

A Multimodal Discourse Analysis of Persuasive Strategies in English and Arabic Psychological Advertisements

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Abstract

This paper investigates the persuasive strategies of English and Arabic psychological advertisements through a multimodal discourse analysis, underlining their cultural and linguistic differences. This research paper is important because it has focused on the conceptual aspect of mental health, aiming to reveal how the interplay of visual and verbal elements constructs meaning and influences perception. This study, based on both qualitative and quantitative approaches, investigates 5 advertisements from each language using Kress and van Leeuwen's 2006 framework of Systemic Functional Grammar and semiotics. Results showed sharp differences whereby while the focal factors of English advertisements were directed at individualism, Ethos appeal, and Visual salience, Arabic adverts put the accent on such contexts as collectivist values, emotional appeal (pathos), and textual density mostly impregnated with icons of culture and religion. Logos and inclusive language are implicit in both, engaging the viewership. This study is developing cross-cultural understanding and offering insight into crafting effective mental health campaigns tailored to diverse audiences. **Keywords:** multimodal discourse analysis, persuasive strategies, psychological advertisements, cultural differences, systemic functional grammar and semiotics.

Introduction

Discourse analysis, as introduced by Harris, has emerged as a significant methodological tool for studying the use of language beyond individual sentences (Harris, 1952). It examines how language functions within social and cultural contexts, connecting speech and writing to their environments (Cook, 1989). Multimodal discourse analysis furthers this engagement by incorporating visual, auditory, and spatial elements in the study of communication, with an emphasis on the dynamic interplay of semiotic resources in making meaning - Kress & van Leeuwen(2001). The use of persuasive language together with a multimodal approach is crucial in advertising to influence consumer behavior. This paper intends to explore the complex inter-relationships between language, semiotics, and consumer involvement in the discourse of advertising with the relevance of multimodal frameworks. The paper raises the following questions:

1. How do grammatical structures, such as sentence complexity and clause building, respectively, help English and Arabic advertisements to achieve the best persuasive effect on their respective audiences?
2. To what degree do differences in lexical choices, such as cultural allusions and emotional tone, make a difference in the effectiveness of English and Arabic psychological advertisements?
3. While the English advertisements rely on visuals and minimum text, Arabic advertisements integrate text-heavy approaches with richer linguistic features, reflecting cultural communication styles.

Literature Review

Discourse analysis explores the structure and coherence of language within particular contexts, reaching beyond the level of the sentence to conversational exchange and written text (Stubbs, 1983). It is concerned with the

nature of the relationship between language and the contexts in which it is used, taking into consideration formal features and social functions (Brown & Yule, 1983). Multimodal discourse analysis extends these insights by focusing on multimodal meaning-making, where textual, visual, and auditory resources collectively shape communication (Halliday & Matthiessen, 2004). This approach is especially pertinent in modern media landscapes, where the integration of technologies like images and hyperlinks creates complex communication dynamics. The synergy between these modalities enhances consumer engagement by addressing both emotional and rational appeals. For instance, images and sounds often evoke sensory and emotional responses, while textual content provides clarity and logical reasoning (Romanova & Smirnova, 2019). Such strategies underline the importance of understanding multimodal interactions in creating persuasive advertising discourse. Advertising relies on persuasive strategies to influence consumer decisions, drawing on Aristotle's rhetorical appeals of ethos, pathos, and logos to build credibility, evoke emotions, and present logical arguments (Darics & Koller, 2018). Language in advertising is crafted to captivate, inform, and persuade audiences through techniques like metaphors, similes, and rhetorical questions, which enhance memorability and engagement (Leech, 1966, p. 44). Multimodal approaches further amplify these effects, as advertisers utilize diverse resources, such as vibrant visuals, rhythmic sounds, and compelling narratives, to create impactful campaigns (Kress, 2012).

Kress and van Leeuwen (2006) Modal.

The MDA framework has three major components, which are visual, verbal, and compositional elements. Framing is part of the visual aspect that puts elements together in order to guide the attention of the viewer, for example, the split-face metaphor, which juxtaposes the suffering due to mental health against hope (Kress & Van Leeuwen, 2006, p. 79). Gaze shows interaction with the viewer where direct gazes call for attention and indirect gazes invite interpretation (Kress & Van Leeuwen, 2006, p. 114). Color plays a role in conveying emotion, with red emphasizing urgency and muted tones evoking calmness (Kress & Van Leeuwen, 2006, p. 189). The compositional component includes information value, where the placement of elements indicates importance, such as the positioning of ideals at the top or through centralized figures to emphasize symbolic meaning (Kress & Van Leeuwen, 2006, p. 120). Saliency is an aspect that reinforces visual hierarchy through elements of size and color, where bold fonts and contrasting colors create attention or cultural symbols pointing out key points (Kress & Van Leeuwen 2006, p. 189). Framing connects or separates elements: frames show unity in community messages, while the absence of frames may be used in messages focusing on individual journeys (Kress & Van Leeuwen 2006, p. 175). The verbal: the different categories of verbs, such as material verbs of action that are made to support solutions, like "helping" or "treating" (Kress & Van Leeuwen, 2006, p. 115); relational verbs that deal with framing mental health intrinsically to personal value, such as "Mental health matters" (Kress & Van Leeuwen, 2006, p. 136); and behavioral verbs, which provide observable changes, such as "look up and smile," that convey hope (Kress & Van Leeuwen, 2006, p. 145). Tense often projects hope, and the evaluative language is balanced between positive and negative in order to contrast challenges and outcomes (Kress & Van Leeuwen, 2006, p. 128).

Methodology

The analysis follows a systematic qualitative approach, informed by Kress and Van Leeuwen's 2006 framework, in exploring the persuasive strategies of 10 mental health advertisements 5 in each language. Each ad is analyzed across visual, verbal, and compositional dimensions, focusing on elements such as framing, saliency, gaze, vectors, and color schemes for visual analysis, while verbal analysis examines categories of verbs, tense, voice, and evaluative language. The effective rhetorical strategies are gauged using ethos, pathos, and logos. The findings have been tabulated to identify the emerging themes, patterns, and contrasts in the English and Arabic advertisements concerning cultural influences in the use of visual and textual strategies. This approach provided the subtle ways these advertisements communicate to diverse audiences. The study does not analyze modality in the verbal component because of the linguistic differences between Arabic and English, especially the lack of modal verbs in Arabic. Thus, while English, for example, uses modal verbs such as "can," "must," and "should" to express ideas of ability, obligation, and possibility, Arabic does not have a parallel system. This distinction rendered the application of the same framework for analyzing modality across both languages a bit challenging, hence the reason it was not considered in the study.

Data Analysis and Discussion

This section explores the persuasive power of five mental health advertisements in English and Arabic, analyzing the strategies used to influence viewers. Guided by Kress and Van Leeuwen's (2006) systematic

approach, each ad is examined across visual and verbal dimensions to reveal how design elements shape perception and inspire action. Emphasis on conceptual rather than narrative meaning points out that these ads make use of symbolic representations for communicating the ideas of awareness, support, and DE stigmatization. Examining interactive and compositional meanings will show how the ads engage audiences through empathy and visual arrangement to an emotional effect. Organizing the similar ads and recurring themes in table format enhances clarity and thus makes patterns across the ads easier to identify.

English Data

These ads purposefully combine visuals and text to discuss stigma and mental health as an ordinary part of everyday life. It is further disseminated through persuasion and utilizing appeal to ethos, pathos, and logos in presenting mental health care in an agency and self-acceptance empowered manner.

Advertisement 1:



Visual Analysis

Framing

1. Central Figure: the central figure more particularly the split face acts as the focal line that separates the work into two utterly opposite halves, the untreated disease on one side and hope in treatment on the other side.
2. Text Structure: A division of the text into systematically defined segments on either side of the poster provides a before-and-after that complements the main message of the post. The straight linear structures of the text with highlighted red expressions help to read along the given graphic representation.

Salience

1. Vector: Recruiting emotions makes the audience feel that they have to know what the burden of mental health condition is and how it feels to have someone who understands.
2. Gaze: A child's look into the camera gives a way to look into the child's soul and fosters understanding. These framing and this neutral attitude get rid of the unnecessary concepts and let the audience focus on the subject's feeling.
3. Color Scheme: Red underlines key words and makes them salient, emotionally charged and, therefore, urgent; they point at distress and hope.

Verbal Analysis Categories of Verb Table (1): Categories of Verb in Ad. 1

Verb categorie	Verb	Sentence		
Material	Start	he'll start skipping school, ,		
	skipping	he'll start skipping school		
	stealing	stealing things		
	Using	And using drugs."		
	drop out	"Soon he'll drop out."		
	Evict	"We'll have to evict him from our home."		
	hustling	"He'll end up on the street hustling mone"		
	Go	"He'll go to jail."		
	Get	"Unless we get help."		
	provide	"We'll be able to provide support."		
	Invite	"Friends will invite him over."		
	Spend	"He'll spend time outside ...		
	Share	"He'll share his plans for the future		
	comes out,	"As he comes out of his shell..."		
	Showing	Showing signs of #MentalIllnessInCanada		
Mental	Try	He'll try new things ...		
	become	"He'll become more self-destructive."		
	explain	"I can't explain what's wrong with my so		
	Know	"We don't know what to do."		
	understand	"His teachers will understand."		

	look forward	"He'll look forward to school."		
	Fear	"We will no longer fear the ring of ..		
	Feel	"He'll feel loved and accepted."		
	believe	"He'll learn to believe in himself."		
Relational	Am	"I'm the parent of one of a million kids		
	Are	"His father and I are mad at him too often		
	Is	"He's constantly in trouble at school."		
	Is	"He's always alone."		
	Be	"His whole life will be a waste of potential		
	Be	"Our family will be whole."		
Behavioral	look up	"He'll start to look up and smile more."		
	Treat	"Other parents will treat him normally."		
	Mad	"His father and I are mad at him too often		
	Smile	"He'll smile more."		
Total freq.				

The distribution of the verb classes in Table 1 shows that the salient class of the verbs used is the material verbs (17, 50%) while the other classes include mental verbs (7, 20.6%), relational verbs (6, 17.7%), and behavioral verbs (4, 11.7%). The material verb is the class most used representing fifty percent of the total. the most central in describing actions and physical consequences illustrated in a text. Relational verbs indicate existence, status, position and condition, and relating and connecting nouns. The least used are what can be referred to as the behavioral verbs. They are meant to explain how the son could be different drawing attention to improvements to which his treatment may lead.

TenseTable (2): Tenses of Ad. 1

Tense	Sentences	Freq.	
Present	I can't explain what's wrong with my son. We don't know what to do. I'm the parent of one of a million kids. His father and I are mad at him too often. He's constantly in trouble at school. He's always alone.	7	
Future	He'll start skipping school. He'll drop out. We'll have to evict him from our home. He'll end up on the street hustling money. He'll go to jail. We'll be able to provide support. Friends will invite him over. He'll spend time outside. He'll share his plans for the future. He'll try new things. He'll become more self-destructive. His teachers will understand. He'll look forward to school. We will no longer fear the ring of (incomplete). He'll feel loved and accepted. He'll learn to believe in himself. His whole life will be a waste of potential. Our family will be whole. He'll start to look up and smile more. Other parents will treat him normally. He'll smile more.	21	
Total Freq.		28	

As shown in Table 2, present tense is used less frequently than future tense (7, 30%) whereas future tense is (21, 75%). From this distribution of tenses in the poster it can be understood that present tense focuses on the

present problems and difficulties while the future tense targets hope, possibilities or result sections. **Voice** Voice determines both the degree of message directness and emphasizes agency that calls to action. Using active voice, it is possible to highlight both problems and possible solutions in the 28 discussed sentences at the poster.

Evaluative Language Table (٣): Evaluative Language of Ad.1

Evaluative Language	Sentences	Freq.	%
Positive	"We'll be able to provide support." "Friends will invite him over." "He'll share his plans for the future." "He'll try new things." "His teachers will understand." "He'll look forward to school." "He'll feel loved and accepted." "He'll learn to believe in himself." "Our family will be whole." "He'll start to look up and smile more." "Other parents will treat him normally." "He'll smile more."	12	46.2
Negative	"He'll start skipping school." "Stealing things." "Using drugs." "Soon he'll drop out." "We'll have to evict him from our home." "He'll end up on the street hustling money." "He'll go to jail." "He'll become more self-destructive." "I can't explain what's wrong with my son." "We don't know what to do." "His father and I are mad at him too often." "He's constantly in trouble at school." "He's always alone." "His whole life will be a waste of potential."	14	53.8
Total Freq.		26	100

Based on Table 3, the negative evaluations received higher frequency of observation (14, 53.8%) compared to the positive evaluations of (12, 46.2%), and therefore the results inferred a more of a guarded or wary view. However, when these two figures are depicted closely, they can form a level where one can find both the problems as well as the opportunities for a better future.

Persuasive Strategies

Ethos (Credibility): Ethos is achieved through the use of the CAMH (Centre for Addiction and Mental Health) icon giving the message credibility. **Pathos (Emotional Appeal):** Appeal to emotion is part of the tool set used, utilizing fear and hope to appeal to the viewer's emotions on a poster. **Logos (Logical Appeal):** Side by side approach used in the commercial brings out the logical side of the viewer and makes them see seeking help for mental issues as a logical thing to do. **Advertisement 2:**



Visual Analysis

Framing

1. Central Figure: the real and the cartoonish coincide and it perfectly illustrates just how complicated mental health is. If you stand in the middle and see people forming the core of all these profiles it brings out the complexity and the confusion that people with mental illnesses go through.

2. Text Organization: At the very beginning, it's impossible to miss "MENTAL HEALTH". The arrangement of the information also makes a lot of sense as well it. Bigger number is again on the left while smaller facts and Wellness tips are on the right. It actually leads your eyes through the entire piece in a rather HOLY manner. Finally, the school's name at the bottom serves to orient the reader as well as receiving the message, which indicates what it is all about. And it really brings up the spirit of education of the overall process.

Salience

1. Vectors: Those merging faces establish lines, or vectors, that guide the viewer's orientation through the major picture automatically and smoothly. Profiles oriented differently to each other represent fluctuations in mood and numerous layers characteristic of many mental health issues. I thought it really encourages you to reflect on what exactly the poster wanted to be understood.

2. Gaze: The direction that the main character looks out such an important element for gaining attention. The face pointing forward may be looking for understanding while other sides that are turned back are struggling outside issues or wars people might be fighting inside them. This overlapping view really gets your attention and makes you realize just how complex some mental health issues may be.

3. Color: Green is used here and it is symbolically connected with mental health; green it is associated with renewal and hope, the white and green text standing on the black ground makes everything very clear but at the same time makes you think of the problem seriously.

Verbal Analysis Categories of Verb Table (٤): Categories of Verb of Ad.2

Categories of verb	Verb	Sentence	Frequency	Percentage
Maternal Intervention	Exercise	"Disease Prevention Lifestyle"		
		"Exercise has many health benefits"		
		"Eating well for your mental health"		
Men	Exercise	"Exercise has many health benefits"		1
Relationship		"Mental Health Is Important"		3
	Equality	"Eating well equals better mental health"		
Total Frequency				1

From the data presented in Table 4, the majority of the verbs used are material verbs, which were identified in three of the five articles with a frequency of (3, 50%) , followed by relational verbs used in two articles, at(2, 33.3%), and, finally, mental verbs used in only one of the articles,(1, 16.7%). The trend of a lower frequency concerns not only the verb but also other verbs of the analyzed context, which can be seen reflected in the lower frequency of the mental verbs, showing that cognitive or emotional processes are less salient in the analyzed context than actions and relations.

Tense In the present tenor six out of sentences used in the poster makes the people feel like the message is targeting them at the present time.

Voice In all of the 6 sentences used in the creation of the poster, the author employs an active voice, making the presentation of messages business like, more action oriented and people are held accountable.

Evaluative Language Positive evaluation takes place in 6 different sentences to primarily highlight solutions and to reinforce a positive attitude towards mental and physical health.

Persuasive Strategies

1. Ethos is created by appealing to the references such as St. Bridget College reference and the statistical data on suicide.

2. Pathos is at the heart of the poster since the overlaid faces together with the simple and shocking suicide statistic elicit an emotional feeling.

3. logos: there is the usage of statistics and practical recommendations, so logical appeals are used when the perspective of mental wellness is promoted.

Advertisement 3:



Visual Analysis Framing

1. Central Figure: a drooping body language and folded arms is an emblem of the mood and concerns that patient with chronic diseases share. The remaining affirmations seem encircling this figure, which means that these words are like people's encouragement and support.

2. Text Organization: this organized business-like text bubble arrangement is helped by having the text evenly distributed across the screen. All the affirmations are different inside different bubbles so there is no confusion, but there is not too much information at the same time. The repetitions depicted in a circle with gravid a at the center also testify to this effect, for such affirmations are like armor – the words are one's protection against blaming oneself or feeling guilty for living with a chronic disease.

Saliency

1. Vectors: The encircling of the text bubbles around the depicted figure forms a protective circle around the main character, although it is not visible. The affirmations, located as if they are aimed at the main subject and interlinking, create a shield. This layout stressing that all these statement are intended to empower the centered individual hence the theme of encouragement.

2. Gaze: First of all, the first reaction of the viewer when focuses on the picture is to attract attention to the sad-looking man in the middle of the picture. The text boxes around it then lead the viewer's eye outwards so that he or she can seamlessly read each affirmation. The circular pattern takes the viewers' eye around in a clockwise or anti-clockwise manner which contributes to the warm feeling.

3. Colors: the gentle pastel-like shades of brown, pink and light beard, the anticipation of a warm and delicate clam atmosphere. These colors are not very stimulating and act as a great background that compliments the positive affirmations that are given.

Verbal Analysis Categories of Verb

Table (٥): Categories of Verb of Ad.3

Categories of Verb	Verbs	Sentences	Freq.	%
Material	choose cause seek do manage	"You didn't choose it." "You didn't cause it." "You constantly seek ways to manage it." "You are doing your best." "Ways to manage it."	5	31.5
Mental	want determin define make	"You don't want it." "You are always determined to heal." "It doesn't define you." "It doesn't make you weak or a failure."	4	25
Relational	Is has play are were	"It is not a punishment." It is beyond... "It has nothing to do with your lifestyle choices." "Genetics and environmental factors play a major role." You are doing.... You are always You weren't neglected	7	43.8
Total Freq.				

As Table 5 represents, the occurrences of verb categories as follows: Improper use of drugs on the material dimension,(5, 31.5%), on the mental,(4, 25%), and the relational,(3 43.8%). The results provided by the comparison of the words' frequency distribution show that there are more relational verbs in the image, and this fact prove that the image in question is devoted to the reconsideration of the identification and relational aspects of people, offering them support and encouragement. The distribution shows the material aspect of people's reality regarding the illness, the mental aspect of their perception, and the way the illness is defined in terms of relations, which correlates with the inclusiveness and sensitivity of the image.

Tense	Sentences	Freq	
Present T	"It is not your fault." "It doesn't define you" "You constantly seek ways to manage it."	11	.6

	"It has nothing to do with your lifestyle choices." "Genetics and environmental factors play a major role." You don't want it It is not a punishment... It doesn't make you weak It is beyond your control You are always You are doing		
Past Tense	"You didn't choose it." "You didn't cause it." "You weren't negligent."	3	.4
Total Freq.		14	0

Table 6 shows that there was higher frequency of the present tense (11, 78.6%) while the lower frequency of the past tense (3, 21.4%). This means that present tense is more preferred than past thus underlining a focus on the action, state or condition of the modern world. The frequency of past tense seems to be just a bit higher in this part of the text than in the other three probably because of the positive sentiment of the text in general, as well as because the focus of the discourse or context seems to be on the present rather than on the past.

VoiceTable (V): Voice of Ad.3

Voice	Sentences	Freq.	%
Active	"It is not your fault." "It doesn't define you" "You constantly seek ways to manage it." "It has nothing to do with your lifestyle choices." "Genetics and environmental factors play a major role." You don't want it It is not a punishment... It doesn't make you weak You are always You are doing "You didn't choose it." "You didn't cause it." -"You weren't negligent."	13	92.8
Passive	"It is beyond your control."	1	7.2
Total Freq.		14	100

In table 8, shows the number using the active voice (13, 92.8%) with the use of the passive voice only once (1, 7.2 %) Here, it can be seen that there is a preferential use of the active voice, as this refers to the subject of the sentence undertaking the action. Due to the high density values of the active vocal pitch, it can be assumed that there is an active implementation of the signal in the form of direct dynamic messages. Conversely, a lower passive voice makes use of the language more of presenting less of the action done to the subject and, therefore, shifts a little towards the agent in the language. **Evaluative Language**

Table (A): Evaluative Language of Ad. 3

Evaluative Language	Sentences	Freq.	%
Positive	"You constantly seek ways to manage it." Genetics and environmental factors play a major role." It is not a punishment... It doesn't make you weak You are always You are doing your best	6	42.8

Negative	"It is not your fault." "It doesn't define you" "You didn't choose it." "You didn't cause it." "It has nothing to do with your lifestyle choices." You don't want it "You weren't negligent." "It is beyond your control."	8	57.2
Total Freq.			

From the Table 8 we find that the positive evaluation frequency (6, 42.8%) and the negative evaluation frequency (8, 57.2%). This is equated to imply that specific and general evaluations are approximately the same and equal to zero, implying an average or mid-point evaluation, in other words neutral.

Persuasive Strategies

1. Ethos: Chronic illness is not your fault It helps the audience connect with the speaker, as it provides first-person with an attribute that is compassionate. It should also be noted that including the username of '@chronicallypeach' the author has either first-hand or working experience of chronic illnesses, which increases their reliability.
2. Pathos is well included in this type of the poster due to the sadness of the central character and the affirmations given around it.
3. Logos: Logos is used through reasoning which include general statements like, Genetics and environmental factors play a major role; that help to reduce feelings of guilt.

Advertisement 4:



Visual Analysis

Framing

1. Central Figure: The man in the picture is a representative of a white male doctor wearing a professional white coat with a stethoscope in hand The key message can be accepted with trust thanks to such associations.
2. Text Organization: In detail, the two terms MENTAL HEALTH WE TALKSHOW are used in this format and they are very clear and straight to the point. The selection of the purple color for the text 'TALKSHOW' at the background also reduces the overall contrast illustrating the interaction of the event. The word "OCT 10in" is written right along with the date at the top left of the purple bar in big letters linking the event to the World Mental Health Day and increasing its importance.

Saliency

1. Vector: The text "MENTAL HEALTH IS A FUNDAMENTAL HUMAN RIGHT" forces the audience to be creative and to respond not only with their brains but also with their hearts to the necessity of Mental Health. A friendly smile on the face of the doctor operates to accentuate this message to make everyone who is thinking of attending the event feel safe and welcomed.
2. Gaze: The angularity of the portrait read informative support from the doctor is reinforced by the look into the camera and the friendly, open smile. His non-chalet leaning against the wall and his thumbs up tells a number of things, that the event is friendly and encourages others to step forward and participate.
3. Color Scheme: The poster is mainly in purple and white, two colors of recovery and serenity. Darker background gives an enhanced look with purple text providing the necessary differentiation through text and you don't need to strain when looking at the event's title and other details.

Verbal Analysis Categories of Verb

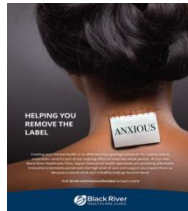
Table (٩): Categories of Verb of Ad.4

Categories of Verb	Verbs	Sentences	Freq.	%
Material	Register "	"Register at".	1	50
Relational	Is	Mental health is a fundamental human right"	1	50
Total Freq.			2	100

As Table 9, the frequencies of the categories are: material (1, 50%) and relational (1, 50 %) indicating that the occurrences balance suggests that the material and relational aspects are given a similar focus in the context under study. **Tense** In fact, both of the 2 sentences mentioned in the poster proper utilizes the present tense. Branding with words such as ‘mental health is’ and ‘register at’ makes else to infer that mental health has gone active and is current. **Voice** The 2 Statements used in the poster show that they are in active voice. The “Register at” has been directly stated in the active voice and so as “mental health is’ which makes the overall message grave, simple and direct towards the inherent right of a human to successful mental health. **Evaluative Language** The following is affirmative language within a single prompt that constructs mental health in a comprehensive way. The use of the term ‘basic human right’ for mental health amplifies the meaning of positively, and the icon of the doctor’s thumbs up, speaks volumes for the same.

Persuasive Strategies

1. Ethos: It is advisable to dress formally, particularly the participants carrying documents or fliers on the occasion because the public tends to trust doctors who wear white coats and neatly presented information. The Health over Air logo and the clear event details also make an equally strong statement to lend the authority of an organization to the poster.
2. Pathos can be seen with the appeals to reason found in the statement “mental health is a fundamental human right used to influence the viewer. Besides, the doctor is smiling, relaxed and thumbs up so unconsciously the viewer feels that he is safe and encouraged to attend the event.
3. The concept of logos is also presented by a clear, step by step organization of the event’s specifics (day of the week and date). **Advertisement 5:**



Visual Analysis Framing

1. Central Figure: The main sources of information represented are the person’s upper neck and head, as well as the letter A, on top of which there is another note, which reads ‘ANXIOUS’, pinned into the skin at the back of the subject’s head. Literally, the label here ‘pinned’ also indicates that the label can be ‘unpinned’ ‘erased’ with help of the clinic.
2. Text organization: The phrase in the form of a tagline is written in capitals “HELPING YOU REMOVE THE LABEL” is easily visible on the left side hence viewers will easily and quickly grasp the main point of the poster. Beneath it, there is smaller type of text that describes clinic and its stance on mental health treatment.

Salience

1. Vector: By using the word “ANXIOUS” on the label, people receiving the products recognize their act as something most of them have gone through in experiencing mental health stigma.
2. Gaze: Though the face is absent and there is even no eye to look at but it has the neck and the ‘ANXIOUS’ label still makes the implication convey a meaning of a load that the person cannot see but might feel hence the feeling of pulling out stigma.
3. Color Scheme: The caller tones are rather low key business like which makes for good legibility and underlines the somber tone of the communication. The ‘colorless’ shades, along with the clinic’s blue hue align with reliability while keeping the limelight on the label’s removal as a sign of emancipation

Verbal Analysis

Categories of Verb Table (1٠): Categories of Verb of Ad.5

Categories of Verb	Verbs	Sentences	Freq.	%
Material	Remove Treat Get Visit	.” Helping you remove the label” “Treating your mental health is no different...” "...than getting a physical's routine.") "Visit brmh.net/remove...	4	40
Mental	Expect	"...the high level of care you expect	1	10
Relational	Is Are	"Treating your mental health is no different..."	2	20

		expert behavioral health specialists are providing affordable, innovative treatments.")		
Behavioral	Help Provide Support	. "Helping you remove the label." ..specialists are providing affordable, innovative treatments." "And support you expect from us.")	3	30
Total Freq.			10	100

As table 1٠ represents, the frequencies of the four categories: material (4, 40%), mental (1, 10%), relational (2, 20%) and behavioral (2, 30%), that indicate a primary focus on material verbs, which emphasize actions and physical processes. The relatively lower frequencies of mental verbs suggest that cognitive or emotional processes are less emphasized. **Tense Table (1١): Tenses of Ad. 5**

Tense	Sentences	Freq.	%
Present	"Treating your mental health is no different," " Helping you remove the label" "And support you expect from us.")	3	50
Future	"removing the label" "...than getting a physical's routine." specialists are providing affordable, innovative treatments.	3	50
Total Freq.		6	100

As table 1١ shows, the present tense represent (3, 50%) and future tense (3, 50%). The equal distribution suggests a balance between describing current actions or states and projecting future actions or events in the poster. **Voice** The poster primarily uses active voice in 10 sentences, emphasizing the clinic's proactive role in providing support. **Evaluative Language Table (1٢): Evaluative Language of Ad.5**

Evaluative Language	Sentences	Freq.	%
Positive	"Affordable, innovative treatments" "High level of care"	2	66.7
Negative	"ANXIOUS"	1	33.3
Total Freq.		3	100

As table 1٢ denotes, the positive evaluation records (2, 66.7%) and negative evaluation (1, 33.3%). This represents a predominance of positive evaluations, indicating a generally favorable or optimistic perspective. The presence of negative evaluations, though less frequent, suggests a balanced approach that still acknowledges some critical or less favorable aspects.

Persuasive Strategies

- 1.Ethos: The clinic establishes credibility by mentioning "expert behavioral health specialists" and through professional language. The use of the clinic's logo and branding (Black River health care clinic) also adds an authoritative touch, ensuring that viewers see the clinic as a trustworthy provider.
- 2.Pathos: The term "ANXIOUS" on the label, combined with the phrase "helping you remove the label" taps into viewers' emotions by recognizing the stigma associated with mental health challenges.
- 3.Logos: The logical comparison of mental health treatment to a physical check-up aims to normalize seeking help.

Arabic Data

Arabic mental health advertisements stand out for their rich use of visuals and storytelling, reflecting cultural traditions that value imagery and symbolism for connection and understanding. These ads convey complex ideas clearly and resonate deeply, transcending language barriers in Arabic-speaking communities.

Advertisement 6:



Visual Analysis Framing

1. Central figure: an illustrated brain with interconnected nodes, symbolizing the complexity of mental health. Positioned prominently in the center, it draws attention immediately, representing mental health as a network of connections. The red magnifying glass in the center functions as a secondary focal point.

2. Text organization: The layout guides the viewer from the headline at the top to the central image and then around the poster in a clockwise or sequential reading of the numbered points. This structured approach aids understanding and retention of information. There are no literal borders, but implied boundaries are created by space and text alignment, giving each segment clear spatial separation while maintaining a cohesive look.

Salience

1. Vector: The central magnifying glass acts as a vector that symbolically “zooms in” on mental health issues, urging viewers to explore and understand rather than ignore.

2. Gaze: The viewer’s gaze is first drawn to the top headline due to its prominent font size and position. After the headline, the eye naturally shifts downward to the central image of the magnifying glass, which symbolizes the “closer look” at mental health issues.

3. Color: The poster uses a combination of muted colors for the background, with bolder reds and blacks for the title and central image. The red, associated with urgency or importance. Black, a neutral color, is used for readability and adds gravitas to the text.

Verbal analysis Categories of Verb Table (13): Categories of Verb of Ad. 6

Categories	V/VN	Roots	Sentences	Freq.	%
Material	نظم	نظم (organized)	نظم القسم النفسي في مستشفى راشد حملة توعية	١٠	35.7
	تتم	تم (done)	تتم التوعية من خلال النقاط التالية		
	توزيع	وزع (distributed)	توزيع الكتيبات التثقيفية والنشرات التوعية بالصحة		
	توفير	وفر (provide)	توفير الارشادات المتعلقة بالخدمات المقدمة من القسم		
	تصحيح	صحح (correct)	تصحيح الأخطاء الشائعة عن الأمراض النفسية		
	رفع	رفع (raise)	رفع مستوى الوعي		
	طلب	طلب (request)	تمنعهم من طلب العلاج والرعاية اللازمة		
	محافظة	حفظ (preserve)	تعريف المجتمع بكيفية المحافظة على صحتهم		
	احتفال	احتفل (celebrate)	الأحتفال باليوم العالمي للصحة النفسية		
	زيادة	زاد (increase)	تثقيف المجتمع المحلي لزيادة الوعي بالصحة النفسية		
Mental	يتجاهلها	تجاهل (ignore)	إن كان يتجاهلها البعض	٦	21.4
	تحملها	تحمل (tolerate)	وصمة العار والخجل التي تحملها الأمراض النفسية		
	وعي	وعى (aware)	تثقيف المجتمع المحلي لزيادة الوعي بالصحة النفسية		
	توعية	وعى (aware)	تتم التوعية من خلال النقاط التالية		

	لا يعتبر انتقاصاً.....	اعتبر (consider)	يعتبر		
	تهدف الحملة الى.....	هدف (aim)	تهدف		
35.7	١٠	اللجوء إلى الطب النفسي ليس عيباً	لجأ (refuge)	لجوء	Behavioral
		التعامل مع ملفات وحالات المرضى يتم بسرية عالية	عمل (work)	تعامل	
		تمنعهم من طلب العلاج والرعاية اللازمة	منع (prevent)	تمنعهم	
		مجموعة من المختصين في مجال الطب النفسي للرد على استفسارات الجمهور .	رد (reply)	للرد	
		محاربة وصمة العار والخجل	حارب (fight)	محاربة	
		تثقيف المجتمع المحلي لزيادة الوعي بالصحة النفسية	تثقف (educate)	تثقيف	
		يلاحظ المعالجون تغيرات سلوكية في المرضى	لاحظ (notice)	يلاحظ	
		تحفظ له خصوصيته	حفظ (save)	تحفظ	
		محاربة وصمة العار والخجل	خجل (shy)	الخجل	
		تعريف المجتمع بكيفية المحافظة على صحتهم النفسية".	عرف (define)	تعريف	
7.2	٢	المرض النفسي ليس عاراً ولا عيباً		ليس (particle "not")	Relational
		ان كان يتجاهلها....		كان (was)	
		Total Freq.			
	100	29			

Table 13 displays the distribution: material (10, 35.7%), mental (6, 21.4%), behavioral (10, 35.7%), and relational (2, 7.2%). This suggests a focus on material and behavioral verbs at the expense of the mental category, which presents lesser evidence of emphasis on cognitive or emotional aspects. The low rate of relational verbs means that the verbs of relationships don't make much of an appearance. Introduction to Functional Grammar by Halliday and Matthiessen (2014, p. 707) points out that verbal nouns are an example of ideational grammatical metaphor; that is, a realization of an action or state as an abstract noun concept. This makes the actions and states much more abstract and versatile for use in different grammatical and rhetorical contexts. The tables are listed in Arabic by verbal nouns from their corresponding verbs. **Tense Table (14): Tenses of Ad. 6**

Tense	Sentence	Freq.	%
Present	لا يعتبر انتقاصاً من قيمة الشخص وقدره	8	77
	لا يسيء إليه أبداً.		
	يتم بسرية عالية.		
	تحفظ له خصوصيته		
	حملة توعية تهدف إلى...		
	تمنعهم من طلب العلاج والرعاية اللازمة.		
	يتجاهلها البعض		
	تتم التوعية من خلال النقاط التالية.		
Past	نظم القسم النفسي في مستشفى راشد حملة توعية.	3	23

	المرض النفسي ليس عاراً ولا عيباً		
	وإن كان يتجاهلها .		
Total Freq.		٢١	100

As indicated in Table 14, the present tense constitutes (10, 77%) while the past tense constitutes (3, 23%). The above finding highlights a vast predominance of the present tense, which means a focus on current actions states, or conditions. The relatively lower frequency of the past tense might mean that the text is more interested in current events than reflecting on past occurrences. Nominal sentences (i.e., sentences that in many languages would be complete without a verb) including masdar (verbal nouns, i.e. nouns derived from a root meaning a certain action in Arabic) are quite ordinary in Arabic, without overt verbs indicating tense. Not being tied to specific tenses, they often translate to verbal nouns representing the activity or state in a more generalized, abstract, or temporally unrestricted way. This construction in particular allows the sentence to have meaning without necessarily drawing attention to the precise timing of the action or event. **Voice** In Arabic, like English, the active voice (المبني للمعلوم) highlights the subject performing the action, with a structure of verb + subject + object, as in "كتب الطالب الدرس" (The student wrote the lesson). The passive voice (المبني للمجهول) omits the subject, and the object becomes the grammatical subject. Verbs change form: in the past tense, the first consonant is pronounced with a dhamma (u-sound), and the penultimate letter is pronounced with a kasra (i-sound) (e.g., "كُتِبَ" → "كتب"), while in the present tense, the first consonant takes a dhamma (u-sound), and the penultimate letter takes a fatḥa (a-sound)." (e.g., "يُكْتَبُ" → "يكتب"). The text predominantly uses active voice in 12 sentences, emphasizing direct actions and responsibilities undertaken by individuals and organizations to promote mental health awareness. **Evaluative Language** Table (1٥): Evaluative Language of Ad. 6

Type of Evaluation	Sentences	Freq.	%
Positive Evaluation	"جزء أساسي من الصحة العامة " "جزء لا يتجزأ من الحياة العامة " "ليس عيباً ولا يعتبر انتقاصاً " "لا يسيء إليه أبداً " "يتم بسرية عالية " "تصحيح الأخطاء الشائعة " "لا يعتبر انتقاصاً من قيمة الشخص وقدره " "تهدف إلى تثقيف المجتمع "	8	66.7
Negative Evaluation	"وصمة العار والخجل " "تمنعهم من طلب العلاج "	4	33.3
Total Freq.		12	100

Table 15 demonstrates the frequency of positive evaluations (6, 66.7%) compared to negative evaluations (4, 33.3%). This would indicate that positive evaluations are more frequent, suggesting an overall favorable or approving view. However, the negative evaluations show that there is still some recognition of unfavorable or critical opinions, although to a much lesser degree.

Persuasive Strategies

1. Ethos: The statement "المرض النفسي ليس عاراً ولا عيباً" ("Mental illness is neither a shame nor a fault") establishes credibility by presenting the message as coming from knowledgeable authorities on mental health. Additionally, referring to the writer فاطمة الفلاسي gives more credibility to the viewers.
2. Pathos evokes empathy and reduces stigma by emphasizing that mental illness is not shameful. The phrase "المرض النفسي ليس عاراً" ("Mental illness is not a shame") encourages compassion and inclusivity. The imagery of a head with interlocking gears and a magnifying glass symbolizes the complexity of mental health, prompting emotional engagement and understanding.
3. Logical appeals are made through structured, fact-based arguments. The "التركيز على الحلول" ("Focusing on solutions") presents concrete actions like improving awareness and promoting treatment.

Advertisement 7:



Visual Analysis Framing

1. Central figure: the image appears to be a cartoon illustration of a man with arrows pointing outward from his head. Additionally, the man seems to have a small figure on his head, possibly representing self-reflection or an internal dialogue.
2. Text organization: at the top of the poster, the title is presented in bold, establishing the central theme. This lower section contains smaller text, further broken down into manageable bullet points.

Saliency

1. Vectors: The arrows arching upward, with their tips tapered, create a clear visual path that leads the viewer's eye from the head of the central figure to the panel of suggestions. Furthermore, the light bulb above the head continues to develop the idea of enlightenment and intellectual gains by symbolizing that through introspection one may gain new insights and better understanding.
2. Gaze: The placing of the sitting figure in the head turns the gaze inwards, which alludes to introspection and awareness.
3. Colors: The soft teal background creates a sense of calmness and balance immediately, which furthers the theme of personal growth and mental well-being. It provides a very peaceful environment where other elements, like the head and arrows, are brought to full view. Light brown and beige are subtly used for the head and arrows, while the background remains in a homogeneous and placid look.

Verbal Analysis Categories of Verb Table (١٦): Categories of Verb of Ad.7

Categories of Verb	V\VN	Sentences	Freq.	%
Material	اقرأ (Read) تصفح (Browse) أكثر (Increase) داوم (Persist)	اقرأ سير العظماء والناجحين تصفح الصفحات المضيئة لحياة الرسول أكثر من الدعاء داوم على الصلاة	4	40
Mental	نعيد (reprogram)	نعيد برمجة أنفسنا	3	30
Relational	ليكن (Let it be) كان	ليكن قلبك دائما رطبا بذكر الله	1	10
Behavioral	تفاعل (react) ابتعد (Stay away)	تفاعل مع المواقف الايجابية ابتعد عن الشؤم والمعصية	2	20
Total Freq.			10	100

As Table ١٦ represents, the occurrences of verb categories of: material (4, 40%), mental (3, 30%), relational (1, 10%) and behavioral (2, 20%). This denotes that material verbs are the most frequently used, highlighting actions and processes, while relational verbs, present minimal, contribute to the structural and conceptual coherence of the text

Tense

According to Yowell Y. Aziz (1989, p. 70), Arabic lacks a distinct future tense, relying on markers like "سـ" (sa 'will') and "سوف" (sawfa 'will') added to present-tense verbs to indicate future actions. For example, "سأذهب" ("I will go") and "سوف نلتقي" ("We will meet") illustrate how these markers situate events in the future. The present tense is exclusively used in the text which includes 8 sentences.

Voice

The text predominantly employs active voice across all 8 sentences. For instance, in "تفاعل مع المواقف الإيجابية" ("Engage with positive situations"), the verb تفاعل is in the active voice, with the subject implied as "أنت" ("you"), urging the reader to actively engage with positive situations

Evaluative Language

The poster represents a strong emphasis on positive evaluations in all 9 sentences, highlighting an overall favorable or approving perspective.

Persuasive Strategies

1.Ethos: The credibility is based on the references to the respected and religious sources that add authority and trustworthiness to the message. For Example: "اقرأ سير العظماء والناجحين" (Read the lives of the great and successful. Such references to well-known religious and inspirational personalities make the content credible and in line with cultural and spiritual values.

2.Pathos: The image of an individual positioned within the cranium represents contemplation and serenity, which aligns with the emotional aspirations of the audience for self-regulation and calmness. The expressions evoke sentiments of rejuvenation and personal growth, encouraging viewers to shun negativity and concentrate on affirmative aspects.

3.Logos: is integrated into the systematic and logical development of the poster. The poster is arranged in an explicit, sequential format with each action coherently connected to a corresponding result.

Advertisement 8:



Visual Analysis

Framing

1.Central figure: The image showcases a split composition where the man's face is divided into two halves, each representing different emotional states. The left side depicts the man yelling with an open mouth and a distressed expression, symbolizing emotional intensity or mania, while the right side features a calm, neutral expression, indicating a stable phase.

2.Text organization: The main heading is bold and centrally positioned at the top, clearly establishing the topic. Below the main question, a list of tips is organized into two columns, separated by a vertical line, with icons illustrating each point. Each tip is color-coded and paired with an icon, which helps to visually organize and differentiate the advice.

Saliency

1.Vector: The face serves as the most dominant visual vector, as the contrast in emotional states immediately captures the viewer's attention between the left and right halves. The circular format of the text below further guides the viewer's eyes around the points, maintaining focus on the various ways to support someone with bipolar disorder during a manic episode.

3.Gaze: Although the man's gaze is directed slightly downward, it encourages viewers to concentrate on his emotional state rather than engage with him directly. The split facial expression creates a strong emotional appeal, drawing the viewer into the psychological tension portrayed in the image.

4.Color: The left half of the face employs slightly darker shadows to highlight distress, while the right side features lighter tones, suggesting calmness. The background is neutral and light, ensuring the text stands out clearly without distracting from the central image. The text boxes and icons below utilize pastel colors, with light blue and purple as the primary tones, conveying calmness and reassurance, which aligns with the goal of providing supportive advice.

Verbal Analysis Categories of Verb Table (١٧): Categories of Verb of Ad.8

Categories of Verb	V\VN	Roots	Sentences	Freq	%
Material	تساعد	ساعد (help)	تساعد مريض ثنائي القطب "	٩	56.2
	حضر	حضر (prepare)	"حضر وجبات سهلة".		
	تعريض	عرض (expose)	تجنب تعريضه لكثير من النشاطات		
	إعطائه	اعطى (give)	"احرص على إعطائه العلاجات		
	جلوس	جلس (sit)	"فقد يصعب عليه الجلوس		
	يقول	قال (say)	ما يقوله المريض بحساسية		
	ينام	نام (sleep)	"اسمح له بأن ينام في أي وقت		
	نوم	نام (sleep)	فقد يصعب عليه النوم فترات		
	أجب	اجاب (answer)	"أجب عن أسئلته بكل صراحة".		
Mental	يصعب	صعب (be difficult)	"فقد يصعب عليه النوم فترات	٥	31.3
	يصعب	صعب (be difficult)	طويلة\ يصعب عليه الجلوس".		

	تجنب	تجنب (avoid)	تجنب الحوار المشحون		
	تجنب	تجنب (avoid)	تجنب تعريضة لكثير من....		
	احرص	حرص (make sure)	احرص على إعطائه العلاجات		
Behavioral	تتعامل	تعامل (deal)	لا تتعامل مع ما يقوله المريض ""	2	12.5
	اسمح	سمح (let)	اسمح له بأن ينام في أي وقت		
			Total Freq.	٦1	100

Table 17 presents an analysis of the verbs included in the list; as we can see, material verbs (9, 56.2%) are most frequently used as they refer to manual activities and caregiving; "تساعد" (help). Mental verbs (5, 31.3%) refer to a state of mind, or actions, which may be real or imaginary, taken to face or overcome adversity or a problem. The least frequently used are the behavioral verbs which denote managing or permitting some specific behavior (12, 5 %) such as permitting the patient to sleep if necessary. **Tense** They advise on how to assist a person diagnosed with bipolar disorder during a manic phase, and 14 of them, write or speak in the present tense. For example the sentences such as "احرص على إعطائه العلاجات بانتظام" (Make sure to give him the treatments regularly). **Voice** The style of all the 14 sentences is active voice, which sustains the straight and pragmatic approach of the directions. For instance, "فقد يصعب عليه الجلوس على المائدة أثناء إصابته بنوبة هوس" (He may find it difficult to sit at the table during a manic episode) suggests particular difficulties that can be experienced by an affected person.

Evaluative Language

The 10 sentences in advertisement 8 concern an active and constructive attitude to the treatment of a bipolar disorder during a manic state.

Persuasive Strategies

1. Ethos: Health related facilities which have the appropriate logos including credible surrounding Often the tag (close) adds credibility to a message given because it is associated with medical psychological advice. This is especially beneficial since the info graphic is professionally designed which adds to its authenticity.
2. Pathos: In this image the target emotions are triggered by presenting the physical difficulties one faces when in a manic state. The divided face looks both serene and worried, giving the viewers the feeling of pressing need to help and support people who have such episodes.
3. Logos: The above info graphic can easily outline the recommended procedure for the patient during the manic episode including listening and refraining from certain aspects.

Advertisement 9:



Visual Analysis

Framing

1. Central Figure: The person, with their knees drawn up and head bowed, occupies the center of the scene. Their body language, with hands cradling their head, conveys a profound sense of emotional turmoil, sadness, and being overwhelmed.
2. Text Organization: The symptoms of psychological distress, detailed in the text encircling the figure, are arranged in a circular format. This layout creates a feeling of confinement, implying that the individual is surrounded by and burdened by these various symptoms. The use of distinct colors for each text bubble aids in distinguishing the different symptoms, making the information more accessible and easier to understand.

Salience

1. Vector: The circular positioning of the symptoms around the figure establishes an implied vector that leads the viewer's gaze in a continuous loop around the image. This circular movement emphasizes the interconnectedness of these symptoms and suggests that the individual may feel ensnared in a cycle of emotional and psychological distress.
2. Gaze: The figure avoids engaging with the viewer, looking downward instead, which signifies a withdrawal from emotional connection.
3. Colors: The image predominantly features soft, muted hues (light pink, beige, brown, and gray), which evoke a sense of tranquility while also underscoring the themes of sadness and emotional fatigue.

Verbal Analysis

Categories of Verb Table (١٨): Categories of Verb of Ad. 9

Categories of Verb	V\VN	Roots	Sentence	Freq.	%
Material	تغييرات تقلبات يرافق خفقان فقدان الافراط تناول النوم	تغير (change) تقلب (fluctuate) رافق (accompany) خفق (pulsate) فقد (loss) افراط (overeate) تناول (eat) نام (sleep)	"تغييرات جذرية في السلوك تقلبات مزاجية حادة" "يرافقه خفقان القلب" "يرافقه خفقان القلب" فقدان الشهية الإفراط في تناول الطعام " الإفراط في تناول الطعام" التوم المتقطع	8	47.1
Mental	الشعور خوف الحزن الاحباط الارق انخفاض يمكن نفسير	شعر (feel) خاف (be afraid) حزن (grieve) احبط (frustrate) ارق (be sleepless) انخفض (decrease) تمكن (enable) فسر (explain)	الشعور بخوف مفاجئ "الشعور بخوف مفاجئ" الحزن و الاحباط الحزن و الاحباط الارق و النوم المتقطع انخفاض في مستوى الطاقة لا يمكن تفسيره	8	47.1
Behavioral	السلوك	سلك (behave)	تغييرات جذرية في السلوك	1	5.8
Total Freq.				17	100

Table 18 shows that the overall use of verbs is as follows: material verbs (8, 47.1%), mental verbs (8, 47.1%), while the use of behavioral verbs (1, 6.2%). The frequency distribution of these verb categories is consistent with the fact that the text is mainly concentrated on physical and emotional directions.

Tense

There are two present tense sentences and both of them represent habits and states. For instance, while in the phrase, "يرافقه خفقان القلب", the specific verb "يرافقه" (accompanies) emphasizes that the condition is continuous as it is always accompanied by the action of having a rapid heartbeat.

Voice

In two of the actual sentences adopted into this poster, the text chooses the active voice: "It cannot be explained" and "He is accompanied by a rapid heartbeat." The second of these expresses a state that is on-going because of the present tense "يرافقه" (accompany).

Evaluative Language

Negative evaluative language is employed in seven different sentences in order to portray psychological and physical problems of health, showing how these affect the general welfare. For instance, "الأرق والنوم المتقطع" (insomnia and disrupted sleep) describe the problem that people encounter in experiencing good quality sleep which is a necessity for a healthy mind and body.

Persuasive Strategies

1. Ethos: The image does not directly present an institutional logo or an expert but the rigid and informative format of the content helps further its credibility.
2. Pathos: Whenever people are shown as sitting and putting their head on their hands, the audience feels compassionate about the figure depicted, or at least, they can identify this or that picture as expressing suffering.
3. Logos is present in the show where the cause and effect relationship is established between mental health issues and their symptoms or effects; this incorporates use of facts such as فقدان الشهية (loss of appetite).

Advertisement 10:



Visual analysis

Framing

1. The central figure in this poster depicts a family scene, featuring a man, a woman, and a child happily sitting together. This imagery highlights the significance of social connections, positivity, and togetherness in

enhancing emotional well-being. Their cheerful expressions and relaxed postures emphasize the emotional appeal, underscoring the importance of nurturing relationships for maintaining mental health and a positive outlook.

2.The headline at the top is bold and large, instantly capturing attention and establishing the theme of activities for fostering positivity. The text accompanying each illustration is presented in a clear, sans-serif font, ensuring readability. Bullet points are utilized to list the activities, contributing to the clarity and organization of the content.

Saliency

1.The vectors in this image are primarily shaped by the direction of the characters' gazes and their actions.

2.Gaze: Although there is no direct gaze at the viewer, the relatable and inviting scenarios depicted keep the focus on the actions rather than the individuals, making the message center around the activities themselves.

3.The color palette of the image is warm and inviting, dominated by soft, earthy tones like beige, green, and brown in the background and illustrations. These colors evoke a sense of calmness and positivity, aligning with the image's goal of promoting activities that enhance well-being.

Verbal analysisCategories of Verb

Table (١٩): Categories of Verb of Ad.10

Categories of Verb	V\VN	Root	Sentences	Freq.	%
Material	اجتمع ابتسم مارس الاسترخاء شاهد استمع تنفس اقض مشاهدة نام ايجاد تضحك	(meet) اجتمع (smile) ابتسم (practice) مارس استرخى (relax) (watch) شاهد (listen) استمع (breath) تنفس (spend) قضى (watch) شاهد (sleep) نام (find) وجد (laugh) ضحك	اجتمع مع أشخاص سعداء ابتسم للآخرين مارس الاسترخاء والتأمل باستمرار مارس الاسترخاء والتأمل باستمرار شاهد مناظر جميلة استمع للأمور التي تحبها تنفس بعمق اقض بعض الوقت في مشاهدة الطبيعة مشاهدة الطبيعة من حولك نام جيداً احرص على ايجاد وقت فراغ حاول ان تضحك	12	60
Mental	تخيل تحبها تحبها التأمل	تخيل (imagine) حب (like) حب (like) تأمل (meditate)	تخيل أموراً سارة وتحبها استمع للأمور التي تحبها تخيل أموراً سارة وتحبها مارس الاسترخاء والتأمل باستمرار	4	20
Behavioral	كافئ حاول احرص النجاح	كافأ (reward) حاول (try) حرص (make sure) نجح (success)	كافئ نفسك على النجاح حاول أن تضحك بعمق احرص على إيجاد وقت فراغ كافئ نفسك على النجاح	4	20
Total Freq.				20	100

As shown in table 19, the frequencies of verb categories are as follows: material (12, 60%), mantel (4, 20%), behavioral (4, 20%). This means that the first index refers to activity concerning the actual deeds of the physical work and evidences the authors' concentration on the more practical aspects of their work.

Tense Fifth advertisement contains 12 sentences; and all of them are in imperative mood in the present tense. It is most basically used to imply matters that call for the reader to take certain behaviors as can improve their quality of life.

Voice The choice in the image is mostly active voice in all 12 sentences, as well as straight and commanding tones for readers to take control over their feelings.

Evaluative Language

In all the 12 sentences, there is catchy positive appraisal language encouraging a favorable mental health characteristic or behavior.

Persuasive Strategies

1. Ethos: There is no special reference to the institutional support or expertise; only the ethos stemmed from the presumed authority of the positive change in the lifestyle offered.
2. Pathos: Depending on its visual and activity elements, the image can easily evoke the pathos appeal when it comes to joy and comfort. This is done for emotional appeal as bright colors of illustrations make people draw pictures in their head about how happy it will be to engage in these activities.
3. Logos: The activities enumerated above draw a rational correlation between the action and feelings to be derived therefrom. There is the list of straightforward and practical recommendations, which enhance the appeal to reason.

Conclusion

This paper analyzed five mental health advertisements in English and Arabic using Kress and Van Leeuwen's (2006) Multimodal Discourse Analysis framework, outlining key differences as culturally and linguistically mediated. In the English advertisements, universal themes, relatable imagery, and empowering language work together in the normalization of mental health care, portraying it as something that should be done. They make use of direct calls to action, future-oriented language, and high modality to indicate achievable outcomes while instilling personal responsibility. In contrast, Arabic advertisements rely on illustrative symbolism, culturally embedded narratives, and moral undertones in order to reflect communal values and spiritual principles. Often using abstract expressions, present-tense language, and collective framing, these advertisements invite reflection and shared responsibility for addressing mental health. Both approaches, although seeking to destigmatize mental health, privilege clarity and personal agency over the English ads., whereas the Arabic ads. are more emotionally resonant with cultural alignment. These findings provide critical insight into the importance of using culturally sensitive strategies in creating effective mental health campaigns targeted toward specific audiences. .

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