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A Multimodal Stylistic Study of Persuasive Strategies in Selected Commercial Battery Labels

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دراسة أسلوبية متعددة الوسائط لاستراتيجيات الإقناع في ملصقات بطاريات تجارية مختارة

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المستخلص

تُعدّ ملصقات البطاريات التجارية، رغم صغر حجمها، نصوصًا متعددة الوسائط معقدة تؤثر في إدراك المستهلك وسلوكه. إذ تُسوّق العناصر البصرية مثل الألوان، والتخطيط، والطباعة، والصور بشكل منهجي لبناء هوية العلامة التجارية ونقل معنى إقناعي. وبينما تناولت أبحاث سابقة الإعلانات والتغليف في سياقات البيع بالتجزئة بشكل عام، لا يزال الفهم محدودًا حول كيفية تفاعل العناصر متعددة الوسائط لتوليد رسائل إقناعية وجذب المستهلكين. كما أن الأهمية الأيديولوجية والتجارية المضمّنة في تصميم ملصقات البطاريات لم تُستكشف بشكل كافٍ، على الرغم من تأثيرها المباشر في قرارات الشراء. تسعى هذه الدراسة إلى سد هذه الفجوة من خلال تقديم تحليل أسلوبية متعدد الوسائط لاستراتيجيات الإقناع في علامات تجارية مختارة من البطاريات، مثل *Duracell* و *Flooded* و *Energizer*. ويستند التحليل إلى النموذج الاجتماعي-العلاماتي للتعددية الوسائط لكريس وفان ليويون (٢٠٠٦)، المرتكز على لسانيات هالدياي الوظيفية النظامية. ويُحلّل إنتاج المعنى من خلال ثلاث وظائف كبرى: التمثيلية، والتفاعلية، والتركييبية، والتي تقابل الوظائف الأيديولوجية، والتواصلية، والنصية. تكشف النتائج أن ملصقات البطاريات تُصمّم عمدًا كنصوص متعددة الوسائط؛ إذ توظّف صورًا عالية المصدقية، وأطرًا من نوع مثالي/واقعي، ولغة سلطوية لنقل قيم مثل القوة، وطول العمر، والموثوقية. والدلالة المركزية لهذه الدراسة أن ملصقات البطاريات تعمل كنصوص متعددة الوسائط معقدة ذات تأثير إقناعي. ومن خلال إبراز قواعد النحو البصري، توضّح الدراسة كيف تُنشئ الملصقات حججًا ضمنية تُشكّل تفاعل المستهلك. وبذلك تُسهم الدراسة في مجال الأسلوبية متعددة الوسائط والتواصل التسويقي، مُقدّمةً رؤى في تحليل الأسلوب والتقنيات العلاماتية في الخطاب التجاري اليومي. **الكلمات المفتاحية:** الأسلوبية متعددة الوسائط، الإقناع، السيميائيات الاجتماعية، التواصل التسويقي.

Abstract

Commercial battery labels, although small in size, function as complex multimodal texts that influence consumer perception and behavior. Visual elements such as color, layout, typography, and imagery are systematically coordinated to construct brand identity and convey persuasive meaning. While previous research has explored advertising and packaging in broader retail contexts, there is limited understanding of how multimodal elements interact to create persuasive messages and engage consumers. The ideological and commercial significance embedded in battery label design remains underexplored, despite its impact on consumer decision-making. This study addresses this gap by presenting a multimodal stylistic analysis of

persuasive strategies in selected battery brands, including Duracell, Flooded, and Energizer. The analysis draws on Kress and van Leeuwen's (2006) social semiotic model of multimodality, grounded in Halliday's systemic functional linguistics. Meaning-making is analyzed through three metafunctions: representational, interactive, and compositional, corresponding to the ideational, interpersonal, and textual metafunctions. Findings demonstrate that battery labels are intentionally designed multimodal texts. They employ high-modality images, Ideal/Real frameworks, and authoritative language to convey values such as power, longevity, and reliability. The central implication of this study is that battery labels function as complex multimodal messages with persuasive impact. By foregrounding visual grammar, the study shows how labels subtly construct arguments that shape consumer engagement. Thus, the study contributes to multimodal stylistics and marketing communication, offering insights into style analysis and semiotic techniques in everyday commercial discourse.

Keywords: Multimodal Stylistics, Persuasion, Social Semiotics, **Marketing Communication.**

1. Introduction

Multimodal communication functions as a central aspect of branding and advertising in today's consumer marketplace. Texts are no longer employed solely for the communication of product value. Instead, companies strategically integrate a range of semiotic resources to get consumer attention and influence purchasing behavior. Commercial battery labels, as part of the fast-moving product category, operate strategically as semiotic artifacts that convey commercial, technical, and persuasive messages. Despite its limited size, a battery label encapsulates multiple layers of meaning. Within a limited space and timeframe, language, color, typography, and spatial layout are integrated simultaneously to inform, warn, and persuade consumers. Together, they constitute what Machin and Mayr (2012, p. 35) describe as a compressed multimodal text. Jewitt (2009, p. 12) emphasizes the importance of visual modes such as images, color schemes, and layout arrangements in contemporary communication. These visual modes are as meaningful as linguistic expressions. These semiotic resources work together to form persuasive ensembles in product packaging, shaping consumer perceptions of quality, reliability, and trust. Similarly, Nørgaard (2010, pp. 29–34) underscores the need to include visual and multimodal texts beyond the written word in meaning making, noting that they function actively as stylistic devices in meaning-making. Thus, this study investigates the persuasive strategies embedded in selected commercial battery labels. It seeks to uncover how visual and verbal resources are combined to create brand identity and product qualities and foster consumer engagement, demonstrating that battery labels, in spite of their small size, employ complex multimodal strategies. These labels combine visual and linguistic choices to construct authority, trustworthiness, and desirability. In doing so, they exemplify how everyday commercial texts embody broader processes of persuasion, identity construction, and market positioning.

2. Literature Review

Multimodal discourse analysis has become a critical approach in understanding how modes such as text, visuals, layout, and color collaborate to create meaning and persuade audiences, particularly in advertising. This framework shows how persuasive communication frequently uses verbal and visual elements to influence consumer perceptions and behaviors. For instance, Xing and Feng (2023, pp. 613-629) illustrated how multimodal intertextuality in advertising shapes social identities and reading positions that enhance promotional efficacy. Similarly, applying Kress and van Leeuwen's visual grammar, Cheong (2004) revealed how compositional features like information value, salience, and framing shape interpretation, while Forceville (2008, pp. 462-481) highlighted the rhetorical power of visual metaphors in persuasion. Further, personalized persuasive strategies integrating text, images, and visual sentiment have proven effective in e-commerce by targeting specific user personas and contexts (Wang et al., 2019). Collectively, these studies underscore the multifaceted nature of multimodal persuasion in commercial discourse.

Stylistic analysis complements multimodal approaches by emphasizing linguistic choices that contribute to persuasion. In business communications, especially for small and medium enterprises, stylistic devices such as lexical selection, syntax, and rhetorical figures are often linked to models like AIDA (Attention, Interest, Desire, and Action). For utilitarian products such as batteries, which balance factual and persuasive content, research shows that effective slogans frequently employ humor and fact-based appeals to foster engagement and encourage positive behavior such as recycling. Such stylistic strategies can enhance how battery labels communicate memorable and impactful messages. Despite the strong theoretical foundation of multimodal and stylistic analyses in advertising, there is a notable gap in applying these frameworks to commercial battery

labels. While broader retail contexts are well studied, the specific interplay between textual stylistics and visual semiotics on battery packaging remains underexplored. Moreover, psychological factors such as brand loyalty and quality perception, key drivers of consumer choice in the battery market, require deeper integration with multimodal persuasive frameworks. Investigating multi-sensory cues and cognitive-emotional appeals on labels offers promising directions to optimize persuasive messaging in this commercially significant domain.

3. Multimodal Stylistics

Multimodal Stylistics is a subfield of stylistics that examines how multiple semiotic modes such as text, image, color, layout, and typography, interact to construct meaning. Initially, stylistics was defined as the study of language in texts, focusing mainly on linguistic features (Simpson, 2004, p. 2). However, with the rise of multimodal texts such as packaging, films, and digital media, the field expanded to analyze both verbal (linguistic) and non-verbal (visual) stylistic choices. Consequently, multimodal stylistics applies stylistic principles to these texts by integrating insights from social semiotics and discourse analysis (Kress & van Leeuwen, 2006, p. 14). As Jeffries & McIntyre (2010, p. 78) explain, it explores how different semiotic modes like language, color, layout, and typography work together to create meaning in communication. Moreover, it focuses on how things are said or shown rather than only on what is said, making it especially relevant for the analysis of product packaging. Building on this foundation, Kress and van Leeuwen (2006), drawing on Halliday's (1978) systemic functional linguistics, outline three cross-mode metafunctions central to multimodal stylistics. The ideational metafunction represents the product's qualities such as power, safety, and durability. The interpersonal metafunction refers to the interaction between the product and the consumer through values of trust and credibility. The textual metafunction concerns the organization of elements into coherent and persuasive structures. Specifically, on battery labels, these metafunctions appear through slogans, visual imagery, and layout choices. Color contributes psychological associations: red conveys urgency, black signifies durability, and green indicates sustainability (Jewitt & Oyama, 2001, p. 145). In addition, typography reinforces these meanings, with bold fonts emphasizing performance claims. Therefore, layout strategies combining verbal and visual signs should be treated as integrated persuasive resources that guide consumer attention through compositional hierarchy (Bateman, 2014, p. 109). In this way, battery labels reveal how multimodal ensembles persuade by merging linguistic assertiveness with visual intensity.

4. Persuasion in Commercial Communication

In the competitive Fast-Moving Consumer Goods (FMCG) market, packaging and labeling act as persuasive tools rather than mere information carriers (Van Leeuwen, 2005, p. 94). Battery labels, as multimodal texts, integrate visual, verbal, and spatial modes to influence consumer perception (Kress & Van Leeuwen, 2006, p. 17). Visual metaphors are common persuasive strategies, simplifying abstract qualities into recognizable images (Forceville, 1996, p. 45). Icons such as lightning bolts symbolize energy and reliability, enabling instant recognition. Layout and hierarchy guide the eye toward brand names, slogans, and key features (Bateman, 2014, p. 99). For example, the Duracell's black-and-copper palette conveys durability and premium value. Energizer's Bunny symbol fosters emotional engagement and consumer loyalty (Machin & Mayr, 2012, p. 56). These strategies realize ideational functions, presenting product qualities, and interpersonal functions, shaping relationships. Labels also meet regulatory and safety requirements through semiotic design. Fonts, colors, and culturally coded symbols instruct users about safe handling (Machin & Mayr, 2012, p. 52). Cautionary colors such as red and yellow highlight warnings for visibility and clarity. Verbal claims like "long-lasting power" combine with bold typography for persuasive coherence. Energetic imagery reinforces verbal promises of performance and reliability. Thus, such design simultaneously attracts consumers and fulfills safety obligations. A multimodal stylistic lens reveals the cultural and commercial embedding of such design choices. Battery labels become sites of meaning-making where branding meets regulation. They condense product identity, technical information, and safety guidelines into compact forms (Jewitt, 2009, p. 24). A multimodal stylistic approach, informed by Kress and Van Leeuwen's (2006) social semiotic model, uncovers how such packaging choices are embedded within broader social, cultural, and commercial frameworks. Ultimately, battery labels operate as condensed multimodal artifacts that inform, warn, and persuade within the quick decision-making context of FMCG retail spaces.

5. Marketing Communication and Stylistic Strategies

Persuasion, in marketing communication, is achieved through the integration of multimodal resources that shape consumer perceptions and decisions (Fill & Turnbull, 2016, p. 4). Product labels, as condensed

communicative texts, employ language, design, and imagery to highlight product benefits and appeal emotionally to consumers. Battery labels illustrate this vividly. Slogans such as “long-lasting power” represent logical appeals (logos), promising efficiency and durability. At the same time, bright colors, bold typography, and lightning motifs evoke energy and excitement, appealing to emotion (Kress & van Leeuwen, 2006, p. 17). Ethos is established through brand credibility, as well-known names like Duracell and Energizer leverage consumer trust (Corbett & Connors, 1999, p. 25). Because batteries are low-involvement, technical products, packaging often becomes the decisive persuasive medium (Rettie & Brewer, 2000, p. 254). Consumers may lack technical knowledge or brand loyalty, making the label itself the primary site of persuasion in fleeting purchase encounters. As Perloff (2020, p. 89) notes, persuasion extends beyond rational claims to include emotional and symbolic cues. Battery packaging, therefore, functions as a “miniature advertisement,” condensing multiple rhetorical appeals into a compact form. Multimodal stylistic analysis helps reveal how textual, visual, and spatial features work together to reinforce brand identity and consumer expectations (Nørgaard, 2010, p. 146). Metallic colors suggest durability, safety icons highlight reliability, and bold graphics symbolize energy (van Leeuwen, 2005, p. 94). These strategies demonstrate that packaging not only informs but also persuades, combining rational information with symbolic meanings (Myers, 1994, p. 53). Ultimately, battery labels exemplify how ethos, pathos, and logos converge across multimodal resources to influence consumer decisions in competitive retail settings.

6. Social Semiotics and Multimodal Persuasive Strategies

In the competitive world of product packaging, the ability to convey meaning quickly and persuasively is essential. Social semiotics provides a powerful framework for understanding how product packaging, including battery labels, conveys persuasive meanings through signs shaped by social and cultural contexts. Meaning-making is seen as a social practice influenced both by producers’ intentions and consumers’ interpretations (van Leeuwen, 2005, p. 3). Building on Halliday’s systemic functional linguistics, Kress and van Leeuwen (2006, p. 41) extend these principles to visual communication. They identify three metafunctions: representational (what is depicted), interpersonal (how consumers are addressed), and compositional (how visual elements are arranged). Battery labels strategically deploy these metafunctions to persuade consumers, employing visual, verbal, and structural modes. Visually, colors and logos play a central role. Colors act as semiotic resources, evoking culturally shared associations; for example, red and yellow connote energy, power, and safety (Machin, 2007, p. 68). Logos and iconic images function as visual metaphors, representing abstract qualities such as vitality, protection, and endurance (Forceville, 2020, p. 57). These visual elements exemplify the representational metafunction, as recognizable signs embody complex concepts such as “long life,” “maximum power,” or “dependability” (Kress & van Leeuwen, 2006, p. 79). The verbal mode complements these visuals through phrases such as “Ultra Power” or “Lasts Longer,” employing intensifiers and comparative forms to appeal to consumers’ desire for durability and quality. This reflects the interpersonal function by positioning consumers as active participants in the brand’s promise and fostering trust (Simpson, 2014, p. 83). In addition, layout and design strategies organize information logically and aesthetically. Typography and font hierarchies emphasize brand names and warnings, capturing attention first. Spatial arrangement conveys Information Value through left/right (Given/New) and top/bottom (Ideal/Real) axes. Framing, both implicit (through positioning, contrast, or isolation) and explicit (through borders), structures connectedness or separation. Saliency, realized through size, color, and contrast, directs attention, while Modality conveys realism or abstraction, aligning images with social norms (Kress & van Leeuwen, 2006, p. 177; Jewitt, 2016, p. 30). Sign placement establishes hierarchical roles, including superordinate, subordinate, and interordinate, defining product identity and authority (Kress & van Leeuwen, 2006, p. 88). Similarly, social distance, realized through close, mid, and long-range perspectives, shapes interaction and engagement. Overall, in small-format battery labels, these multimodal resources compress multiple persuasive strategies into limited space, effectively communicating strength, reliability, and safety while engaging consumers at both conscious and subconscious levels.

7. Methodology

This study adopts a mixed-method design to investigate persuasive strategies in commercial battery packaging through multimodal stylistic analysis. The analysis focuses on seven key visual elements: placement of signs, social distance, information value, framing, saliency, modality, and color, because of their recurrent presence in packaging and their alignment with the three metafunctions of multimodal discourse. In multimodal stylistics research, employing both qualitative and quantitative strategies enables a richer understanding of

complex communicative events. This methodological combination strengthens research outcomes by drawing on the complementary advantages of linguistic analysis and visual/semiotic interpretation, while minimizing their individual weaknesses (Kress & van Leeuwen, 2006, p. 2; Bateman, 2008, p. 17). The data consists of three main categories of commercial batteries: portable, industrial, and automotive. Two labels from each category are analyzed; Duracell, Lithium-Coin Cell, Nickel-Metal Hydride, Green Cell, Flooded Lead-Acid, and Energizer. These were selected to reflect widely used types with distinct functional purposes and communicative demands. Portable batteries emphasize convenience and eco-friendliness, industrial batteries highlight technical precision and durability, and automotive batteries foreground power and safety. Including these categories ensures that the study captures a broad spectrum of persuasive strategies, providing insights into how packaging design adapts to different consumer expectations. Within this framework, data are analyzed to show how visual strategies construct persuasive meanings on battery labels. The focus is on static visual features of packaging, allowing for a comprehensive examination of how form and meaning interact in multimodal discourse. However, the present study is limited by its sample size and the sole focus on visual elements. It is not exhaustive; rather, it is illustrative, providing insights into representative design strategies. The focus is on static visual features of packaging, excluding other marketing channels, and the coding process involves interpretive judgement, which may introduce subjectivity. Therefore, findings should be read as indicative, with further research needed to expand the dataset, incorporate consumer perspectives, and explore cross-cultural design variations.

8. Findings and Discussion

8.1 Discussion of Portable Batteries:

This type of batteries is small and easily portable. It is commonly used in electronic devices such as remote controls, toys, and watches, making it ideal for everyday consumer use due to its portability (Linden & Reddy, 2002, p. 13). The following section presents the analysis and discussion of the selected labels:

Label No. (1): “DURACELL” Battery label:



The table below presents the distribution of semiotic elements in the Duracell battery label. This quantitative overview identifies which visual and textual features are most prevalent, providing a basis for interpreting their persuasive functions.

Table (1): Presence of Semiotic Elements in the Analysis of the Duracell Battery Label:

Semiotic Category	Elements Identified	Presence	Percentage	Metafunction
Place of Signs	Superordinate, Subordinate, Interordinate	3	23.08%	Representational
Social Distance	Clos Shot	1	7.69%	Interpersonal
Information-Value	Top/Bottom Axis	2	15.38%	Compositional
Saliency	Visual prominence through size, contrast and layout	2	15.38%	Compositional
Modality	High Modality	1	7.69%	Interpersonal
Framing	Implicit Framing via layout and background	1	7.69%	Compositional
Color	Symbolic Color Use (Copper, Black, White)	3	23.08%	Compositional
Total		13	100%	

Notably, the quantitative data reveal that Place of Signs and Color categories dominate the label, each occurring three times representing (23.08%) of the total elements. This dual reliance of spatial hierarchy and symbolic color use reflects the core persuasive tools employed in this battery label. According to Kress and van Leeuwen’s (2006) social semiotic framework, these elements are instrumental. They are usually employed to establish brand dominance and evoke trust and performance, representing key themes in battery advertising discourse. Visually, the bold vertical text “DURACELL” functions as the superordinate sign that anchors the design and establishes brand authority. The copper top functions as the subordinate sign, symbolizing iconic brand identity, while the black base with vertical alignment represents the interordinate sign. Together, these

signs construct a representational hierarchy that signifies the product's reliability, longevity, and power. Similarly, the use of symbolic colors such as copper, black, and white communicates the product's energy and durability. These visual codes serve two functions: first, attract consumers' attention, and second, to signal product quality and reliability. They are central to the persuasive appeal of battery packaging.

Information Value and Saliency are moderately represented with two instances each (15.38%). The vertical alignment creates an ideal/real structure, with the copper top at the "ideal" position and the black body at the "real." This top/bottom structure shows that the product embodies both ideal quality performance and practical functionality. The word "DURACELL" appears with very high saliency, written in bold white color, in a large font size, and in a central vertical orientation, contrasting against the black background. It is also reinforced with the copper top that contrasts with the black background and the white bold text. This strategic use of saliency draws the viewer's attention immediately to the brand name. This moderate presence of Information Value and Saliency guides the viewer's attention, leading from the idealized copper section at the top to the real functionality represented by the black base. The less frequent elements are Social Distance, Modality, and Framing, appearing once each (7.69%). These elements enhance interpersonal engagement and realism, making the product appear accessible, tangible, and trustworthy. *The close-up* social distance makes the product appear accessible and personally relevant to the viewer. It reduces the psychological distance and creates a sense of trust and familiarity by inviting the consumer to engage directly with the product. High modality is conveyed through the photographic precision of the image. The battery is presented with photographic precision, realistic shadows, and natural lighting, reflecting how it appears in real life. This level of realism gives the product a reliable, professional appearance. The label employs implicit framing through a centered layout, black background, and lack of other visual signs. This kind of framing directs all the focus on the product by creating a visual framework that conveys clarity, strength, and trust. These elements, despite their lower presence, are used to influence how viewers perceive the product's visual coherence, reality, and proximity. Overall, the Duracell battery label reveals the strategic use of semiotic resources that integrate aesthetics, brand identity, and persuasive messaging to communicate trust and performance. Quantitative analysis underscores the prominence of representational and compositional elements, while qualitative insights show how these features interact to shape persuasive appeals in commercial packaging. These findings confirm that visual elements are deliberately designed to align hierarchical information with consumer psychology, producing a coherent and persuasive packaging discourse. This shows that persuasive strategies in battery labels rely on hierarchical information, aligning with the study's argument.

Label No. (2): Lithium-Coin Cell Battery

The table below summarizes the distribution of semiotic elements in the CR2032 Lithium-Coin Cell battery label, highlighting the visual and textual components that dominate the design and forming the basis for interpreting their role in conveying technical accuracy and consumer trust.



Table (2): Presence of Semiotic Elements in the Analysis of the Lithium-Coin Cell Battery Label:

Semiotic Category	Elements Identified	Presence	Percentage	Metafunction
Place of Signs	Superordinate, Interordinate	2	18.18%	Representational
Social Distance	Clos Shot	1	9.09%	Interpersonal
Information-Value	Top/Bottom Axis (Ideal/Real Layout)	2	18.18%	Compositional
Saliency	Central Placement, Texture Reflection	1	9.09%	Compositional
Modality	High Modality	1	9.09%	Interpersonal
Framing	Implicit Framing via Circular Shape and Clean Background	1	9.09%	Compositional
Color	Metallic Silver/Grey Body, Engraved Text Contrast	2	18.18%	Compositional
Total		10	100%	

The distribution of semiotic elements within the CR2032 Lithium Coin-Cell battery label reveals a minimalist visual strategy. This strategy emphasizes the battery's technical clarity and functional precision. Place of Signs and Color hold the highest frequency (each occurring twice, together accounting for 40% of

the total elements). These elements reflect the label’s deliberate use of spatial hierarchy and monochromatic color schemes. Visually, the text “CR2032 Lithium Cell 3V” signifies the battery’s identity and utility, acting as the superordinate sign. It immediately communicates essential features, including model, type, and voltage. At the top, the plus symbol (+) guides user orientation and supports functional usability, functioning as the interordinate sign. There is no distinct use of subordinate signs. This deliberate design reinforces minimalism and emphasizes technical focus over branding embellishments. The less frequent elements are Information Value and Saliency, which together represent 27.27% of the total distribution. These compositional resources highlight the role of layout and central placement in guiding viewer attention. The label employs a top-to-bottom arrangement: the plus symbol (+) occupies the ideal position at the top, while the text “CR2032 Lithium Cell 3V” appears below, providing real and factual information. This design visually guides the viewer from functional orientation to product identity and technical specification. Saliency is moderate, as all text appears in the same typeface without variation in size, boldness, or color. However, its central placement makes it the main visual focus. Social Distance, Modality, and Framing each appear once (9.09%), yet their communicative role is critical. The label indicates a close social distance, implying immediacy and intimacy by offering the viewer a direct look at the product’s features. Modality is high, as the label is presented in real photographic form, making tangible elements such as material texture and metallic reflection easily discernible. This realism enhances the reliability of the product. Framing is implicit: there are no boxes, shapes, or dividing lines. Instead, the circular shape of the battery itself serves as its natural frame, containing the textual information symmetrically and maintaining visual coherence. Similarly, the Color category contributes 18.18% to the overall distribution. The metallic silver/grey color scheme reflects durability, technology, and efficiency. The absence of additional colors strengthens the functional identity of the product and aligns with its technical application in small, precision-oriented devices. The CR2032 label exemplifies a minimalist and functional visual strategy. Quantitative results underscore the prominence of representational and compositional elements, while qualitative insights reveal how spatial hierarchy, color, and high modality guide consumer perception. This design matches Bateman’s (2014) finding that technical genres are characterized by low multimodal density, where clarity and accuracy take precedence over affective appeal. Together, the label’s restricted resources communicate efficiency, professionalism, and reliability. Such values are crucial in contexts where technical accuracy is paramount. Comparatively, the “Duracell” and “CR2032 Lithium Cell” labels draw upon Kress and van Leeuwen’s (2006) multimodal metafunctions but orchestrate them differently. Both labels illustrate how semiotic modes interact synergistically to align with market positioning and consumer expectations. Duracell’s label highlights the interpersonal dimension of persuasion through symbolic richness and emotive semiotic cues, whereas CR2032 label underscores the representational meaning by prioritizing technical transparency. Both, however, utilize high modality and close social distance, reinforcing realism and consumer trust. Together, these contrasting strategies exemplify the value of multimodal stylistic analysis, reflecting how textual and visual resources shape persuasive packaging discourse across different market products.

8.2 Discussion of Industrial Batteries:

Industrial batteries are high-capacity power batteries. They are designed for durability and reliability to support long-duration applications in sectors like telecommunications. The design of these batteries varies based on demanding environments, including lead-acid, lithium-ion, and nickel-based type (Linden & Reddy, 2002, p 12). The following section presents the analysis and discussion of the selected labels:

Label No. (1): Nickel-Metal Hydride (Ni-MH) Battery



The table below outlines the distribution of semiotic elements in the Nickel-Metal Hydride (Ni-MH). This overview highlights the key visual and textual features, providing a framework for analyzing their contribution to the label’s functional clarity and persuasive effectiveness.

Table (3): Presence of Semiotic Elements in the Analysis of the Nickel-Metal Hydride Battery Label:

Semiotic Category	Elements Identified	Presence	Percentage	Metafunction
Place of Signs	Superordinate (RS Logo), Subordinate (Blue Text box, Black Box), Interordinate (Black Body Text)	3	21.43%	Representational

Social Distance	Close Shot	1	7.14%	Interpersonal
Information-Value	Top/Bottom Axis (Ideal/Real Layout)	2	14.29%	Compositional
Saliense	RS Logo Contrast, Numerical Data Positioning	2	14.29%	Compositional
Modality	High Modality (Photographic Realism)	1	7.14%	Interpersonal
Framing	Implicit Framing via White Background	1	7.14%	Compositional
Color	Black, Blue, White Palette	2	14.29%	Compositional
Total		12	100%	

The distribution of these semiotic elements illustrates that Place of Signs category holds the highest frequency (3 instances, representing 21.43% of the total elements), reflecting a layered spatial hierarchy. Visually, the “RS” logo is prominently positioned as the main recognition point for the viewer. It represents the brand identity of the product, acting as the superordinate sign. This sign is enhanced by the technical information text in the blue box, functioning as a subordinate sign. The black body of the battery, functioning as the interordinate sign, links brand identity and technical attributes to real-world use and international accessibility, thereby reinforcing the superordinate and subordinate signs. Similarly, the Color category (14.29%) emphasizes the purposeful use of black, blue, and white hues to communicate durability, reliability, and clarity. Black represents technical strength, durability, and seriousness. Blue often connotes trust, safety, and reliability. White is used for textual elements to enhance contrast and clarity, symbolizing precision and transparency. This color scheme communicates a straightforward and trustworthy identity of the product.

The less frequent elements are Information Value and Saliense, each accounting for 14.29% of the total elements. These elements play a crucial role in compositional strategies and visual prominence. The organization of the label’s content is structured through the top/bottom axis. The top part, which includes the RS logo and battery type, occupies the ideal position, conveying technological quality and reliability. The bottom part lies in the real position, communicating multilingual information and charging instructions, making the product’s functionality and usability tangible. Saliense is realized as the RS logo stands out against the blue background, immediately drawing attention due to its bold font and boxed outline. This color contrast highlights both legibility and visibility. Another salient element is the numerical data “8.4V, 120mAh,” which is centrally positioned in a mid-size font for technically literate consumers. This balance ensures that both the brand and the technical features are focal points. Social Distance, Modality, and Framing each represent 7.14%, yet their role is significant in establishing an interpersonal connection and visual coherence. The close-up shot raises immediacy and invites direct engagement with the battery, implying it is within the user’s reach. The label demonstrates high modality, presented in a three-dimensional perspective with realistic photographic detail that enhances its credibility and tangible presence. The Ni-MH battery employs minimalist implicit framing, isolated in a clean, black background with no competing elements. This strategy supports clarity and professionalism, ensuring that all attention remains on the battery itself.

In line with Kress and van Leeuwen’s (2006) social semiotic model, the RS battery label shows a deliberate orchestration of representational, interpersonal, and compositional resources to guide consumer engagement and affirm technical reliability. Its professional blue–black–white palette and structured information hierarchy reinforce positioning in technical and industrial markets: blue signals trust and safety, while the prominent RS logo establishes brand authority. In industrial contexts, such cues reduce risk and align the product with engineering standards, strengthening RS’s identity as a dependable supplier of precision components. Overall, the label’s technically informative and visually precise design communicates clarity, professionalism, and international usability, appealing to knowledgeable and technical users.

Label No. (2): Green Cell Battery Label



The table below summarizes the distribution of semiotic elements in the Green Cell battery label. The distribution shows the key features, forming the basis for examining how the label conveys identity, reliability, and usability.

Table (4): Presence of Semiotic Elements in the Analysis of the Green Cell Battery Label:

Semiotic Category	Elements Identified	Presence	Percentage	Metafunction
Place of Signs	Superordinate (Green Cell®), Subordinate (Green Label with Features), Interordinate (Icons, Weight Spec)	3	21.43%	Representational
Social Distance	Mid-Close Shot	1	7.14%	Interpersonal
Information-Value	Left/Right Axis (Given/New), Top/Bottom Axis (Ideal/Real)	2	14.29%	Compositional
Saliency	Lime-Green Panel, Bold Specs (12.8V, 200Ah), Green Cell Logo	2	14.29%	Compositional
Modality	High Modality (Photorealism, Textures, Shadows)	1	7.14%	Interpersonal
Framing	Implicit Framing (White Background), Internal Framing (Green Label Box)	2	14.29%	Compositional
Color	Green, Black, White Palette	2	14.29%	Compositional
Total		13	100%	

The distribution of these semiotic elements affirms that the highest presence is dominated by the Placement of Signs (3 instances, representing 21.43% of the total elements), which reflects a deliberate use of spatial hierarchy. Visually, the placement, size, and color contrast of the brand name “Green Cell®” make it the dominant visual element, communicating the product’s identity and acting as the superordinate sign. While the bright green label that contains keywords such as “CUBE,” and “LiFePO₄.” functions as the subordinate sign, highlighting its technological features. These qualities are further linked to practical functions by the interordinate signs, such as icons and the weight specification, connecting the brand’s promise of innovation and performance with real-world technical functionality. Likewise, the color scheme contributes 14.29% to the total distribution. It plays a primary role in the label’s persuasive appeal by enhancing both aesthetic impact and symbolic value. The label’s design is dominated by three colors: green, black, and white, which strategically employed as a means of persuasion to attract viewers’ attention. The green color supports the ‘Fresh Energy’ slogan of the product, as it is commonly associated with eco-friendliness, innovation, and energy. The black color denotes strength and technological power, enhancing the product’s reliability and durability. White, on the other hand, is predominantly used for textual elements, creating a sense of clarity and balance in the overall image.

The less frequent elements are the Information Value and Saliency, each contributing 14.29% to the total distribution, playing a crucial role in the spatial arrangement and visual prominence of the product. The organization of the label’s content is structured with two axes: left/right and top/bottom. The left green section, beginning with “CUBE” and other features, communicates the product’s durability and technological enhancement. The other visual elements on the right, such as “12.8V,” “200Ah,” and “LiFePO₄,” offer technical information about the battery. The upper vertical part occupies the ideal position. The lower part represents the real, making the product’s functionality and usability tangible. In this kind of framing, the Green Cell batteries combine innovation with real-world durability and practicality. It is used to guide the viewer’s attention from brand identity to technical details. This efficient information processing is achieved through a combination of implicit and internal mechanisms, creating compositional clarity. Visual prominence is created through the use of a lime-green panel, bold typography, and color contrasts, ensuring immediate visibility of key information. The most visually salient element is the bright lime-green panel, which draws attention through its high contrast against the black covering. Bold typography, use of icons and blocks of color, and the color scheme signify freshness, sustainability, and technological sharpness. Besides, the brand name “Green Cell” carries visual weight due to its position and strong contrast.

Social Distance and Modality are the least represented elements (each contributing 7.14% to the total distribution). These elements function critically. The label captures intermediate social distance, promoting a professional relationship with the viewer. It implies that the viewer is a responsible, knowledgeable user or technician, rather than a casual buyer. In this way, it is suitable to inform users who require detailed inspection of product features. The “Green Cell” label shows high modality. It employs realistic proportions, clear

lighting, and natural shadows. High modality enhances the product's credibility, facilitating consumer trust. As a visual semiotic element, framing represents 14.29% of the total distribution. The label is visually isolated with a plain white background. This implicit framing draws exclusive focus to the product. It is used to guide the viewer's attention from brand identity to technical details. This efficient information processing is achieved through a combination of implicit and internal mechanisms, creating compositional clarity.

According to Kress and van Leeuwen's (2006) social semiotic framework, the Green Cell battery label is a sample that exemplifies a harmonious arrangement of multimodal resources. It integrates a vivid lime-green panel with technical specifications. This integration bridges advanced technology with environmental values, creating appeal that is increasingly important in both consumer and B2B energy markets. The color choice taps into the global symbolism of "green" as being sustainable and clean, reassuring professional buyers of high performance. This eco-coded use of green supports Machin and Mayr's (2012) argument that color symbolism operates as a key semiotic strategy in environmentally branded products.

At this point, a broader perspective reveals that these semiotic strategies are not confined to a single label but contribute to a comparative discourse across battery labels. The analysis of the RS Nickel-Metal Hydride and Green Cell Lithium-Ion battery labels demonstrates how multimodal semiotic resources are strategically employed to craft distinct persuasive appeals. Both labels, according to Kress and van Leeuwen's (2006) social semiotic theory, serve as compact multimodal texts, yet they differ in the orchestration of visual and textual elements to align with their specific communicative purposes. The RS label leans towards functional clarity and technical credibility through a minimalist design that appeals to users who prioritize reliability and precision. The Green Cell label strategically combines environmental values with modern aesthetics, making a dual persuasive appeal to both eco-conscious consumers and industrial professionals. Both designs illustrate the dynamic interplay of representational, interpersonal, and compositional metafunctions in shaping persuasive packaging discourse.

8.3 Discussion of Automotive Batteries:

Automotive batteries are rechargeable batteries, based on lead-acid technology. They provide the electrical power to start a vehicle's engine and to operate its electrical systems. They vary in size, capacity, and design to meet the energy demands. They are widely used in vehicles, hybrid vehicles, and electric vehicles (Rand et al., 2004, p. 12). The following section presents the analysis and discussion of the selected labels:

Label No. (1): FLOODED Battery Label



The table below clarifies the distribution of semiotic elements in the Flooded battery label. This distribution points to the dominant features, offering a basis for investigating how the label's design communicates reliability, efficiency, and product identity.

Table (5): Presence of Semiotic Elements in the Analysis of the Flooded Lead-Acid Battery Label:

Semiotic Category	Elements Identified	Presence	Percentage	Metafunction
Place of Signs	Superordinate ("FLOODED"), Interordinate ("T-SERIES", "AUTOMOTIVE"), Subordinate (Logo, background symbol)	3	21.43%	Representational
Social Distance	Mid-Close Shot (entire front face visible)	1	7.14%	Interpersonal
Information-Value	Top zone ("FLOODED"), Middle zone ("T-SERIES", "AUTOMOTIVE"), Bottom-left (Logo)	2	14.29%	Compositional
Saliency	"FLOODED" (bold, white, large), "AUTOMOTIVE" (green, directional arrow)	2	14.29%	Compositional

Modality	Photorealistic rendering of battery with shadows and terminals	1	7.14%	Interpersonal
Framing	Internal framing (label segments), External framing (isolated image)	2	14.29%	Compositional
Color	Dark blue, white, green, red (background, text, terminals)	2	14.29%	Compositional
Total		13	100%	

The prominence of Place of Signs (3 instances, representing 21.43% of the total elements) over other semiotic elements reflects a deliberate deployment of spatial hierarchy to guide viewer attention and structure the label's visual and informational emphasis. **Visually, the term "FLOODED" occupies the top center of the label, introducing the core product category, functioning as the superordinate sign.** The phrases "T-SERIES" and "AUTOMOTIVE" act as interordinate signs. They provide sub-categorizations that situate the product within its technical specifications and usage type. The **Energy logo** at the bottom left and the minimal visual graphic in the background are **subordinate signs**. These **subordinate signs** have secondary function. They offer branding and aesthetic depth but do not carry the primary semantic weight.

The compositional elements of Information Value, Saliency, Framing, and Color (each contributing 14.29% to the total distribution) reveal a balanced visual strategy that guides viewer attention and organizes meaning. Two axes structure the spatial layout: top/bottom and left/right. The word "FLOODED" occupies the top zone, holding the ideal position and emphasizing the key attribute. The middle horizontal band features "T-SERIES" and "AUTOMOTIVE" in the real zone, providing usable and technical information. The bottom-left corner includes the brand logo, supporting brand identity and credibility. Saliency is established through typographic and chromatic contrasts: "FLOODED," written in bold white, large font on a dark blue background, functions as the most salient element, while "AUTOMOTIVE," in bright green with a directional arrow, achieves additional saliency. The brand logo and background symbol remain less salient, serving supportive functions. Framing is realized through internal segmentation, with clear horizontal bands, a dark blue background, white blocks, and colored text, while external framing isolates the label with a clean cutout. The color scheme supports both symbolic and functional meanings: dark blue communicates professionalism, white symbolizes clarity, bright green conveys freshness and highlights the application area, and red emphasizes safety awareness. Although Social Distance and Modality each occur once (7.14%), their communicative value is significant. The mid-close shot makes the front face of the product visible, including terminals and label, creating a professional distance that emphasizes practical usability. The high modality of the battery image, constructed through three-dimensional photographic rendering, visible handle, and colored terminals, enhances realism, reliability, and consumer trust.

Aligned with Kress and van Leeuwen's (2006) model, this label exemplifies how representational and compositional resources are combined to project professionalism, reliability, and accessibility. The design strategy blends technical specificity, such as the "T-SERIES" nomenclature, with intuitive recognition through the prominent "FLOODED" cue. This balance strengthens trust among informed users, mechanics, and fleet managers by addressing both functional performance and brand credibility.

Label No. (2): Energizer Battery Label



The figure below presents the distribution of semiotic elements in the Energizer battery label. It foregrounds the key visual and textual features, forming the basis for examining how these resources construct clarity, precision, and persuasive impact.

Table (6): Presence of Semiotic Elements in the Analysis of the Energizer Battery Label:

Semiotic Category	Elements Identified	Presence	Percentage	Metafunction
Place of Signs	Superordinate ("Energizer"), Interordinate ("EFB"), Subordinate (Red box with specs)	3	21.43%	Representational
Social Distance	Medium shot (3/4 frontal view)	1	7.14%	Interpersonal

Information-Value	Left/Right axis (Given/New layout)	2	14.29%	Compositional
Saliency	“Energizer” text, Red “START-STOP” block	2	14.29%	Compositional
Modality	Photographic realism (shadows, textures)	1	7.14%	Interpersonal
Framing	Implicit framing via color and layout zones	2	14.29%	Compositional
Colour	Black, red, white, silver (symbolic/function)	2	14.29%	Compositional
Total		13	100%	

The distribution of these semiotic elements clarifies that the highest presence is dominated by the Place of Signs (three instances, representing 21.43% of the total elements), showing a deliberate use of spatial hierarchy. Visually, the word “Energizer” operates as the superordinate sign. It is the most prominent feature on the label, rendered in bold italicized typography, representing energy, motion, and continuity. This brand name forms the core of the persuasive message. The red “EFB” text, placed directly beneath the brand name, functions as the interordinate sign, while the textual elements within the red box on the left operate as subordinate signs. This layered semiotic structure communicates both the symbolic and utilitarian value of the product. The less frequent elements are Information Value, Saliency, Framing, and Color, each contribute 14.29% to the total distribution, demonstrating a balanced design strategy that organizes meaning and enhances persuasion. The label adopts a strong left/right axis layout. The left side, dominated by the red vertical box, represents technical and functional information, while the right side contains the brand name “Energizer” and the EFB label, functioning as persuasive cues of innovation and reliability. Information Value is thus realized through the Given/New layout. Saliency is achieved through typographic and chromatic prominence: “Energizer,” in large italicized black font against a white background, is the most salient element, while the red block containing “START-STOP” in bold white capitals emphasizes the product’s suitability for vehicles with start-stop systems. This dual saliency strategy guides viewers to interpret the battery as both powerful and purposeful. Framing is implicit, realized through contrast, layout segmentation, and color zones. The red box on the left frames technical details, while the centered battery image on a white background isolates the product, drawing exclusive focus to the label. Color also functions persuasively: black denotes strength and durability, red symbolizes urgency and innovation, white ensures clarity and legibility, and silver communicates modernity and technological advancement. Together, these colors blend trust, expertise, and energy.

Although Social Distance and Modality each appear once (7.14%), their communicative roles are critical. The battery label is presented in a medium shot. The viewer is neither too distant nor too intimate with the product. This enhances the product’s **credibility and approachability**. This positioning invites consumers to **assess the battery’s features with confidence**. The label shows **high modality**. The image of the battery is offered with **photographic clarity** and detailed texture, making the product seem tangible, credible, and technically reliable. This level of modality improves the **truth value** of the image, promoting **trust and professional integrity**. The Energizer EFB label demonstrates multimodal coherence by pairing symbolic value with functional credibility, aligning with Kress and van Leeuwen’s (2006) framework of multimodality. The italicized brand name, red “START-STOP” block, and structured layout make the design to appeal simultaneously to retail buyers and trade customers. This strategic combination enhances Energizer’s competitive position in the automotive battery market by aligning brand symbolism with functional reliability.

Viewed comparatively, the analysis of the Flooded Lead-Acid and Energizer EFB battery labels highlights how multimodal semiotic resources are deployed to craft distinct communicative strategies, aligned with product identity and consumer expectations. The two labels exemplify distinct realizations of Kress and van Leeuwen’s (2006) representational, interpersonal, and compositional metafunctions. The Flooded Lead-Acid label integrates these metafunctions in a way that privileges functional classification and technical transparency, whereas the Energizer label employs them to construct a persuasive narrative of technological innovation and next-generation reliability suited to vehicles with start-stop systems. Together, these labels demonstrate how semiotic design in automotive battery packaging negotiates between technical specification and brand-driven persuasion, depending on market positioning and consumer expectations.

9. Conclusion

This study has demonstrated that commercial battery labels use multimodal strategies to construct persuasive appeals. Through the lens of Kress and van Leeuwen's (2006) visual grammar, it becomes evident that packaging is a site of complex semiotic activity where image, text, and design collaborate to shape consumer perceptions. The study revealed how stylistic choices serve rhetorical and branding purposes by analyzing representational, interpersonal, and compositional meanings. Battery labels employ salient typography, color symbolism, and compositional logic to persuade consumers about product reliability, power, and technological excellence. Thus, the study contributes to the growing field of multimodal stylistics and highlights the value of visual grammar as an analytical tool. It also invites future research into cross-cultural interpretations of packaging or consumer response studies that can validate the persuasive efficacy of these semiotic resources. Ultimately, the findings suggest that even the smallest design decisions on battery labels play a significant role in shaping how products are perceived, trusted, and selected in the marketplace. The findings highlight the utility of multimodal stylistic analysis in uncovering how visual and verbal features work together to influence consumer perception. This knowledge enables marketers to design packaging that engages viewers more effectively. Future research might consider cross-cultural differences in semiotic interpretation or incorporate consumer response studies to validate the persuasive efficacy of design elements. While these findings highlight key persuasive strategies in battery label design, they are based on a small, illustrative sample and should be interpreted as indicative rather than representative of the entire market.

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