

Rapport is one of the techniques that help to improve communication since building rapport requires observing the reactions of the other person, as pointed out by Zulkifli (2015). It has to do with building a relation based on harmony and trust with the message receiver (Dilts, 1990).Hence, it strengthens the negotiation ability (Oberholzer, 2013).A strong rapport is built when there is no resistance to the ideas presented and when there are positive feelings and confidence (Hejase et al., 2015).

When a strong rapport is created between the message producer and receiver, a sort of alignment occurs where the receiver aligns with the producer's perception. Alignment thus is concerned with changing the way of perceiving reality (Hejase, 2015).

One of the important techniques that can be employed to support NLP techniques is that of repetition (Casale, 2012; Oberholzer, 2013; Clabby & O'Connor, 2004). According to Wełyczko (2016), NLP depends mainly on repeating the components of a system to achieve certain goals. Repeating a

message helps to confirm ideas and produces emphasis and clarity (Martlew, 2004).

3.2. Repetition

Repetition, according to Moore (2015), means doing things more than once. Repetition is of two types: non-verbal and verbal. Non-verbal repetition, as pointed out by Vickers and Bavister (2010) has to do with repeating behaviors, voice, and body language. Verbal repetition, on the other hand, as pointed out by Khadair (2016), has to do with repeating the use of words and ideas. Repetition is usually used to affect others' beliefs and is also considered a textual cohesive tool that shows the stylistic creativity of language producers (Lahali, 2012).

Verbal repetition is of various types: lexical, structural, semantic, phonological, and morphological (Khadair, 2016; Cui & Zhao, 2016; Al Ameedi & John, 2011). Lexical repetition refers to repetition of same words or phrases. Structural repetition refers to repetition of specific syntactic structures. Semantic repetition refers to repeating words, phrases or clauses with related semantic meaning or repeating the same meaning of a line by different wording. Semantic repetition in particular is frequently employed in Arabic for creating emphatic and stylistic impact (Najjar, 2015). Phonological repetition refers to repeating one or more phonemes in two or more words. It is based on repetition of similar vowel or consonant sounds (alliteration, assonance, or consonance) (Rieschild, 2006). Morphological repetition refers to repetition of the same word root or stem (Najjar, 2015).

Repetition performs various language functions, some of which are pragmatic in nature: expressing emphasis and hence reinforcing the illocutionary force (i.e., the speaker's intention in producing the utterance), producing emotional effect and hence persuading, or giving instructions with emphatic function (Rabab'ah & Abuseileek, 2012).

In addition to the tool of repetition, the campaign resorts to logics to strengthen the persuasive effect of the NLP techniques.

3.3. Logics and argumentation

Because the world where we live is surrounded by stimuli, most people often seek the easiest and quickest way of acquiring information. Reading is now mostly regarded as a slow and time-consuming activity. Consequently, logical statements might sound more reasonable choices when trying to persuade since they are characterized by being short, concise and to the point. Argumentation has to do

with engaging in an argument to make a certain opinion more reasonable and hence acceptable. Strategies of argumentation are employed for representation and formulation of ideas. They are used "to justify or refute a standpoint, with the aim of securing agreement in views" (Van Eemeren et al., 1997, p.208). Since argumentation is a practice that performs the indirect speech act of persuading, it can be rightly regarded as pragmatic in nature (Puig, 2003).

According to Gagich and Zickel (2018), there are three classical logical rhetorical appeals that date back to Aristotle: logos, pathos, and ethos. First, logos means appealing to an audience's intellect by using information that can be verified and checked. It is based on employing cause and effect thinking, exemplification, elaboration, deductive and inductive reasoning, and coherent thought. Second, pathos means to play on the audience's emotions to persuade them to agree with the author's point of view. Pathetic appeals include employing vivid imagery, expressive descriptions, sharing personal stories, and emotional vocabulary or information that will evoke an emotional response from the audience. Third, ethos means appealing to the ideologies or values of the audience or to the credibility of the message producer's character.

Interestingly, the logical statements of the campaign are accompanied by images to achieve its purpose. This association between the verbal and non-verbal strengthens the persuasive impact.

3.4. Images and social media

It is easier to analyze a visual scene than to read a long sentence. This is specially the case with visual persons who memorize contents more effectively if they are based on images. Because most people may not feel concerned about environmental issues, images make them emotionally involved. Images contribute to the storytelling process of a certain communication, help us to learn, grab attention, explain difficult concepts, and inspire (Balm, 2014).

Human beings are mostly visual. A large percentage of the human brain operates through visual processing. Because images match human beings' love of cognition and ability to pay attention, they can grab attention easily. Human brain can process an image very quickly and can analyze it within very short time. This is specially the case with images of bright colors that capture attention because our brains innately react to them. Images help to get emotional response from audience (Balm, 2014).

As pointed out by Balm (2014), a post on social media accompanied by an image is likely to receive engagement 10 times more than a one that is not image-

based. Images are one way of grabbing the audience's attention and gaining interaction on social media platforms, especially on Face book.

4. Data analysis
Discussion and Results

Forty two items of the campaign are selected for analysis. They are collected from the official face book page of the campaign (https://www.facebook.com/livegreen.eg/) during the period from 15 July 2020 to 15 July 2021. To avoid repetition, only 20 of the selected items are analyzed as representatives. To facilitate following up, items are arranged thematically in terms of items on marine creatures (10 items) and items on keeping air and water clean (10 items) in the following table. Analysis is conducted first in terms of and 'logical appeals' 'repetition' followed by analysis in terms of NLP techniques.

Items on marine creatures	
1 If you touch a coral reef, you will hurt it. Swim away from it to protect it.	2 Seashell is a home for crabs. Don't collect them from the beach to keep them alive.
3 If you throw plastic in water, you will harm marine creatures.	4 Food of the fish is under water, so don't feed it anything else.

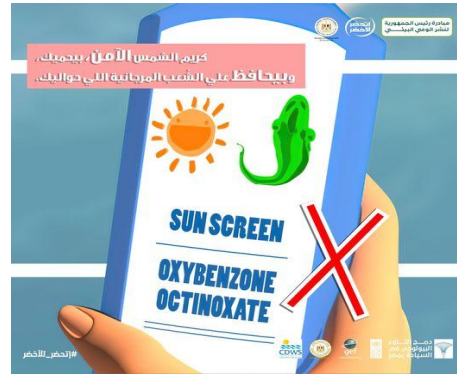| 5	6
The trash you throw away, birds eat it and get hurt by it.	Don't throw wastes on the beach because they pollute the general view, and reach the sea and harm all marine creatures.
7	8
Oil pollution leads to the weakening of the immunity system of sea turtles and infecting them with many diseases and may lead to their death.	Marine litter and the waste of fishing nets dumped in the seas cause the loss of many marine creatures.
9	10
Trawl nets destroy benthic environments such as sea grass and coral reefs.	We must reduce our use of plastic straws because they affect the food chain of marine organisms and cause their death.

Items on keeping air and water clean	
11 Start with yourself and plant trees in the surrounding areas because they help to clean the air and preserve the environment.	12 The safe sun cream protects you and preserves the coral reefs around you.
13 Burning municipal waste and agricultural land residues leads to an increase in the average temperature, which causes an increase in global warming and the occurrence of climate changes.	14 To save the environment, save the atmosphere.
15	16

To save the environment, turn off the lights.	To save the environment, save water.
17 To keep a clean environment without pollution, keep the street clean from wastes.	18 The more you save, the more we drink.
19 Less car exhaust means more clean air. A better environment means better health.	20 Take care of maintaining your car for the safety of the environment. A better environment means better health.

Table 1

Figures from the Egyptian Presidential Campaign *Live Green/ Go Green* (retrieved from official face book page of the campaign https://www.facebook.com/livegreen.eg).

4.1. Logics and argumentation

A striking characteristic of the whole campaign is the fact that it is based on inductive reasoning where it begins with specific observations about certain practices in relation to the environment to finally end up developing one general conclusion: we should keep our environment clean by doing/not doing such and such in order to maintain our health. The whole campaign appeals to intellect (logos) by citing facts that can be easily verified. More specifically, it is based on cause/effect arguments. These arguments vary in structure between two formulas: statements that explain ways to increase or decrease particular effects and imperatives that give orders to do/not to do a certain act followed by explaining

benefits or harms. All the items, however, explain why problems (in relation to the environment) happened or will probably happen. The entire argument is devoted to proving a cause effect relationship between certain practices and saving the environment. More specifically, there is "reciprocal cause/effect" relation (Daniels & Daniels, 1993, p.78) as the underlying idea in all the items is that the environment influences the community and the community also influences the environment. An appeal to fear (pathos) is also there as all the examples represent an indirect speech act of warning against doing/not doing certain acts that may lead to the destruction of marine creatures or to air/water pollution.

These logical statements, whether in positive or negative terms, act as *motivation triggers* which lead to achieving the intended goal. Motivation is one of the important factors in achieving a certain goal. It is achieved by "the positive formulation of the objective so that it seems a normal activity" (Furduscu, 2019, p. 45).

Structurally speaking, these logical statements are characterized by being brief, concise, and direct; the attributes which contribute to filtering the provided information so as to prevent communication blockage. They help to organize audience's states of minds including thinking, emotions, attention and concentration. Simple direct logic guarantees correct decoding of the intended message. More important, it is a fact that the more repeated these statements, the more powerful they are.

4.2. Repetition

Various types of repetition are employed in the campaign. Phonological repetition is employed in different positions. *Assonance* which refers to the repetition of the same vowel in final position and *consonance* which refers to repetition of the same consonant in final position are employed. The use of assonance and consonance helps to grasp the reader's attention. Examples are clarified in the following table.

Item number	Type of phonological repetition	Example
1	Assonance	-Repetition of the same final vowel /-i:ha/ in the words يتأذيها/biti?zi:ha/ (harm it) and تحميها /tiħmi:ha/ (protect it).

5		- Repetition of the same final vowel /-i:ha/ in the words يترميها/bitirmi:ha/ (throwing it) and بتأذيها/ biti?zi:ha/ (harming it).
2		-Repetition of the same final vowel /-ya/ in the words كابوريا/kaburya/ (crab) and حية/ħayya/ (alive).
3		- Repetition of the same final vowel /-ya/ in the words المية/?almayya/ (the water) and البحرية/?albaħariyya/ (the marine).
4		- Repetition of the same final vowel /-ya/ in the wordsالمية/?almayyah/ (the water)and تانية/tanya/ (another--).
13		- Repetition of the same final vowel /ya/ in the words الزراعية/?azzira:ʕiyya/ (agricultural--) and المناخية /?almana:xiyya/ (atmospheric--).
12	Consonance	-Repetition of the same final consonant /k/ in the words بيحميك/biyyħmi:k/ (protects you) and حواليك /ħawaleik/ (around you).
11		-Repetition of the same final consonant /h/ in the words المحيطة/?almuħi:Tah/ (the surrounding--) and البيئة /?albi:?ah/ (the environment).

Table 2

Examples of phonological repetition.

(Note: Arabic examples are transcribed according to IPA conventions of transcribing Arabic)

In addition to phonological repetition, structural repetition is also employed. It adds to the power of persuasion as it helps to emphasize the point in question and make the desired line of thought easier to follow. Examples are clarified in the following table.

Item number	Type of structural repetition
15 حافظ على البيئة-اطفئ النور	They include structural repetition where there is recurrence of the beginning of the

To save the environment, turn off the lights. 16 حافظ على البيئة- وفر فى المياه To save the environment, save water. 17 حافظ على نظافة الشارع من المخلفات حافظ على بيئة نظيفة من غير تلوث To keep a clean environment without pollution, keep the street clean from wastes.	"To save حافظ على البيئة---" " " successive clause the environment, ..." (anaphora).
18 هتوفر أكتر هنشرب أكتر The more you save, the more we drink.	It consists of the repetition of the same grammatical structure of strings of words: "The more you save, the more we drink".
19 عوادم سيارات أقل يعنى هواء نقى أكثر بيئة أفضل يعنى صحة أفضل Less car exhaust means more clean air. A better environment means better health. 20 بيئة أفضل يعنى صحة أفضل A better environment means better health.	It consists of putting together two contradicting ideas using parallel structure (antithesis): "عوادم سيارات أقل يعنى هواء نقى أكثر" (Less car exhausts means more clean air). Furthermore, the second part of the same instance includes repeating the last word (epiphora):"أفضل" بيئة أفضل يعنى صحة "(A better environment means better health). The same structure is repeated in item 20.

Table 3
Examples of structural repetition

Related to structural repetition is repeating the use of imperative sentences addressing the receiver directly (20 items out of 42) involves the receivers and assigns them a certain responsibility towards keeping the environment clean and preserving it. The same effect is specially emphasized when choosing to directly address the receiver using the explicit generic indefinite pronoun "ك"/ka:f/ (you) and the inclusive pronoun "نا" /na/ (we) (items 1, 10, 11, 12, 20). In addition, these personal pronouns act as "personal co-referential items" that involve the audience in the communication process because they create an informal tenor and add to the text cohesion (Bader and Sahera, 2010).

More important, there is lexical repetition of some words that belong to the same semantic field all through: saving the environment, clean air, protecting the environment, better environment, better health, marine creatures. Repetition of such lexical items is a kind of semantic repetition that helps to emphasize the idea and store it in long memory (Vaknin, 2011).

In addition to repeating them, the effect of the statements employed in the campaign is also strengthened by being associated with images (i.e., multimodality).

4.3. Images

Since studies of neurolinguistic programming have indicated that people tend to differ in the preferred modalities or sensory representation systems through which they will code experiences (O'Connor & McDermott, 1996), it is a clever practice of the campaigners to mix words with images. Images act as cognitive factors that affect the understanding between encoder and decoder of the intended message. This variation of the communication medium (i.e., multimodal resources) guarantees decoding the message by all types of recipients.

Furthermore, it is also clever of the campaigners to choose this specific type of images, i.e. cartoons. Cartoon images are all "iconic representations" of a real thing (McCloud, 1993, p. 49). When receivers see an icon, they immediately relate it to something personal. Reflecting on personal experiences by mixing words with images makes recipients pay more attention and thereby an increase in their perception is implemented. Their function is to help in enhancing what the linguistic information provide.

Indeed, employing logical statements, repeating them, and associating them with images are techniques that magnify the impact of the NLP techniques that are employed in the campaign.

4.4. NLP techniques

4.4.1. Setting goals and guidance

The campaign can be rightly said to have set goals successfully since it underlies a specific objective, presents it in detail (i.e. tackling 8 issues related to saving the environment) through as many representational systems as possible (verbal and non-verbal). For each environmental element, an importance or necessity is established. The instructions related to these different environmental elements are correlated with each other within the general objective of the unit (hence saving the whole environment), so that achieving one particular objective of them helps to achieve the overall goal of the unit, as pointed out by Frankovský et al. (2018). Thus, rationalizing water consumption, regular maintaining of cars, not throwing wastes in water resources, etc. are all particular objects that lead to achieving the overall goal of 'preserving the environment'.

More important, according to Furduscu(2019), one of the most important criteria for achieving a certain goal is "the division of the objective into several

activities" (p. 45). This tactical thinking that facilitates perceiving the intended message is followed in the campaign when tackling several environment-related issues varying between air/water pollution, and marine life.

4.4.2. Anchor

Logical statements act as an anchor. They are stimuli that attract more attention and motivate recipients to adopt a certain attitude and consequently behave in a certain desired way (Kjeldsen & Hess, 2021) They build and enhance understanding competence. The repetitive use of the same anchor leads to correct and maximal achieving of the intended goal. Furthermore, the fact that the anchor is repeated at intervals (throughout one whole year) helps to achieve the goals.

Since emotions are essential to rational thinking, as pointed out by Kjeldsen and Hess (2021), mixing logical words with images in the campaign (i.e., multimodality) is of great benefit. This mixture gives a total of wider array of sensory stimuli available for the recipients and guarantees message delivery for visual and non-visual recipients. In addition, it makes association between what we see, think, and feel to create a general emotional state of realization. Images affect the emotions and thoughts of the viewer. Studies show that media campaigns with images are more memorable and attract more recipients than others that don not associate images with their messages (Bazzo et al., 2-12). Studies concerned with reception of multimodal rhetoric in particular show that visual argumentation has powerful persuasive impact as the combination between rationality and emotionality help to enhance belief (Kjeldsen & Hess, 2021). More important, colorful images in particular, as those used in the campaign in question, affect the subconsciousness of recipients and make them in the right mood that enhances their readiness to accept the delivered message (Singh & Srivastava, 2011).

4.4.3. Rapport and alignment

Setting goals and establishing successful anchors in the campaign create good rapport and a sort of alignment that may force recipients to subscribe their personal goals to a larger system. This strong rapport is indicated in the number of likes got for the campaign elements and the number of followers (221000 likes and 226000 followers, according to the campaign official online page). Furthermore, choosing colloquial and slang verities (informal register) and the personal tone (by addressing the audience directly using the pronoun /ka:/ (you/your)) is an appropriate choice that establishes a close relation with the

receivers and, in turn, makes the cited arguments readable, interesting and more convincing.

As pointed out by Crystal (2004), informal register is indeed the most appropriate language choice to be used to avoid imposing orders and consequently lose audience. It removes distance between language producers and message recipients. This is specially the case as it seems that informal language has dominated over the formal in digital interaction on the internet. Informal language is the most appropriate choice in such context as it sounds more appealing to young and senior audiences.

4.4.4. Reframing

New lines of reframing or redirecting are present in the campaign as follows:

- The campaign is reframed, explicitly or implicitly, in the 'if' frame that creates the effect of indicating what will happen when the objective is reached. The explicit/implicit 'if' structure acts as a *motivation trigger* that stimulates the receiver to do/avoid a certain act to achieve a certain desired impact indicated in the 'if' frame. For instance, all the items on marine creatures are based, explicitly or implicitly, on the idea 'if you do not throw wastes in the sea, marine creatures will be preserved'. In like manner, items on keeping air and water clean are based on the idea 'if you maintain your car regularly, save water, use safe sun cream, etc., you will save the environment.

- An important reframing aspect in relation to the campaign is the fact that each of its issues is linked to the life of the citizen and is not separate from an incident. For example, the campaigners dedicated the month of Ramadan (the sacred month of Muslims) to raise awareness of 'rationalizing food consumption' in particular through a food program that would provide viewers with means to benefit from food leftovers. In a similar vein, by relating the intended goal to personal experiences by directly addressing the audience, the technique of reframing is utilized.

-Adopting the view of Maag (2000) that reframing might be effected by looking for the positive connotation of a certain thought, a kind of reframing is in effect. In Egypt, connotation of the word 'environment' was usually the negative aspect of 'pollution'. However, the recommended positive

environment-related practices introduced in repeated logical structures help to bring up new connotations. This kind of reframing underlies the positive connotation associated with certain phrases such as "preserve the environment", "preserve coral reefs", "safe sun cream", "better environment", "better health", "safety of the environment", "less car exhaust", and "more clean air".

-Writing about the environmental problems in such a narrative-like method is a kind of reframing. Elements of the campaign are more like a story editing or a narrative that tells some instructions. A particular narrative path is followed that matches the NLP ideas identified by Wilson (2011) which include: (1) writing about something that causes worry and distress (i.e., environmental problems related to the atmosphere, water, and marine creatures); (2) reminding of the most important goals and ways to get there (in NLP terms, maintaining a sense of purpose) (i.e., the goal of preserving the environmental elements including air, water, and marine creatures); and (3) finding the positive aspect in all what is done (i.e., the positive impact of certain environment-related practices). This way of presentation leads to initiating thinking patterns.

5. Conclusion

Analyzing the components of the campaign of *Live Green/ Go Green* revealed that the campaign used different tactics to project its ideas to the public (answer of the first research question). On the one hand, it employed different NLP techniques to direct the public to a specific idea. The NLP techniques of anchoring, reframing, goal setting, guidance, and rapport are employed (answer of the second research question). Furthermore, verbal repetition of different types and logical statements are employed to intensify the impact of the employed LNP techniques and align readers to campaigners' viewpoint (answer of the third research question).

Along with NLP techniques, semiotics was also employed to guarantee effective communication (i.e., the associated images). By mixing words with images, the campaign proved efficacy in communicating its message. The campaign consists of a sensory system of representations (through words and vivid images) that act as stimuli to elicit a desired response (answer of the third research question).

6. Limitations

This study dealt with some of the NLP techniques. Other NLP techniques were not dealt with. Additionally, the study only touched upon the issue of multimodality. It was not deeply investigated. Also, exploring the use of NLP techniques in the field of raising awareness was limited only to 1 campaign: the Egyptian presidential environmental campaign.

7. Further research

Further research could investigate the effects of using NLP techniques by conducting an experimental study in a laboratory. Scales can be set to allow for measuring the responses of recipients and the possible changes in their standard behavior. Their responses can be also analyzed in neurolinguistic programming terms. Another possible issue that would appear to lend itself to further study is comparing between similar Egyptian and other campaigns (British, American, European, etc.). Other researches may enlarge the sample of the Egyptian campaigns to be able to generalize the results.

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لغة الإقناع: تحليل لغة الخطاب الرقمي

(مع إشارة خاصة إلى الحملة الرقمية الرئاسية للتوعية "اتحضر للأخضر")

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المستخلص:

تهدف هذه الدراسة إلى تحليل عناصر الحملة الرئاسية المصرية "اتحضر للأخضر" كوسيلة للتواصل في وسائل الإعلام وذلك بغرض استكشاف أدوات الإقناع المستخدمة فى الحملة وتأثيرها. طريقة التحليل المستخدمة عبارة عن نهج متعدد يجمع بين تطبيق تقنيات البرمجة اللغوية العصبية (NLP) جنبًا إلى جنب مع تقنيات التكرار والحجج المنطقية كتقنيات داعمة تعزز أدوات البرمجة اللغوية العصبية. تشير نتائج هذا البحث إلى أن الحملة تستخدم تقنيات البرمجة اللغوية العصبية للتأثير على الجمهور وتشكيل عقولهم حيث يتم استغلال قوة البرمجة اللغوية العصبية لإقناع الجمهور بقيم معينة. علاوة على ذلك ، من أجل تعزيز تأثيرات تقنيات البرمجة اللغوية العصبية المستخدمة، تستخدم الحملة المنطق (المناشدات المنطقية) واستراتيجية التكرار لتكون مقنعة وللتأثير على الجمهور. الأهم من ذلك ، يتم استخدام مزيج من الاتصال اللفظي وغير اللفظي من خلال ربط الكلمات بالصور.

الكلمات الدالة: الحملة الرئاسية المصرية ، البرمجة اللغوية العصبية ، اتحضر للأخضر ، الحجج المنطقية، التكرار