

**AN ANALYSIS OF PERSUASIVE LANGUAGE USED IN AIRLINE'S PRESS  
RELEASES: A CASE STUDY OF ETIHAD AIRWAYS**

A MASTER'S PROJECT

BY

KESAMA TRAIRATTANANUSORN

**Presented in Partial Fulfillment of the Requirement for the  
Master of Arts Degree in English  
at Srinakharinwirot University**

**March 2009**

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**Abstract**

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การวิเคราะห์ภาษาที่ใช้เพื่อการโน้มน้าวใจในข่าวประชาสัมพันธ์ของสายการบิน

กรณีศึกษาของสายการบินเอทีฮัด

บทคัดย่อ

ของ

เกษมา ไตรรัตน์านุสรณ์

เสนอต่อบัณฑิตวิทยาลัย มหาวิทยาลัยศรีนครินทรวิโรฒ เพื่อเป็นส่วนหนึ่งของการศึกษา

ตามหลักสูตรปริญญาศิลปศาสตรมหาบัณฑิต สาขาวิชาภาษาอังกฤษ

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The purpose of this study was to analyze and identify which persuasive strategies were frequently used in the content of Etihad Airways press releases. Additionally, it was designed to find out persuasive language including power verbs, adjectives and adverbs used in the press releases, and to compare the number of occurrences of persuasive words in each persuasive strategy. Fifty press releases of Etihad Airways published in Thailand during the period of January 2006 – December 2006 were selected and classified into five groups following the persuasive strategies. The results revealed that the stimulus response strategy (38%) was the most used in the content, followed by cognitive (26%), personality (8%), motivational (6%) and social strategy (4%). The possessive adjective *our*, the descriptive adjective *Etihad Airways*, the adverb *also* and the verb *provide* were the most used persuasive words. Although the word *Etihad Airways* was used at the highest level in all strategies, the word *new* was also found to a high degree.

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วัตถุประสงค์ของงานวิจัยนี้เพื่อวิเคราะห์เนื้อหาในข่าวประชาสัมพันธ์ของสายการบินเอทิฮัด ว่าใช้กลยุทธ์ในการโน้มน้าวใจใดมากที่สุด และตรวจสอบถึงความถี่ของแต่ละกลยุทธ์ที่ใช้นอกจากนั้น ยังวิเคราะห์ถึงภาษาที่ใช้เพื่อการโน้มน้าวใจที่ปรากฏในข่าวประชาสัมพันธ์ของสายการบินเอทิฮัด อันประกอบไปด้วย คำกริยา คำคุณศัพท์ และคำวิเศษณ์ รวมถึงการนำเอาผลวิจัยมาเปรียบเทียบเพื่อหาคำที่ดึงดูดใจผู้อ่านมากที่สุด โดยได้นำข่าวประชาสัมพันธ์ของสายการบินเอทิฮัด 50 ข่าวที่ได้นำเสนอในช่วงเดือนมกราคม 2549 ถึง ธันวาคม 2549 มาวิเคราะห์เพื่อหาภาษาที่ใช้ในการโน้มน้าวใจ ผลการศึกษาสรุปได้ว่ากลยุทธ์สิ่งเร้า-ตอบสนอง (Stimulus-Response Strategy) พบมากที่สุดถึง 38% ลำดับรองลงมาคือ กลยุทธ์ทางปัญญา (Cognitive Strategy) (26%) กลยุทธ์การสร้างภาพลักษณ์ (Personality Strategy) (8%) กลยุทธ์การจูงใจ (Motivation Strategy) (6%) และกลยุทธ์ทางสังคม (Social Strategy) (4%) ตามลำดับ ภาษาที่ใช้เพื่อการโน้มน้าวใจที่ปรากฏมากที่สุดในแต่ละชนิด ประกอบไปด้วย คำคุณศัพท์ที่แสดงความเป็นเจ้าของ (possessive adjective) ได้แก่ คำว่า *our* คำคุณศัพท์บอกลักษณะ (descriptive adjective) ได้แก่ คำว่า *Etihad Airways* คำวิเศษณ์ (adverb) ได้แก่ คำว่า *also* และคำกริยา (verb) ได้แก่ คำว่า *provide* อย่างไรก็ตาม ถึงแม้ว่าคำว่า *Etihad Airways* จะถูกใช้มากที่สุดในเนื้อหาของข่าวประชาสัมพันธ์ของสายการบินเอทิฮัด แต่คำว่า *new* ก็ยังคงเป็นคำใช้มากในการโน้มน้าวใจคนอ่านโดยทั่วไป

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The master's project advisor, chair of the English program, and oral defense committee have approved this master's project *An Analysis of Persuasive Language Used in Airline Press Releases: A Case Study of Etihad Airways* by Kesama Trairattananusorn as partial fulfillment of the requirements for the Master of Arts degree in English of Srinakharinwirot University.

Master's Project Advisor

.....  
(Associate Professor Dr. Tipa Thep-Ackrapong)

Chair of the English Program

.....  
(Dr. Walaiporn Chaya)

Oral Defense Committee

.....Chair  
(Associate Professor Dr. Tipa Thep-Ackrapong)

.....Committee  
(Assistant Professor Tuanta Laosooksri)

.....Committee  
(Mr. Peter Fayers)

.....Committee  
(Mr. Martin Grose)

This master's project has been approved as partial fulfillment of the requirements for the Master of Arts degree in English of Srinakharinwirot University.

..... Dean of the Faculty of Humanities  
(Associate Professor Chaleosri Pibulchol)

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# TABLE OF CONTENTS

Chapter	Page
1. INTRODUCTION	
Rationale of the Study.....	1
Objectives.....	3
Scope of the Study.....	3
Definition of Terms.....	3
Significance of the Study.....	7
2. REVIEW OF RELATED LITERATURE	
Public Relations Communication and Persuasion.....	8
Public Relations Writing Styles.....	13
Characteristics of a Press Release.....	14
Adjectives.....	16
Adverbs.....	19
Verbs.....	20
Previous Research.....	21
Conclusion.....	23
3. METHODOLOGY	
Data Collection.....	24
Procedures.....	24
Data Analysis.....	25
Conclusion.....	25

## TABLE OF CONTENTS (continued)

Chapter	Page
4. RESULTS	
Types of Persuasive Strategies Employed.....	28
Frequency of Persuasive Language Used in Each Strategy.....	29
A Discussion of the Results.....	56
5. CONCLUSION AND DISCUSSION	
Conclusion.....	59
Discussion.....	60
Limitations.....	61
Recommendations for Future Research.....	62
Summary.....	62
REFERENCES.....	65
APPENDIX.....	66

## LIST OF TABLES

Tables	Page
1 Frequency of Persuasive Strategies.....	28
2 The Frequency of Descriptive Adjectives Found in the Stimulus Response Strategy.....	32
3 The Frequency of Adverbs Found in the Stimulus Response Strategy.....	33
4 The Frequency of Verbs Found in the Stimulus Response Strategy.....	35
5 The Frequency of Descriptive Adjectives Found in the Cognitive Strategy.....	39
6 The Frequency of Adverbs Found in the Cognitive Strategy.....	40
7 The Frequency of Verbs Found in the Cognitive Strategy.....	41
8 The Frequency of Descriptive Adjectives Found in the Motivation Strategy....	44
9 The Frequency of Adverbs Found in the Motivation Strategy.....	45
10 The Frequency of Verbs Found in the Motivation Strategy.....	46
11 The Frequency of Descriptive Adjectives Found in the Social Strategy.....	49
12 The Frequency of Adverbs Found in the Social Strategy.....	50
13 The Frequency of Verbs Found in the Social Strategy.....	51
14 The Frequency of Descriptive Adjectives Found in the Personality Strategy..	53
15 The Frequency of Adverbs Found in the Personality Strategy.....	54
16 The Frequency of Verbs Found in the Personality Strategy. ....	55

## LIST OF FIGURES

Figures	Page
1 The Frequency of Possessive Adjectives Found in the Stimulus Response Strategy.....	30
2 The Frequency of Possessive Adjectives Found in the Cognitive Strategy.....	36
3 The Frequency of Possessive Adjectives Found in the Motivation Strategy.....	43
4 The Frequency of Possessive Adjectives Found in the Social Strategy.....	48
5 The Frequency of Possessive Adjectives Found in the Personality Strategy.....	52

# **CHAPTER I**

## **INTRODUCTION**

### Rationale of the Study

Etihad Airways is the national airline of the United Arab Emirates (UAE) based in the UAE's capital, Abu Dhabi. It was established in July 2003 by a decree of the UAE Government. Since its inaugural flight on November 5, 2003, the airline has strategically increased the number of destinations it flies to, adding at least one route each month. It currently offers flights to 45 destinations across the Middle East, Europe, North America, Africa and Asia. Etihad is one of the fastest growing airlines in aviation history under the slogan "changing the way people see the world." Obviously this airline is currently at the level of building brand awareness. During the year 2006, the company launched its double flights to the Thai market and also introduced a lot of worldwide campaigns. Etihad Airways selected the international public relations agency "Fleishman-Hillard," one of the fastest growing and most successful communications companies in the world, to create strong messages through press releases promoting its brand for global communication. Their messages do not only support the company's new destinations but also convince people to believe in its services and products.

In communication writing, body gestures or tone of voice is not a part of meaning. Therefore, the writers have to express their ideas through their words, sentences, and paragraphs. The style of language used has an important role in this area because it is a powerful tool to entice people to follow the story. Fileden,

Fileden and Dulek (1984, p.19) say, “Style: that choice of words, sentences, and paragraphing, which, by virtue of being appropriate to the message situation and to the relative power position of writer and reader, will produce the desired reaction and result.” Different language styles are used for different purposes. Therefore, studying the style of language used in Etihad Airways press release is interesting.

A press release is usually written on a company’s letterhead; it is used for a variety of purposes: to announce a new product, inform about personnel changes, disclose company earnings, preview a coming event sponsored by a group – whatever new information an organization wants to get into the media (Hutchison, 1996, p.303). According to Treadwell and Treadwell (2000, p.22), “Public relations writing is writing designed to initiate, develop or sustain positive attitudes and behavior in groups of people who can affect an organization’s well-being.” The message of public relations always drives in the same way as the purpose for persuasion. Obviously press release is the most favorite persuasive material in public relations writing field.

In this research, the researcher analyzed persuasive messages in Etihad Airways press releases because the language and styles used are created to attract the public’s interests. Etihad Airways is the latest and fastest growing airline in this market. Their messages in press releases are generated to capture the attention of the target audience and to persuade people around the globe. Therefore, learning how Etihad Airways uses effective local and global airline press releases to persuade people will be very useful for all, especially those who are interested in the airline field.

## Objectives

The objectives of the research are as follows:

1. To analyze and identify which persuasive strategies are most frequently used in the content of Etihad Airways press releases.
2. To investigate the frequency of each persuasive strategy employed by Etihad Airways in their press releases.
3. To identify the persuasive language, including power verbs, descriptive adjectives, possessive adjectives and adverbs, used in Etihad Airways press releases.
4. To complete and analyze the number of occurrences of persuasive words in each persuasive strategy and find out which persuasive language is most used in all the strategies.

## Scope of the Study

The study focused on 50 press releases of Etihad Airways that were published in Thailand during the period of January 2006 – December 2006.

## Definition of Terms

There are terms in this research which are defined as follows:

**Press release** refers to Etihad Airways public relations materials which are designed to encourage customers or passengers to use the company's services and products.

**Persuasive language** refers to adjectives, adverbs and verbs applied in the airline's press releases to persuade people to use its products and services.

**Power Verb** refers to an action verb that is used to stimulate or motivate people immediately. This kind of word is generally employed to create a specific image in the passenger's mind. For example:

Etihad Airways *gears up* for expansion in the Thailand market (May 15, 2006).

This kind of verb includes finite and non-finite verbs. A finite verb is a main verb that agrees grammatically with the subject. Non-finite verbs consist of the infinitive or present and past participles. For example:

Example 1: She *wants* to go *shopping*. The verb *want* is the main verb. The gerund *shopping* functions as a noun, but in this research it is also counted as a verb.

Example 2: *Added* to this, Etihad Airways is also offering a special price for Coral Zone (Economy Class) passengers from Bangkok to Europe, with return flights *starting* from THB 23,335. (Free Flight to Koh Samui for Etihad Guests, October 27, 2006). The word *added* is a past participle and the word *starting* is a present participle. Both of them are non-finite verbs.

**Adverb** refers to a word that modifies the verb and adjective to reinforce the word, making the airline more attractive. For example:

Etihad Airways *now* flies *non-stop* to New York (November 2, 2006).

**Descriptive adjective** refers to a word that is used to describe one of the airline's attributes. The reader can imagine and see the character of the airline clearly after reading it. For example:

*New* aircraft arrival makes Etihad's fleet one of the *youngest* in the industry (October 10, 2006).

In this research, the descriptive adjective also refers to a word that is used to modify a noun phrase. In addition, the product name, campaign title, company brand,

activity term, and place name are counted as descriptive adjectives if they are used to modify a noun phrase. For example:

1. Noun phrase: *return* ticket, *loyalty* program, *hotel* recommendation
2. Passive voice: Etihad Airways is *delighted* to be adding Jeddah to our global network (Etihad to fly to third KSA destination, July 4, 2008).
3. Past participle: *added* value, *completed* form
4. Product name: *Etihad* Guest Program, *Pearl Zone* Seating.
5. Campaign title: *Swing on the Wing* Competition.
6. Company brand: *Barclay* Capital.
7. Activity term: *Green Charity* Project.
8. Name place: *Abu Dhabi International* Airport.
9. Destination: *Paris* route, *Manchester* destination.

**Possessive adjective** refers to a word that is used to indicate the airline's distinctiveness. It mostly comes from a quote of the airline's executive or its celebrity creating credibility of its product. It is used to convince people to feel that they are a part of the airline, and they will fly the airline enjoying comfortable service and company. For example:

Geert W. Boven, Acting CEO of Etihad Airways says, "With *our* hospitality-orientated approach, Etihad Airways is certain to raise a few eyebrows amongst *its* peers, many of whose frequent flyer-related schemes remained relatively unchallenged by the industry until now." (James Hogan appointed Chief Executive of Etihad Airways, November 10, 2006)

In this sentence, the words *its* and *our* are possessive adjectives that are used to represent Etihad Airways.

**Persuasive strategies** refer to the five basic designs of persuasion as follows:

**Stimulus-response design** refers to the stimulus response strategy. People can automatically take an action after certain stimuli, such as introducing a product or a service. For example:

*Countdown to launch of Etihad rewards programme (August 25, 2006).*

**Cognitive design** refers to a reason used to persuade customers. In this design, the information is usually rational and accommodating to people's needs. For example:

Organizational information: *Etihad ensures guest awareness of new EU hand baggage regulations (November 9, 2006).*

**Motivational design** involves stimulating the customer's demand. Airline sale promotions are the most preferable to serve people's needs. For example:

The discount promotion: *Free flight to Koh Samui for Etihad Guests (October 27, 2006) or Etihad's dream ticket (October 24, 2006).*

**Social design** concentrates on social norms, group decision-making or a public commitment. The impact of social influence can have a powerful impact on people's attitudes and behavior. For example:

*Etihad Airways signs major financing deal for five Boeing 777-300ER aircraft (January 31, 2006).*

**Personality design** refers to a product self's image. All the rewards of Etihad Airways represent an image of the company. For example:

*'Flat-Out' – Etihad voted world's leading new airline (October 16, 2006).*

### Significance of the Study

This study will be beneficial as follows:

1. The study of airline press releases can be useful for both readers in general and junior writers who aspire to being a public relations copywriter. They both will learn and understand techniques of the language used and ways to communicate with readers effectively.
2. This research will provide guidelines for writing airline press releases. The writer will learn how to write in a context and use strategies to persuade people.

### Summary

In short, this study aimed to analyze language styles in airline press releases in respect of persuasive communication. Fifty Etihad press releases from January 2006 – December 2006 were studied with four main objectives: to analyze and identify which persuasive strategies were most used in the content of Etihad Airways press releases, to investigate the frequency of each persuasive strategy, to identify the persuasive language, including power verbs, adjectives and adverbs used in press releases, and to compare the number of occurrences of persuasive words in each persuasive strategy.

## **CHAPTER II**

### **REVIEW OF THE RELATED LITERATURE**

In this chapter, there are four main sections discussing the following topics: public relations communication and persuasion, public relations writing styles, grammatical points including types of adjectives, adverbs and verbs and the related research.

#### Public Relations Communication and Persuasion

Public relations is one kind of communication approach which is used by a company to create a good relationship with the public. With reference to Hutchison (1996, pp.301), “the purpose of public relations communication is to persuade.”

Persuasive communication is a way to drive messages, make requests or persuade someone to do something. According to Treadwell and Treadwell (2000, p.341), persuasion is not just the ability to sell or promote; it may include drawing people’s attentions in practical ways of putting sentiment into practice. Persuasion can be defined as the combined efforts of source and receiver to create a state of identification between them through the use of message.

According to Aristotle (cited in Wilcox, Ault & Agee, 1992, p.239), there are three persuasive modes. Aristotle explains these appeals as ethos (behavior) referring to source credibility, logos (cognitive) referring to the appeal of reason, and pathos (affective) referring to the appeal of emotion. Newsom, Turk and Kruckeberg (1996, p.202) point out that “there are five specific strategies to enlist compliance:

stimulus-response, cognitive, motivational, social appeal and personality appeal.” Moreover, Lerbinger (1972) explains that there are five basic designs for persuasive communication. His five designs perform the same function as the persuasive strategies and are discussed below.

### *1. Stimulus-Response*

In general, people are stimulated to change their behavior or respond to something new. Lerbinger (1972, p.55) says, “The stimulus-response (S-R) design is the economy, stripped-down model of attitude change.” It fundamentally applies to establishing meaning and reputation of a new association in people’s minds. There are many ways to arouse public interest, such as using a slogan, catchy words and others. There are many new products appearing in Etihad Airways press releases. The following examples show the strategy of stimulus-response used in Etihad Airways press releases.

Example 1: Etihad Airways capitalizes on 25th anniversary of frequent flyer programs to revolutionize loyalty and travel rewards scheme (August 18, 2006).

Before Etihad Airways launched the press release of its frequent flyer program, they had distributed two teaser press releases and the above is the first one. Etihad Airways distributes this press release as a teaser, which is a technique that is used to repeat a message arousing people to follow a story. As Etihad Airways has never had a frequent flyer program before, the title of this press release arouses people by informing them that Etihad Airways from now on has a program emphasizing the loyalty and travel rewards program.

Example 2: Countdown to launch of Etihad rewards program (August 25, 2006).

This is the second teaser press release of Etihad frequent flyer program.

Lerbinger (1972, p.61) says that the most preferable technique for stimulus response design is repetition. The title of this press release stimulates people to follow the subsequent issue of Etihad Airways new program: the frequent flyer.

Example 3: Etihad Airways gears up for expansion in the Thailand market (May 15, 2006).

This sentence encourages people to rely on the performance of the airline. Etihad Airways currently looks forward to serving Thai people, who are persuaded to use the service of the airline.

## 2. *Cognitive*

The cognitive design is a rational design of message. Newsom, Turk and Kruckeberg (1996, p.203) say, “The cognitive strategy reasons that learning factual information in the context of message can persuade if the information is retained.” It is not just a word or slogan, but a fact-based message that will convince people to believe in its product. “The use of the cognitive design implies a preference for rational appeals over emotional ones.” (Lerbinger, 1972, p.72) Here, it is understood that motivation or stimulus is not necessary because the factual information is important enough to influence people. These messages are generally employed to support the company’s activities that affect public interests. Below are some examples:

Example 1: Etihad ensures guest awareness of new EU hand baggage regulations (November 9, 2006).

The fact that Etihad ensures guest awareness of new EU hand baggage regulations is important information that people want to know because travelers

have to follow the EU regulations when they travel to Europe. The message concerns the nation's rule that affects the passenger's behavior.

Example 2: James Hogan appointed Chief Executive of Etihad Airways (November 10, 2006).

This example concerns an executive appointment press release and not only informs the airline's employees and public but also provides the reasons why an executive has been appointed. As he is in charge at the highest level of the airline, his background and performance should be revealed to the public.

### 3. *Motivational*

An internal stimulus is required to make a motivational strategy. Newsom, Turk and Kruckeberg (1996, p.203) state, "The motivational strategy involves creating a need or stimulating a desire or want." The product is assigned a suitable personality to satisfy people's wants. Lerbinger (1972, p.84) adds, "Motivation research makes obvious sense in the field of product promotion where the aim is to increase sales by satisfying people's needs." Below are some examples:

Example 1: Free Flight to Koh Samui for Etihad Guests (October 27, 2006).

The title of this press release, *Free Flight to Koh Samui for Etihad Guests*, means that a passenger who travels with this airline will get a free ticket to Koh Samui. A free flight is a reward used to motivate people according to their needs.

Example 2: Fly to Europe from THB 22,222 with Etihad (June 8, 2006).

This is a sales promotion press release. Etihad Airways offered a low-priced ticket to Europe. Many people like low-priced tickets. The special price THB22,222 is a reward to serve people's needs.

#### 4. *Social*

Social influence has an important role in this design. Newsom, Turk and Kruckeberg (1996, p.203) explain, “The social appeal strategy concentrates on calling attention to social conditions.” People often adapt to behavior derived from their group. Lerbinger (1972, p.89) says, “The existence of customs, traditions, standards, rules, values, fashions, and other criteria of conduct demonstrates that influences operate on individual attitudes and behavior.” This means a social concept has an influence over people’s attitudes and behavior. People belonging to a group or class accept social approval to achieve the group goal. The power of group influence also strengthens membership loyalty to a group. For example:

Etihad Airways, Oasis Leasing and Barclays Capital sign key aircraft financing agreement (June 4, 2006).

The title of this press release refers to three companies making a financial agreement together. It is a group-decision. These three companies are world-class organizations; therefore, their agreement has more credibility.

#### 5. *Personality*

Personality design is related to a product’s self-image. Newsom, Turk and Kruckeberg (1996, p.203) say, “The personality appeal strategy is designed for people who are outer-directed rather than inner-directed.” It refers to Etihad’s signature and its social activities that create a good image for its organization. The following illustrates the personality strategy.

Example 1: Etihad entices golfers across the world with innovative *Swing on the Wing* competition (December 15, 2006).

The words *Swing on the Wing* are from a competition that offers golfers the chance to drive from the wing of an Etihad aircraft. Etihad Airways promotes the

airline globally through this competition, which has become a symbol of the airline. The competition *Swing on the Wing* is an image of Etihad Airways.

Example 2: ‘Flat-Out’ – Etihad voted world’s leading new airline (October 16, 2006).

The phrase *Flat-Out* refers to a passenger seat that can recline and rotate 180 degrees into a flat bed. The passengers are able to hold a meeting, dine and converse. *Flat-Out* has also become a signature of Etihad Airways. The reward *Flat-Out* is a guarantee of the airline’s good image and quality.

In brief, persuasive communication is a simple way to influence people’s attitudes and behavior. There are five basic designs: stimulus-response to arouse public interest, cognitive underlines a rational fact, motivation highlights stimulating the consumer’s demand, social appeal focuses on social influences and norms, and personality design emphasizes the image of the product.

### Public Relations Writing Styles

In a newsletter, brochure, advertorial (an advertisement written in the form of an editorial), annual report or media release, the writing styles used are called “public relations writing,” which has the main purpose of motivating people to do something. Treadwell and Treadwell (2000, pp. 22-23) say, “Every piece of public relations writing has as its aim to inform, persuade or influence behavior. The task of the writer is to produce a copy that achieves these aims.” The main purpose of public relations in the airline business is to persuade people to trust in its products and services.

Before sending a message to the public, the writer needs to know who the likely recipients are because such knowledge makes it easier for the writer to select

words or sentences appropriate to the recipients' needs. The vocabulary used in public relations writing should be strong and active, simple, interesting, easy to understand and involve the recipient in what the writer is doing, selling, promoting or such like. If the writer can involve the recipient, s/he has gone halfway toward reaching the goal of informing, persuading or influencing attitudes or behavior. In terms of grammar and sentence structure, long sentences with many phrases or clauses are simply harder to understand than short, simple sentences. Moreover, the public relations writer has to learn the style of the media so that s/he can create a profile of the media s/he works with. A newspaper issues fresh news, factual information and special-interest stories to the public. As the editor of a newspaper receives a lot of press releases each day, the press release should be in a form ready for publication. A press release for a magazine should be in the form of a story idea because the editor usually looks for ideas that s/he can develop into an article.

In brief, public relations writing styles have the main purpose of persuading people to do something. The writer has to follow grammatical rules, use simple sentences and write in a style that suits both the public and choice of media.

#### Characteristics of a Press Release

Generally, the content format of a press release consists of the headline, body and summary; however, it is distinguished from other news reports by adding contact information and some special quotes from important or famous people.

With reference to Hutchison (1996, p.304), "news releases are written in the inverted-pyramid style, with a news head, fleshed out by detailed paragraphs." A headline must be put at the top of the story to attract the reader's attention. The first paragraph is the most important. Treadwell (2000, p.323) says, "Who, what, when,

where, why and how are also leads, the writer could feature any of these as a priority.” The first paragraph should contain all the main information covering with the 5W+ H as a check list for content. In addition, another essential feature to complete the press release is quotation. Treadwell (2000, p. 220) explains, “As part of its public relations strategy, an organization may elect to have a newsworthy spokesperson who will attract attention to events, media releases, mailers or advertising campaigns.” A quote from an important or reputable person helps to gain and reinforce people’s attention.

An example of an Etihad Airways press release is presented below:

For Immediate Release:  
19 June 2006

} A release date

**Etihad Airways introduces  
UK luxury car transfer service**

} Headline

London, United Kingdom

Etihad Airways, the national airline of the United Arab Emirates, continues to expand its range of guest services this month, with the launch of a UK luxury car transfer service, Etihad Chauffeur.

} First Paragraph

Etihad’s Diamond and Pearl Zone\* guests are now entitled to luxury car transfer to and from Heathrow and Gatwick Airports, and there are plans to introduce the service to Manchester later this summer.

Etihad, one of the world’s fastest growing airlines, has provided free luxury car transfers to any destination within the UAE for over two years, and this latest news enables Etihad to look after its guests throughout their journey - from their departure address in the UK through to their destination in the Emirates.

Luxury car company Chauffeurcar is fulfilling Etihad’s needs, providing the BMW 7 series and Mercedes S Class for Diamond guests and the Mercedes E Class and Volvo S80 for Pearl guests.

“We are delighted to introduce yet another service enhancement for our valued guests” said Peter Dunkin, general manager of Etihad Airways UK and Ireland. “This convenient and luxurious airport transfer will save valuable time for our guests.”

} Quotation

As a special introductory offer, there are currently no mileage restrictions with the Etihad Chauffeur service, which will be arranged at the time of booking.

UK airport transfers complete the exceptional service package that Etihad Airways offers. Coral Zone guests continue to be offered a free luxury coach service to and from Dubai and Al Ain.

\* Fare rules and conditions apply.

- ENDS -

For further media information, please contact  
Kalayapas Kulwongthanaroj  
Star PR Co.,Ltd.  
Tel: 02-653-5055 Fax 02-653-5117

} Contact  
Information

Regarding the conclusion, the press release of Etihad Airways fits the above characteristics discussed except that the address of the contact person is put at the end of the format. In some cases, the contact information: office phone, fax number and email, appears at the beginning of the story.

### Adjectives

In persuasive writing, adjectives are used to make imagery. In general, there are six kinds of adjectives: proper, possessive, interrogative, descriptive, definite and indefinite. Opdycke (1987, p.79) says, “An adjective is a word or term used to describe or limit the meaning of a noun or a pronoun.” It is used to illustrate a quality and condition of a word. In the following examples, the italicised words represent adjectives.

Etihad Airways’ increases frequencies in *lucrative* Asia-Pacific market (May 11, 2006).

*New* aircraft arrival makes Etihad's fleet one of the *youngest* in the industry (October 10, 2006).

Etihad Airways launches *daily* service to Muscat (April 10, 2006).

Etihad Airways adds three *new international* destinations (August 9, 2006).

Etihad Airways introduces UK *luxury* car transfer service (June 19, 2006).

Two types of adjectives applied to pursue persuasion in airline press releases are descriptive and possessive.

### 1. *Descriptive adjectives*

Airline press releases sometimes aim to promote destinations, facilities and services. The descriptive adjective is generally used to attract the reader's attention. The reader can clearly imagine and see the personality of the airline after reading it. There are a lot of powerful descriptive adjectives applied to explain the quality of the product or service. Russell (1993, p.177) refers to the comment of David Ogilvy, who says, "The two most powerful adjectives you can use to attract attention in a header are *free* and *new*." Furthermore, Russell (1993, pp.176-177) also shows the most effective and frequent adjectives used for selling food and domestic items as follows:

new	good	crisp	better	fresh	
natural (especially when linked to goodness)					
fine	free	wonderful	best	clean	safe
easy	extra	special	rich	big	sure
great	delicious	amazing	fantastic	sensational	real

The following illustrates a sentence using some descriptive adjectives.

*New* aircraft arrival makes Etihad's fleet one of the *youngest* in the industry (October 10, 2006).

In this sentence, the word *new* is used to describe the latest product of Etihad Airways, meaning that the airline is currently ready to serve the passenger. In general, people appreciate and feel comfortable with a new product and service. Moreover, the word *youngest* draws attentions to Etihad Airways as a new comer in the airline industry. Both words, *new* and *youngest*, are consistencies that are used to reinforce the modernity of Etihad Airways.

*Free Flight to Koh Samui for Etihad Guests (October 27, 2006).*

In this sentence, the word *free* is used to attract people's attention. It is a suitable word frequently used to stimulate the customer's desire. People often take action immediately after seeing this word. The word is designed to stimulate the customer's demand and, to motivate them to use the product following the motivation design of persuasive strategy.

## 2. *Possessive Adjectives*

A sense of belonging is required for persuasion. Possessive adjectives are used to attribute the airline's possession of something. Wilcox, Ault and Agee (1992, p. 244) explain, "People get involved in issues or pay attention to messages that appeal to their psychic or economic needs." According to Maslow's hierarchy of needs (Newsom, Vanslyke & Kruckeberg, 1996, p.203), a theory in psychology, security needs are the most preferable in general. The passengers need to feel secure in their lives and safe when they get on a plane. Possessive adjectives are used to persuade people to trust the airline's performance. Possessive adjectives are found in quotes by airline executives or celebrities guaranteeing the highest quality of its services or products. For example:

Geert W. Boven, Acting CEO of Etihad Airways says, "With *our* hospitality-orientated approach, Etihad Airways is certain to raise a few eyebrows amongst *its*

peers, many of whose frequent flyer-related schemes remained relatively unchallenged by the industry until now” (James Hogan appointed Chief Executive of Etihad Airways, November 10, 2006).

The words *our* and *its* are used to represent Etihad Airways. The spokesperson used the word *our* to convince people to believe in Etihad’s performance and management. The word *its* refers to the services and products of Etihad Airways. As it is a speech by the CEO of the airline, his speech also has an influence in persuading people that they are served as special guests.

In persuasion, there are two types of adjectives that help to make words more colorful and fascinating so that people want to follow the story. The descriptive adjective is used to add imagery to a word by describing the characteristic of the product clearly. Possessive adjectives are applied to achieve the sense of belonging to make people feel that they belong to the airline.

### Adverbs

In general, an adverb is employed to reinforce a word, making it more influential in persuasion. An adverb should work together with an adjective or a verb in a powerful combination to make each line more interesting and easy to remember. An adverb is used to add force, to express emphasis or emotion. For example:

Etihad Airways *now* flies *non-stop* to New York (November 2, 2006).

In this sentence, the adverbs *now* and *non-stop* are joined collectively, meaning that Etihad Airways is ready to operate this flight and the adverb *non-stop* makes people recognize that this is a special flight.

In persuasive communication, adding emotion for the reader is very important. An adverb is used to highlight strengths. Clearly, adverbs are used to convey

understanding and emotional feeling to readers so that they can take a course of action.

### Verbs

Verbs are used to create a specific image in the reader's mind. Delahunty and Garvey (1994, p.117) explain, "Traditional grammars typically define verbs semantically, i.e., as 'words that designate actions (*kiss, run*), processes (*grow, change*), experiences (*know*), or state of being (*be, have*).'" A verb is a word that is applied in many ways depending on the situation or cause of action. Opdycke (1987, p.104) says, "The verb is the most important part of speech. Without the verb there can be no assertion or statement of fact and condition in a sentence; there can be only naming of action and condition." It is clear that the verb is very influential in assigning an action.

According to Russell (1993, pp.176-177), there are twelve most effective verbs that are frequently used to sell a product. They are as follows:

buy	give	taste	go	look	feel
start	take	make	use	choose	come

For example:

Etihad Airways *gears up* for expansion in the Thailand market (May 15, 2006).

Etihad Guests *enjoy* new Dubai check-in facility (May 27, 2006).

Etihad *unveils* new revolutionary Diamond seat on Airbus 340-500 (July 21, 2006).

Etihad's commitment to in-flight services *leads* to Middle Eastern Airline of the Year Award (November 26, 2006).

Etihad Airways *achieves* Forbes Top 20 after only three years in operation (December 6, 2006).

Etihad Airways *sponsors* “Visit BBC RADIO” trip (March 18, 2006).

In brief, a power verb is a word that creates specific imagery in the reader’s mind. People mostly take an action automatically after they have perceived it.

### Summary of Press Release Writing Styles

Writing press releases is a kind of persuasive communication. There are five specific strategies for persuasion: stimulus-response appeal, cognitive appeal, motivational appeal, social appeal and personality appeal. In writing a persuasive message, adjectives are used to add imagery, adverbs to reinforce a word, and verbs to assign an action. All these three types of grammatical choices should work together to make the press release creditable.

### Previous Research

There are some previous studies which are related to this study. They focus on the analysis of catchy words and persuasive styles in print advertisements, and the writing styles of movie overviews in a website.

Nasunee (2004) analyzed catchy words and sentences in Volkswagen Beetle advertisements in the United States. This study had two main objectives: to analyze the writing style of catchy words, fragments, and sentences in Volkswagen advertisements and to find out which types of sentences and adjectives were frequently used. The data for this study were 50 examples of Volkswagen advertisements published in the United States between the 1960s-2000. The examples were taken from foreign magazines, advertising books, and website

headlines. Each advertisement was analyzed to find the writing style. The results of the study showed that puns were mostly used and amounted to 87.5% because a pun is a humorous writing style playing on clever words and meanings to attract the reader's attention. The researcher concluded that a pun was a good technique for advertising because it made an ad memorable. The researcher also concluded that the simple sentence was a good way to communicate to the readers about features or benefits of a product because it was concise, short, and simple, enabling the readers to understand the product easily and clearly. Descriptive adjectives were used frequently because they could illustrate a feature and characteristic of a Volkswagen clearly and also imprinted the picture of the car in the reader's minds.

In terms of persuasive language style, Suebnusonthi (2003) studied the persuasive characteristics of messages written in movie handbills. More than 20 movie handbills were selected and grouped into five categories: sci-fi movies, comedies, dramas, action movies, and horror movies. The researcher analyzed and identified the typical persuasive characteristics, the type of sentence structure, rhetorical devices, figurative language used and word choice. The results of the research showed that ellipsis, alliteration, assonance, repetition/ parallelism were the most effective factors in inducing the reader to pay attention and for the writer to achieve the maximum impact to make messages memorable.

In addition, Kungwanpradit (2004) analyzed the writing styles of movie overviews on the website "Yahoo! Movies." This study had four main objectives: to discover the general characteristics of movie writing, to analyze the use of sentence type and figures of speech, to analyze the use of word choice and tone, and to compare the results among different kinds of movies. It was a qualitative research. The researcher gathered 233 movie overviews as the sample population, then

classified them into four different kinds: comedy, drama, romance and thriller. The analysis showed that there were three general characteristics. First, the number of sentences per paragraph was 3.77 on average. Second, the full names of an actor/actress were mostly identified in parentheses. Finally, the content of the movie overviews was a solid movie-content summary. The most used sentence type was the complex sentence. As for the use of figure of speech, simile was used most in drama, metaphor in romance, personification in thriller, metonymy and hyperbole in comedy. In terms of word choices, connotative words and abstract words were mostly used in drama, concrete words in romance. For the tone, the writers used different aspects of emotional tones; however they used the purposive informative tone in all types of movie overview.

In brief, these related studies mainly focused on the analysis of persuasive language writing styles in advertising materials. Many types of grammatical choices including descriptive adjectives, word choice, figurative language and rhetorical devices were applied to analyze the persuasive language used in each material. In Volkswagen Beetle advertisements, the simple sentence was a good way to communicate with the reader. In contrast, the complex sentence was the most used in the movie overviews on the Yahoo website. However, research on the persuasive language in public relations material, such as a press release, was not found.

## **CHAPTER III**

### **METHODOLOGY**

This chapter includes data collection, procedures, and data analysis used in the study.

#### Data Collection

Fifty Etihad Airways press releases that were issued in Thailand during the period of January 2006- December 2006 were collected.

#### Procedures

The procedure of the study was divided into four steps.

1. Fifty press releases were classified into five categories: the persuasive strategy, including stimulus-response design, cognitive design, motivation design, social design and personality design.
2. The frequency count of each persuasive strategy was calculated in percentage.
3. The frequency of persuasive words in each strategy was calculated in percentage.
4. The number of occurrences of persuasive words in each persuasive strategy was compared and analyzed to find out which words were most used for writing airline press releases.

## Data Analysis

The data was analyzed as follows:

1. The frequency of occurrences of each persuasive strategy were calculated and presented in percentage using the following formula.

$$\text{The percentage of each persuasive strategy} = \frac{\text{Total number of each strategy} \times 100}{\text{Total number of press releases (50)}}$$

2. The frequency of occurrences of persuasive words in each persuasive strategy, including adjectives, adverbs and power verbs were calculated and presented in percentage using the following formula.

$$\text{The percentage of each persuasive word} = \frac{\text{Total number of each word} \times 100}{\text{Total word tokens of each word}}$$

3. In terms of reliability of the analysis, the data analyzed by the researcher were cross checked by another researcher. For example:

Example 1: A special rate of THB22,222 is available Coral Zone quest *travelling* and *returning* in June 2006. (Fly to Europe from THB22,222 with Etihad, June 8, 2006)

At first, the researcher was confused whether the words *travelling* and *returning* should be adjectives or non-finite verbs because they were used to modify the noun-phrase *Coral Zone guest*. After cross-checking with another researcher, we agreed that they were in the form of a non-finite verb; therefore, they were counted as non-finite verbs.

In conclusion, 50 press releases of Etihad Airways were collected and classified into five groups following the persuasive strategies. Each group was analyzed and the persuasive language mostly used was identified. The findings of the

frequency were presented in percentages. The results of the study are presented and discussed in the following chapter.

**CHAPTER IV**  
**FINDINGS AND DISCUSSION**

The findings of the analysis are presented in this chapter in three parts.

PART I:       Types of persuasive strategies employed

PART II:       Frequency of persuasive language used in each strategy.

PART III:      A discussion of the results.

### Types of Persuasive Strategies Employed

The persuasive strategies were classified into five types of persuasive strategies. The findings are presented below.

Table 1 Frequency of Persuasive Strategies

Types of Persuasive Strategies	Frequency	Percentage
Stimulus-Response Design	19	38%
Cognitive Design	13	26%
Motivation Design	6	12%
Social Design	4	8%
Personality Design	8	16%
Total	50	100%

The results showed that the stimulus-response strategy was used most (38%), followed by cognitive strategy (26%), personality strategy (8%), motivational strategy (6%) and social strategy (4%). Most of the press releases in the stimulus-response strategy were about the launch of new products and services. Etihad Airways aimed to launch at least one new destination each month. In 2006, they opened many new routes to big cities around the world such as Manchester, Paris, New York, and many Asian destinations. Moreover, they also introduced new global services to stimulate people interested in their story. For example:

*Etihad Airways launches daily service to Muscat (April 10, 2006).*

*Etihad Airways adds three new international destinations (August 9, 2006).*

*Etihad Airways introduces UK luxury car transfer service (June 19, 2006).*

The cognitive strategy included the press releases of new appointments of Etihad's executives to guarantee the performance of the airline, such as *James Hogan appointed Chief Executive of Etihad Airways (November 10, 2006)*. It also concerned

the airline organization's activity and public information, such as the *EU hand baggage regulations* or *Etihad Airways supports Green Charity* (February 7, 2006). The motivation strategy consisted of the airline's promotion press releases, such as *free flight to Koh Samui* or "*Munich Love You*" package. The press release using the social strategy was exemplified in the financial agreement of Etihad with world-class organizations, such as *Etihad Airways, Oasis Leasing and Barclays Capital sign key aircraft financing agreement* (June 4, 2006). It was used to influence people to have trust in Etihad's management. Finally, the personality strategy was exhibited in the press releases like Etihad's competition "*Swing on the Wing,*" and their rewards "*Flat-bed,*" showing the image of Etihad Airways.

#### Frequency of Persuasive Language Used in Each Strategy.

##### 1. Stimulus response strategy

With reference to the results above, the stimulus response strategy was the most used in Etihad Airways press releases. People are believed to be stimulated by something new, fresh, modern and up-to-date. There was a lot of persuasive language used including the possessive adjective, descriptive adjective, adverb and verb. They were used to stimulate people to be interested in Etihad products and services. The frequency of each type of persuasive language used in stimulus response strategy is discussed as follows:

##### 1.1 Possessive adjectives

Following the stimulus response strategy, Etihad Airways press releases used possessive adjectives to create a sense of belonging to the airline. The findings are as follows:

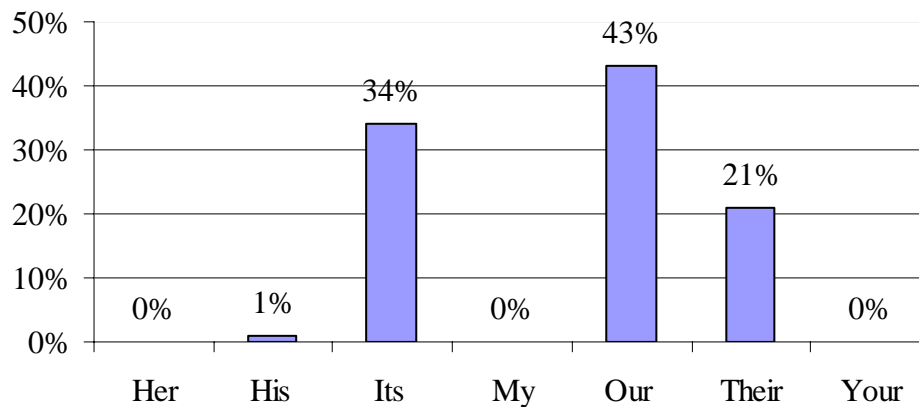


Figure 1 The Frequency of Possessive Adjectives Found in the Stimulus Response

### Strategy

From the chart, it can be summarized that the word *our* (43%) was used at the highest level. The second one was the word *its* (34%), then *their* (21%). However, the words *her* (0%), *my* (0%), and *your* (0%) were not found.

The word *our* mostly appeared in quotes by the airline's executives stimulating people to believe in the Etihad facilities. For example:

Kirk Albrow, Regional General Manager, said: "At the beginning of *our* operations in Thailand, we made a concerted effort to build *our* brand image and raise the awareness of *our* exciting new airline. With *our* team's experience and talent we have grown from four to ten flights per week. *Our* success is due to the hard work and dedication of a strong and successful team in Thailand and *our* focus is to ensure that *our* guests enjoy the highest degree of comfort and service."  
(Etihad Airways gears up for expansion in the Thailand market, May 15, 2006)

All these possessive adjectives were used to arouse a desire in people to join the airline. The word *its* was always used to repeat the product name, to represent Etihad Airways. For example:

Etihad launched *its* services to the Qatar capital of Doha in June (Etihad Airways adds three new international destinations, August 9, 2006).

The word *their* was used to represent the airline's passengers or the audience reading Etihad Airways press releases. For example:

Etihad, one of the world's fastest growing airlines, has provided free luxury car transfers to any destination within the UAE for over two years, and this latest news enables Etihad to look after its guests throughout *their* journey - from *their* departure address in the UK through to *their* destination in the Emirates. (Etihad Airways introduces UK *luxury* car transfer service, June 19, 2006)

The word *his* was found in one of the airline's special guests' comments. For example:

The French Ambassador in the UAE, H.E. Patrice Paoli, has also shown *his* support for Etihad's new route saying "We are very proud to enjoy such strong relations with Abu Dhabi and the UAE. The French community is very much looking forward to the new commercial developments which are set to follow. The flights will bring new tourism and business to the UAE and the region as a whole." (Etihad launches new route to Paris, May 3, 2006)

However, *her*, *my* and *your* were not used in the stimulus response strategy.

## 1.2 Descriptive adjectives

The stimulus response strategy was used to introduce new products to stimulate people's attention. In launching a new product, a new name is created; therefore, the descriptive adjective is very important to describe characteristics of a new product launched. The descriptive adjectives found are presented in table 2.

Table 2 The Frequency of Descriptive Adjectives Found in the Stimulus Response

Strategy		
Descriptive adjectives	Frequency	Percentage
Etihad Airways	80	7%
New	75	6%
National	18	2%
Pearl	17	1%
Business	15	1%
Daily	15	1%
Others	971	82%
Total	1,191	100%

This table shows that the word *Etihad Airways* (7%) was used at the highest level. The word *new* (6%) was second. Third was the word *national* (2%). The words *pearl* (1%), *business* (1%) and *daily* (1%) were equal fourth. The phrase *Etihad Airways* was repeatedly used to remind the audience of the brand name. Moreover, this phrase generally appeared in the title and in the first paragraph of the press releases to repeatedly remind the audience that all the new products came from Etihad Airways. For example:

*Etihad Airways* introduces UK luxury car transfer service. (June 19, 2006)

As the press releases in the stimulus response strategy mostly were about new products launched, it was not a surprise that the word *new* came second. This word was used to highlight the latest product to excite the reader, as in *new route*, *new international destination*, *new service*, *new aircraft*, *new e-ticket* and others.

The word *national* was always used with the word *airline*, as in *national airline of the United Arab Emirates*, to repeat the brand image. Fourthly, the words

*pearl* and *business* referred to the seat zone in the Etihad aircraft. Pearl zone seating was the business class seating of the airline. Finally, the word *daily* was used in *daily* service and *daily* flight showing that the airline provided the service every day.

### 1.3 Adverbs

In the stimulus response strategy, an adverb is used to reinforce the verb or adjective for persuasion. The adverbs used in this strategy are presented below.

Table 3 The Frequency of Adverbs Found in the Stimulus Response Strategy

Adverbs	Frequency	Percentage
Also	20	7%
Most	13	5%
Now	10	4%
Very	8	3%
Currently	7	3%
Others	210	78%
Total	268	100%

The table shows that the adverb *also* (7%) was used the most, followed by the adverbs *most* (5%), *now* (4%), *very* (3%), and *currently* (3%). The adverb *also* was used to reinforce an action of the airline. This adverb was also used to add more product information and sometimes used to describe additional benefits of a new product. For example:

The introduction of the new system has *also* ensured that Etihad will comfortably meet the IATA's deadline for all airlines to use e-ticketing only, which is scheduled for the end of 2007. (Etihad continues to simplify guest travel experience with introduction of E-ticketing, August 24, 2006)

Secondly, the adverb *most* was used to show the quality of the airline's products and services. For example:

The new destinations are testament to Etihad Airways' aim to link Abu Dhabi to the world's *most* important commercial and cultural centres. (Etihad Airways adds three new international destinations, August 9, 2006)

Thirdly, the adverb *now* was used to update the latest information about products and services. For example:

Etihad Airways *now* have the luxury of being able to check-in for their flight—at any time of the day—thanks to the opening of the new 'Dubai city check-in' facility. (Etihad Guests enjoy new Dubai check-in facility, May 27, 2006)

Fourthly, the adverb *very* was used to intensify the quality of a product. For example:

Guests on the New York route will enjoy the *very* best Etihad in-flight service on offer in the new purpose-built Airbus 340-500. The aircraft is configured with two aisles and can carry 240 Guests with 12 in Diamond, 28 in Pearl and 200 in Coral zone. (Etihad Airways now flies non-stop to New York, November 2, 2006)

Finally, the adverb *currently* had the same meaning and function as the adverb *now*. However, this adverb mostly appeared in the airline's timetables or when the airline presented its flight schedule to the audience. For example:

Etihad Airways *currently* flies 14 times per week from Bangkok to Abu Dhabi with two flights a day, providing swift and convenient onward connections to the airline's fast growing global network of 37 destinations. (Etihad entices golfers across the world with innovative Swing on the Wing competition, December 15, 2006)

#### 1.4 Verbs

All the verbs in the stimulus-response strategy had the main purpose of attracting people's interest and arousing their attention. The most used verbs in the press releases of this strategy are presented in the table below.

Table 4 The Frequency of Verbs Found in the Stimulus Response Strategy

Verbs	Frequency	Percentage
Launch	28	4%
Provide	27	4%
Fly	26	4%
Say	24	3%
Continue	18	3%
Others	575	82%
Total	698	100%

The table shows the words *launch* (4%), *provide* (4%) and *fly* (4%) were applied most, and then *say* (3%) and *continue* (3%). The result was not a surprise because this strategy was concerned with the introduction of a new product. Thus the verb *launch* (4%) was the most used. The verb *provide* was used to introduce a characteristic of a new product. For example:

This new route will *provide* business and leisure travelers with a luxury service.

The verb *fly* referred to the destination that the airline would travel to. For example:

Etihad will *fly* to Jeddah.

As there were a lot of new products launched, quotes from the airline executives were very important to promote the airline's services. The verb *say* was always appended to their comments. For example:

“We are delighted to introduce yet another service enhancement for our valued guests” said Peter Dunkin, general manager of Etihad Airways UK and Ireland. (Etihad Airways introduces UK luxury car transfer service (June 19, 2006)

The verb *continue* was used to reinforce the idea that the airline did not stop developing services for the passenger. For example:

Etihaad *continues* to simplify guest travel experience with introduction of e-ticketing (August 24, 2006).

## 2. Cognitive strategy

The main purpose of cognitive strategy is to provide factual information to the public. None of the words used were for creating excitement. Mostly they were smooth words with logical appeal because people are usually persuaded by a rational appeal. All the words were suitable for the context of the press release. For example:

### 2.1 Possessive adjectives

Most of the press releases in this strategy dealt with a new appointment in the airline's executive and organization information. In this regard, there were a lot of possessive adjectives employed in an airline representative's quote. The message was to persuade people to trust the airline's management.

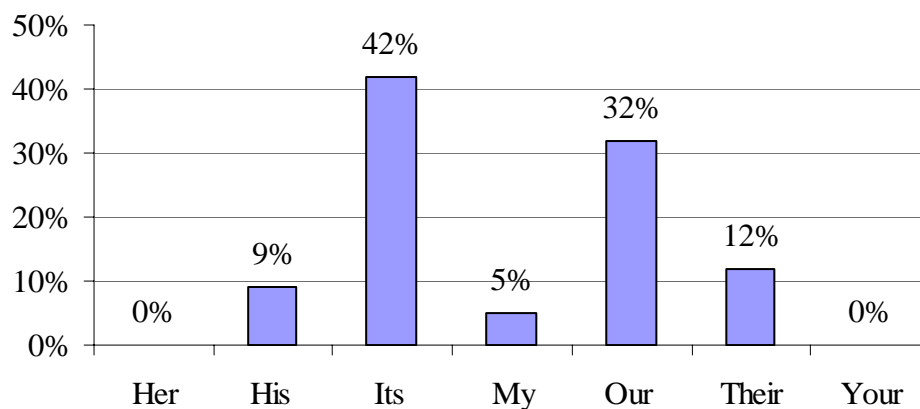


Figure 2 The Frequency of Possessive Adjectives Found in the Cognitive Strategy

The chart shows the use of possessive adjectives in this strategy in descending order with the word *its* (42%), then the words *our* (32%), *their* (12%), *his* (9%), *my*

(5%). However, the words *her* (0%) and *your* (0%) were not found. These results differ from those found in the stimulus-response strategy, where the word *our* came first. The word *its* was applied at the top of the chart. The function of the word was the same as that in the stimulus-response strategy. It was used to replace the product name. For example:

Etihad has launched 35 new routes in as many months. In each of *its* first three years of operation the airline has had the distinction of winning the title of the world's leading new airline at the World Travel Awards. (James Hogan appointed Chief Executive of Etihad Airways, November 10, 2006)

Secondly, the word *our* was used to create a sense of belonging to the audience. All the new Etihad Airways' executives had a lot of experience in aviation history. They worked as professionals so their quotes could warrant the airline as a world-class organization. For example:

“It is a vital part of *our* communications to keep *our* Guests informed at all times about regulation changes, which could have an impact on their journey with Etihad Airways,” said Ian Ferguson-Brown, head of brand management and communications at Etihad Airways. (Etihad ensures guest awareness of new EU hand baggage regulations, November 9, 2006)

The words *my*, *his* and *their* were also used to show a sense of belonging between the executive and the audience. For example:

Etihad always takes every measure possible to communicate directly with our Guests, at every stage of *their* travel, from the point of reservation to disembarking the aircraft at *their* destination. It is this attention to detail that ensures our Guests continue to choose to fly with Etihad. (Etihad ensures guest awareness of new EU hand baggage regulations, November 9, 2006)

The possessive adjective *their* referred to the airline's passengers. The audience would perceive that this airline took care of its passengers as special guests.

Commenting on the new appointment, Mr Boven said, “The Middle East aviation industry is booming and Etihad is playing its part as the world's fastest growing airline. I am absolutely thrilled to have joined such a prestigious, multi-cultural, high standing organization and, in

*my* capacity as Vice President-Commercial, the ultimate goal is to work together to create a truly outstanding 21st century airline that will play an ever increasing role in positioning Abu Dhabi as a central hub across the region and as a popular link between East and West. Returning to the aviation industry, *my* main focus will be to realize the projected growth in aircraft, network expansion and passenger sales serving our many new and existing destinations around the world – and to ensure that we continue to provide our guests with excellent services at every touchpoint.” (Etihad Airways appoints Vice President Commercial, November 9, 2006)

The possessive adjective *my* is used to show the performance of a new executive who would bring all his capacity and expertise to managing the airline.

Mr. Hogan joins Etihad following a distinguished career in the airline industry during which time he has played key restructuring and brand-building roles, culminating in *his* tenure as president and chief executive of Gulf Air, where over four years he successfully redefined and restructured the company. (James Hogan appointed Chief Executive of Etihad Airways, November 10, 2006)

The possessive adjective *his* was used to refer to the airline executive.

## 2.2 Descriptive adjectives

In the press releases using the cognitive strategy, the descriptive adjectives were used to illustrate the positive qualifications of all new executive appointees. In addition, they were used to describe the airline’s rules and regulations. The findings are presented below:

Table 5 The Frequency of Descriptive Adjectives Found in the Cognitive Strategy

Verbs	Frequency	Percentage
Etihad Airways	40	6.5%
New	39	6%
National	13	2%
Airline	8	1.5%
Aviation	8	1.5%
Global	8	1.5%
International	8	1.5%
Pearl	8	1.5%
Others	470	78%
Total	602	100%

The table shows that the adjective *Etihad Airways* (6.5%) was most frequently used, followed by the words *new* (6%) *national* (2%), *airline* (1.5%), *aviation* (1.5%), *global* (1.5%) *international* (1.5%) and *pearl* (1.5%). The phrase *Etihad Airways* came first at the same way as in the stimulus-response strategy. Moreover, the function of this word was similar. It was used to repeat the airline's name. In addition, it always appeared in the title and the first paragraph of the press release. The word *new* appeared at the second level. It had the same function and meaning as those presented in the stimulus response strategy. The word *national* always occurred in *national airline of the United Arab Emirates*. The word *airline* was frequently applied to modify the preceding noun such as *airline industry*, *airline service*, *airline sectors*. The noun phrase *airline industry* mostly appeared in the new appointment press releases because it was used to guarantee the experience of a new executive. The function of the word *aviation* was similar to the word *airline*, which was used before a

noun, such as *aviation* industry, *aviation* security, and *aviation* travel. The words *global* and *international* had the same function. They were used before a noun to form a noun-phrase. Their meanings were quite similar. They were meant to support the idea that the airline provided world-class services to the passengers. The words were found in phrases such as *global* network, *global* market, *global* security standard, *international* destination, and *international* route. Finally, the word *pearl* was used with the noun *zone* in *pearl* zone, which referred to the business class zone seating in the Etihad aircraft. The airline applied this word frequently because the airline aimed to promote this seat zone.

### 2.3 Adverbs

The main objective of cognitive strategy is to report factual information.

Adverbs were mostly used to highlight the capabilities of new executive appointees.

The findings are presented below:

Table 6 The Frequency of Adverbs Found in the Cognitive Strategy

Adverbs	Frequency	Percentage
Also	11	12%
Most	4	4%
Recently	4	4%
Now	4	4%
Others	71	76%
Total	94	100%

The table shows that the adverb *also* (12%) was found most frequently.

Second equal were the adverbs *most* (4%), *recently* (4%) and *now* (4%), which were in the same level. The results of the adverb *also* and *most* were the same as those in the stimulus-response strategy. Moreover, the function and meaning were found to be

the same. The adverb *recently* was used to show a current activity that the airline was doing with other organizations. For example:

Etihad Airways, the national airline of the United Arab Emirates, *recently* cooperated with Metropolis FM 107 MHz to organize a trip to visit BBC radio in London. (Etihad Airways sponsors “Visit BBC Radio” Trip, March 18, 2006)

The adverb *now* had a similar function to that appearing in the stimulus-response strategy.

#### 2.4 Verbs

Most of the verbs in this strategy were not used to stimulate people immediately after reading the releases, but they were applied to persuade people in a slow smooth way. The verbs used most are presented below:

Table 7 The Frequency of Verbs Found in the Cognitive Strategy

Verbs	Frequency	Percentage
Carry	9	3%
Continue	9	3%
Join	9	3%
Provide	9	3%
Offer	8	2%
Others	284	86%
Total	328	100%

This table shows that the verbs *carry* (3%), *continue* (3%), *join* (3%) and *provide* (3%) were used in the highest level, followed by the word *offer* (2%). The verb *carry* referred to the capacity of an aircraft to serve passengers, to load cargo and to board staff on the aircraft. For example:

The A330-200 has the ability *to carry* 15 tons of cargo over medium-capacity routes (Etihad Airways takes delivery of first A330-200, March 14, 2006)

The verb *continue* always appeared in new appointment press releases. This verb was used to convince people that with a new executive, the airline would repeatedly develop its services and facilities. For example:

“Etihad will *continue* to monitor all global directives affecting aviation travel, with the safety and security of all Etihad Airways’ Guests remaining our utmost priority,” concluded Ferguson-Brown. (Etihad ensures guest awareness of new EU hand baggage regulations, November 9, 2006)

The verb *join* was mostly used to introduce a new executive working for the airline. For example: Mr. Hogan *joins* Etihad following a distinguished career in the airline industry (James Hogan appointed Chief Executive of Etihad Airways, November 10, 2006).

The verb *provide* had the same function as that in the stimulus response strategy. It was used to describe a product’s qualities. The verb *offer* was used to show the airline’s benefits for its passengers. For example:

Etihad Airways *offers* the highest standards of in-flight hospitality.

### 3. *Motivation strategy*

To satisfy people’s needs is the core of motivation strategy because people usually like a free product or a discounted rate. Most press releases of this strategy concerned promotional activities, such as *Munich Love You* package. They intended to motivate people to make a decision immediately. The persuasive words used in this strategy should attract people’s interest in their inner minds.

### 3.1 Possessive adjectives

The possessive adjectives in this strategy which were mostly used to motivate people were as follows:

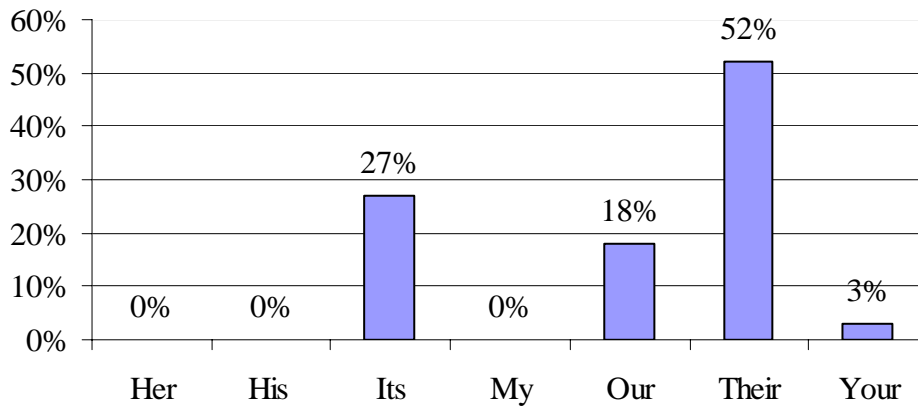


Figure 3 The Frequency of Possessive Adjectives Found in the Motivation Strategy

The results of this strategy revealed in this chart are different from those presented earlier for the stimulus-response strategy and cognitive strategy. The most frequently used possessive adjective was the word *their* (52%). Because most of the press releases dealt with promotional stories, the message was intended to communicate to the audience directly trying to invite them to buy a product. The results of the use of the words *its* (27%) and *our* (18%) were dissimilar. The word *its* was used to refer to the promotional product and the airline's name. The word *our* was used to honor Etihad's passengers, as shown in *our Guests*. The word *your* referred to the reward that the passenger would receive, such as *your optimum combination of cash and miles*.

### 3.2 Descriptive adjectives

The descriptive adjectives in this strategy were applied to encourage and strengthen people's emotional response. People would like very much to join the

airline after seeing their benefits. The descriptive adjectives found are presented below:

Table 8 The Frequency of Descriptive Adjectives Found in the Motivation Strategy

Verbs	Frequency	Percentage
Etihad Airways	20	5%
Etihad Guest	18	4%
Special	11	3%
Frequent	8	1.5%
Loyalty	8	1.5%
Others	362	85%
Total	427	100%

The results in the chart show that the word *Etihad Airways* (5%) was most used, followed by *Etihad Guest* (4%), *special* (3%), *frequent* (1.5%), and *loyalty* (1.5%). The phrase *Etihad Airways* was used at the highest level, the same way as in the stimulus-response and cognitive strategy. Its functions were also the same. The phrase *Etihad Guest* referred to a new user of the airline. *Etihad Guest* referred to a passenger of Etihad Airways. The airline used this phrase to honor their passenger and to describe its programs for guest types, such as *Etihad Guest Silver*, *Etihad Guest Gold*. It was also used with a noun, such as *Etihad Guest member*, *Etihad Guest service*, *Etihad Guest program*. The word *special* was used to highlight an extraordinary characteristic. The sound of this word strengthens the message positively; people would perceive something good, such as *special promotion*, *special package*, *special rate*, *special price*. The word *loyalty* and *frequent* were at the same level of use. Their functions were similar. They were used in noun phrases such as *frequent flyer program* and *loyalty program*. Moreover, their meanings were quite

similar because the airline had just launched its first frequent flyer program, and a loyalty program. The airline sometimes used the word *loyalty program* instead of *frequent flyer program* to avoid a repetition.

### 3.3 Adverbs

An adverb was used to add emotion motivating an audience to make a decision easily. The adverbs found in the press releases are presented in table 9.

Table 9 The Frequency of Adverbs Found in the Motivation Strategy

Adverbs	Frequency	Percentage
Very	5	7%
Most	3	4%
Uniquely	2	2.5%
Specially	2	2.5%
Others	61	84%
Total	73	100%

The table indicates that the adverb *very* (7%) was used most, followed by the adverbs *most* (4%), *uniquely* (2.5%) and *specially* (2.5%) subsequently. The adverb *very* was used to show the excellent performance of the airline. For example:

Pearl Zone seating offers the *very* first 180 degree, fully reclining flat bed. (Fly to Europe from THB22,222 with Etihad, June 8, 2006)

The adverb *most* was at the second level, the same as that in the stimulus-response strategy and cognitive strategy. The function and meaning were also the same. It was used to present the airline's fine products and services. The adverb *uniquely* was used to show an outstanding quality of the airline. For example:

Guests travelling on this special promotion, fly in the *uniquely* designed comfortable and convenient Coral Zone. (Etihad Airways Special Package "Munich Loves You", August 1, 2006)

The adverb *specially* was used to highlight a specific image of the airline. For example:

Flying in Etihad Airways' new Boeing 777 means comfort and luxury in both Coral and Pearl zone seating with plenty of legroom for all with *specially* designed seats. (Fly to Europe from THB22,222 with Etihad, June 8, 2006)

### 3.4 Verbs

The main purpose of this strategy is to persuade people to take action. The verbs have to attract people's attention. The findings are presented as follows:

Table 10 The Frequency of Verbs Found in the Motivation Strategy

Verbs	Frequency	Percentage
Offer	17	8%
Travel	9	5%
Fly	7	4%
Use	6	3%
Enjoy	5	2%
Provide	5	2%
Others	153	76%
<b>Total</b>	<b>202</b>	<b>100%</b>

The table shows that the verb *offer* (8%) was used at the highest level, followed by *travel* (5%), *flies* (4%), *use* (3%), *enjoy* (2%), and *provide* (2%). The verb *offer* was used to show a benefit or any special privilege that a passenger would receive. Generally, people want to know what special benefits the airline would provide to them. For example:

Pearl zone seating *offers* the very first 180 degree, fully reclining flat bed.

The verb *travel* was used to show actions taken by passengers traveling from one place to another. For example:

A special rate of THB 22,222 is available Coral zone guests *travelling* and returning in June 2006. (Fly to Europe from THB 22,222 with Etihad, June 8, 2006)

The verb *fly* was used to invite people to use the airline's facilities and services, such as *fly* to Europe from THB22,222 with Etihad (June 8, 2006).

The verb *use* was mostly applied in the form of a non-finite verb, such as in the sentence: With no black-out periods, Guests have total freedom in choosing when they fly *using* their earned Miles (The Most Rewarding Loyalty Programme - Etihad Guest, October 2, 2008).

The verb *enjoy* was used to motivate an audience because people usually require comfort and flexibility, for example:

All guests *can enjoy* the convenience of high speed broadband wireless internet access.

The verb *provide* had the same function as that in the stimulus-response and cognitive strategies. It was used to describe a product's qualities.

#### 4. *Social strategy*

Group decision-making has a lot of power in influencing people to do something. Most of the press releases in this strategy are used by world-class organizations to create strong credibility guaranteeing the airline's superlative performance.

#### 4.1 Possessive adjectives

Press releases on signing a financial agreement or a quote from a top executive are the best influential material for making people feel comfortable when using the airline's service. The possessive adjectives used are shown below:

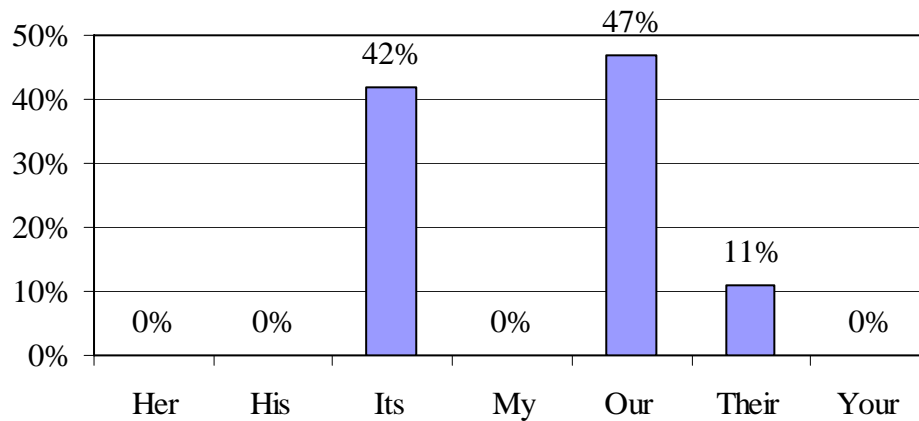


Figure 4 The Frequency of Possessive Adjectives Found in the Social Strategy

The words *our* (47%) and *its* (42%) were used almost equally the most frequent. The word *their* (11%) was next. The functions of these three words were the same as those in other strategies. However the words *her* (0%), *his* (0%), *my* (0%) and *your* (0%) did not appear in the social strategy.

#### 4.2 Descriptive adjectives

The main purpose of this strategy is to focus on group decision-making. Most of the descriptive adjectives were used to illustrate activities and agreements that the airline had engaged in with world-class companies as shown below:

Table 11 The Frequency of Descriptive Adjectives Found in the Social Strategy

Descriptive Adjectives	Frequency	Percentage
Etihad Airways	15	5%
New	10	3%
National	9	3%
Aircraft	8	2.5%
A340-500	8	2.5%
Others	269	84%
Total	319	100%

This table illustrates that the phrase *Etihad Airways* (5%) occurred most frequently, followed by *new* (3%), *national* (3%), *aircraft* (2.5%) and *A340-500* (2.5%). The result was not a surprise. The function of the phrase *Etihad Airways* was to repeat the product's name making people recognize its brand easily. The word *new* was used to introduce an upcoming new product, such as *new* industry-benchmarks and *new* loyalty program. The word *national* always appeared with the word *airline* as in *national airline* emphasizing that Etihad Airways is the national airline of the United Arab Emirates. The word *aircraft* and *A340-500* were not only used at the same level, but their functions were also applied in the form of a noun-phrase, for example, *aircraft* system, *aircraft* deliveries, *aircraft* purchases, *A340-500* Diamond, *A340-500* aircraft.

#### 4.3 Adverbs

All the rules and regulations of an organization have their own exceptions. These adverbs were used to reinforce the airline's conditions and they were found as follows:

Table 12 The Frequency of Adverbs Found in the Social Strategy

Adverbs	Frequency	Percentage
Also	7	11%
Very	3	4.5%
Most	3	4.5%
Others	51	80%
Total	64	100%

The table shows that the adverb *also* (11%) was applied at the highest level. Second were the adverbs *very* (4.5%) and *most* (4.5%). The function and meaning of the adverbs *also*, *very* and *most* were similar to those in the stimulus-response, cognitive and motivation strategies. They were used to highlight the airline's actions.

#### 4.4 Verbs

Most verbs in this strategy referred to the actions of top-executives signing a contract and the advantages of their achievements. The verbs are presented as follows:

Table 13 The Frequency of Verbs Found in the Social Strategy

Verbs	Frequency	Percentage
Say	8	5.5%
Sign	5	3.5%
Provide	4	3%
Fly	4	3%
Finance	4	3%
Continue	4	3%
Celebrate	4	3%
Others	109	76%
Total	142	100%

This table indicates that the verb *say* (6%) was used most in the social strategy. Equal second were the verbs *sign* (3%), *provide* (3%), *fly* (3%), *finance* (3%), *continue* (3%) and *celebrate* (3%). The result was not a surprise because most press releases in this strategy were stories about world-class organizations making financial agreements. The verb *say* was mostly used with quotes from top-executives of each organization, which are very important in influencing the readers to trust the airline's performance. The verb *sign* referred to the action of at least two companies' representatives making an agreement together, such as Etihad Airways *signs* major financing deal for five Boeing 777-300ER aircraft (January 31, 2006). The verbs *provide* and *fly* had the same function as those in the stimulus-response strategy. The verb signified a business deal. It mostly appeared in the form of an infinitive such as *to finance*. The function of the verb *continue* was similar to that presented in the cognitive strategy. It was used to show that the airline never stopped expanding its

services and management. The verb *celebrate* was used to show the success of an airline activity. For example:

VIPs join Etihad *to celebrate* the early success of loyalty reward program.

### 5. Personality strategy

The personality strategy was used at the third level following the stimulus-response and cognitive strategies. The airline reward *Flat-Out*, the competition *Swing on the Wing*, the airline charity activity *Green Charity* created a good image of Etihad Airways. The company used them as a signature promoting the airline globally. The adjectives used in this category are presented as follows:

#### 5.1 Possessive adjectives

All the signatures are created as a symbol of the airline attracting people to use the good products and services. Possessive adjectives are employed to give people a sense of belonging to the good image the airline had created. The results are as follows:

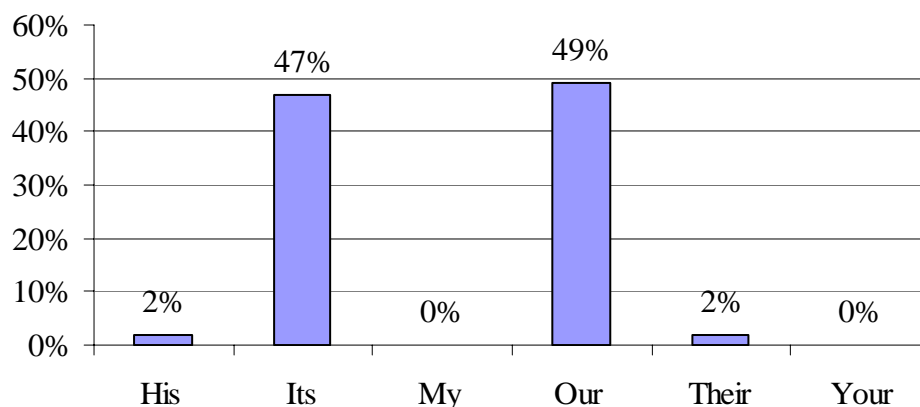


Figure 5 The Frequency of Possessive Adjectives Found in the Personality Strategy

To repeat the product's self image, the airline must present its personality appeal to the public. The words *our* (49%) and *its* (47%) were used the most. The

word *our* was used to create a good image allowing the reader to feel wanted by the airline. The words *its* referred to the airline's services and products such as *its new daily service*. The words *their* (2%) and *his* (2%) were at the same third level.

However, neither of the words *my* (0%) or *your* (0%) were used.

## 5.2 Descriptive adjectives

Creating an image of the company is the main purpose of this strategy.

Descriptive adjectives are employed to foster people's emotion and imagination. The descriptive adjectives found are presented below:

Table 14 The Frequency of Descriptive Adjectives Found in the Personality Strategy

Verbs	Frequency	Percentage
Etihad Airways	28	7%
New	23	5%
Etihad Crystal Cargo	15	3.5%
Leading	11	2.5%
Best	8	2%
Cargo	8	2%
Others	331	78%
Total	424	100%

The table shows that the phrase *Etihad Airways* (7%) was used at the highest level, followed by the words *new* (5%), *Etihad Crystal Cargo* (3.5%), *leading* (2.5%), *best* (2%) and *cargo* (2%). The frequency of the words *Etihad Airways* and *new* was not a surprise because they also appeared in the press releases of the stimulus-response, cognitive and social strategies. Their functions were the same. The phrase *Etihad Crystal Cargo* appeared for the first time in this strategy. This phrase was used

to refer to a cargo service of the airline, such as *Etihad Crystal Cargo* awarded Best Airline to the Indian Sub-continent (May 23, 2006).

The word *leading* was used to show the success of the airline as in the phrase *the world leading new airline*. The word *best* was used to emphasize the image of the airline's services, and products as in *best airline*. The word *cargo* was used to identify a service department, such as *cargo division*, *cargo market*, and *cargo capacity*.

### 5.3 Adverbs

An adverb was applied with a verb or an adjective to help the audience visualize the product clearly. The findings are presented as follows:

Table 15 The Frequency of Adverbs Found in the Personality Strategy

Adverbs	Frequency	Percentage
Also	6	6.25%
Recently	5	5.25%
Very	4	4.25%
Most	4	4.25%
Others	76	80%
Total	95	100%

The results show that the adverb *also* (6.25%) was the most used in this strategy, followed by the adverb *recently* (5.25%). Equal third were the adverbs *very* (4.25%) and *most* (4.25%). The adverbs *also*, *very* and *most* had similar functions and meanings as those presented in the stimulus-response, cognitive, motivation and social strategies. Furthermore, the word *recently* had the same function and meaning as those which appeared in the cognitive strategy. This adverb was used to show the airline's current situation.

#### 5.4 Verbs

Verbs in this strategy were applied to create a strong image in the reader's mind. The findings are presented below:

Table 16 The Frequency of Verbs Found in the Personality Strategy

Verbs	Frequency	Percentage
Continue	9	4%
Offer	7	3%
Receive	6	3%
Ensure	5	2.5%
Gain	5	2.5%
Say	5	2.5%
Vote	5	2.5%
Others	166	80%
<b>Total</b>	<b>208</b>	<b>100%</b>

The results in this strategy show that the verb *continue* (4%) was the most used. Next were the verbs *offer* (3%), *receive* (3%), *ensure* (2.5%), *gain* (2.5%), *say* (2.5%) and *vote* (2.5%). The verbs *continue* and *offer* had the same functions as those presented in the cognitive strategy. The verb *continue* was used to show the development of the airline. The verb *offer* was used to present the airline's benefits for passengers. The word *receive* was used to show an exclusive reward awarded to the airline by an international organization. For example:

Etihad Crystal Cargo *has received* an award in Germany.

The verbs *ensure* and *gain* were strong action words used to build a good image for the airline. The verb *say* was used with a quote by the airline executives.

The verb *vote* was used to emphasize the airline's image such as *Etihad voted world's leading new airline*.

## A Discussion of the Results

### 1. Possessive adjectives

The results show that the most used possessive adjectives were the words *its*, *our* and *their* respectively. Although their frequency of use was different, their functions were the same. For example, the words *our aircraft* referred to Etihad's aircraft, *our service* to Etihad's service, and *our guests* to Etihad's passenger. No matter what strategy they were found in, their meanings were the same. Possessive adjectives in the airline press releases were used to create a word-picture. All these words allowed the passengers to feel comfortable when using Etihad Airways. People would have a sense of belonging to the airline and trust that they would receive the best service as important guests.

### 2. Descriptive adjectives

The findings reveal that the most use of descriptive adjectives in all strategies was the phrase *Etihad Airways*, the airline's name. As Etihad Airways was the newest face in the airline industry, it was necessary to repeat its brand name frequently, creating public recognition. Second was the word *new*, which appeared in all strategies except the motivation strategy. At that time, Etihad Airways launched a lot of products and international campaigns to build brand awareness worldwide. David Ogilvy said that the word *new* was the most powerful adjective to attract people's interest, and the results of this research confirm that the word *new* is the most persuasive descriptive adjective used to stimulate people's interest because people generally like new products.

### 3. Adverbs

The most frequent adverb used in all strategies except the motivation strategy was the word *also*. The adverb *also* was mainly used to help the audience visualize the information making the sentence strongly persuasive. The adverb *most* was used to convince the audience of the excellent performance of the airline. Although this word did not exist at the highest level, it appeared in all strategies. The adverbs *now*, *currently* and *recently* had a similar meaning, which was used to show an action at the present time. However, they were used in different situations. The word *now* was informal and was mostly used to attract an audience spontaneously. The adverbs *currently* and *recently* were formal words and were always used to make the text run smoothly.

### 4. Verbs

The verbs *continue* and *provide* were applied in almost all strategies. The word *continue* was used to assure the audience that the airline would always develop its innovative products; for example, new aircraft with high standards, encouraging people to use the airline. The verb *provide* was used to illustrate an advantageous benefit that the passenger would receive. It is a very strong verb because people generally want to know about any privilege they could receive. The word *offer* was used at the highest level of the motivation strategy; it had a similar function as that of the word *continue*, to motivate people's needs. Traveling on a plane, people are concerned about their security. It is very important to demonstrate the airline's fine performance so that passengers will feel relaxed when they travel.

### Summary of the Results

Based on the 50 Etihad Airways press releases in 2006, the results for the four objectives of this study were as follows. Firstly, the stimulus response strategy was the most used in the content because the airline launched many new services and products to stimulate people's interest. Secondly, regarding the frequency of persuasive strategies, the stimulus-response strategy (38%) came top, followed by cognitive (26%), personality (8%), motivational (6%) and social strategy (4%). Thirdly, the possessive adjective *our*, the descriptive adjective *Etihad Airways*, the adverb *also* and the verb *provide* were the most used persuasive words in the Etihad Airways press releases. Finally, although the phrase *Etihad Airways* was used at the highest level in all the strategies, the word *new* was the most persuasive language generally used.

## CHAPTER V

### DISCUSSION AND CONCLUSION

This chapter includes the conclusions of the results of the study, discussion, limitations and recommendations for future research.

#### Conclusion

Fifty Etihad Airways press releases were collected and divided into five groups according to the persuasive strategy to find out the effective persuasive language used. The results showed that 38% of Etihad Airways press releases used the stimulus-response strategy, which was placed in the highest level. The reason for this was that the airline launched many products to appeal to people in that year. If the airline had not introduced a lot of new products, the results might have been different. The possessive adjective most used was the word *our*, which was employed to create a sense of belonging. This word mostly appeared in quotes by an airline executive to emphasize the excellent service of the airline. The descriptive adjective *Etihad Airways* was used at the highest level. This phrase was used to repeat the airline's brand name ensuring people to remember it. However, the second most used of the descriptive adjectives was the word *new*, which was generally applied as the most powerful persuasive language. The most used adverb was *also*, which was used to extend information or provide more details about benefits that the airline provided. Finally, the use of the verb *provide* related to the airline's beneficial services and products for passengers. This kind of word was easy, simple and attractive.

In brief, 50 Etihad Airways press releases were collected and classified into five groups following the persuasive strategies. The results of the findings showed that the stimulus response strategy was the most used in the content of Etihad Airways press releases. The possessive adjective *our*, the descriptive adjective *Etihad Airways*, the adverb *also* and the verb *provide* were the most used persuasive words in the Etihad Airways press releases.

### Discussion

The results from this research support the five designs for persuasive communication (Lerbinger, 1972; Newsom, Turk & Kruckeberg, 1996). The writers know which strategy should be applied in the text to persuade people to follow their intention and objective. Each strategy helps the writers see their persuasive objective clearly; thus, they can write a message communicating directly to the reader professionally.

Although most previous studies focused on persuasion, they did not highlight the persuasive language as this research did. They mainly emphasized rhetorical devices, figurative languages and sentences. However, this research explored a new channel of persuasion language used. The results are consistent with many previous studies (Russel, 1993; Nasunee, 2004; Kungwanpradit, 2004). For example, Russel (1993) referred to David Ogilvy, who said that the words *free* and *new* are the most powerful in persuasion. Accordingly, the results of this research showed that the second most persuasive descriptive adjective was the word *new*. If the researcher had omitted the phrase *Etihad Airways*, the name of this airline, it can be concluded that the word *new* would have been the most persuasive adjective in general.

In short, the results of this research showed that the five strategies of persuasive communication were designed to help the writers see their objective clearly. They know how to write efficient, persuasive messages. Moreover, the results of the current and previous researches agree that the word *new* is the most persuasive in general.

#### Limitations of the Study

The study had a number of limitations as follows:

1. The study focused on a relatively small sampling, consisting of 50 samples from one airline: Etihad Airways. Therefore, the results may not be applicable to other samples.
2. The study focused on a limited number of parts of speech: possessive adjectives, descriptive adjectives, adverbs and verbs. There are other kinds of persuasive language, such as rhetorical devices, punctuation marks, figurative language and others.
3. The study focused on the persuasive language used in the airline press releases, rather than on other types of press release. Therefore, the results can not be applied to other types of press release, such as hotel, fashion and others.
4. Although the results show that the stimulus response strategy and the word *Etihad Airways* were the most used for persuasion, it was only for this airline at that time. If the researcher focused on other airlines, the results might not be the same because the stories in a press release depend on time and the product that the airline wishes to promote.

### Recommendations for Future Research

There are three suggestions for future study. Firstly, the sampling for the next study should be gathered from at least two airlines press releases to compare their persuasive language use to ascertain the persuasive language generally used in the aviation industry. Secondly, future researchers should consider rhetorical devices, word choices, figurative language or tone of voice to complete the study of persuasive language used in airline press releases. Finally, it will be beneficial to explore further the persuasive language used in other types of press release, such as in education, fashion, gadgets, logistics, motoring, politics, and sports.

### Summary

In short, the results of this research supported the five basic designs of persuasive communication. The stimulus response strategy was the most used in the content of the Etihad Airways press releases. The possessive adjective *our*, the descriptive adjective *Etihad Airways*, the adverb *also* and the verb *provide* were the most used persuasive words in the Etihad Airways press releases. However, this research had four limitations. Hence, the researcher has provided some suggestions for future study, such as looking at and comparing other types of press release.

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## REFERENCES

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## APPENDIX

For Immediate Release:

January 31, 2006

## **Etihad Airways Signs Major Financing Deal**

for Five **Boeing 777-300ER** Aircraft

Bangkok, Thailand

**Etihad Airways**, the **national** airline of the UAE, **has concluded financing** arrangements worth USD 450 million with **leading UAE banks** and **HSBC Bank Middle East Limited** for five **new Boeing 777-300ER** aircraft.

The **Etihad agreement**, which **covers** an **operating** lease for a 12-year term, **was made** with **National Bank of Abu Dhabi** and **HSBC Bank Middle East** as **mandated lead** arrangers and with **Abu Dhabi Investment Company** as **lead** arranger.

“This **ground-breaking** deal **demonstrates** Etihad’s **continued** growth in **fleet** size and *our* **deepening** relationship with the **domestic** and **international banking** sector. **Strengthening** *our* ties with these banks **will help** us **finance** a number of Etihad’s **future** aircraft deliveries and **continue** to **develop** *our* **global** presence,” **said** Robert Strodel, **CEO, Etihad Airways**, who **signed** the agreement on behalf of **Etihad Airways**.

Michael Ladenburg, **Head of Corporate Banking** at **National Bank of Abu Dhabi**, **commented** “**National Bank of Abu Dhabi** is **proud** to have been invited to play a **major** role in this **maiden** transaction for Etihad, and to be associated with the first **aircraft** purchases by *our* **national** airline. We **are grateful** for the support of the

other banks who have worked with us to provide the financing, and I am sure that I speak for them all when I say how much we look forward to assisting Etihad with its substantial investment programme.

- Ends -

For further media information, please contact

Sirirat Markeo

Star PR Co.,Ltd.

Tel: 02-653-5055 Fax 02-653-5117

#### Notes

1. The italic words were counted as possessive adjectives.
2. The bold typed words were counted as descriptive adjectives.
3. The highlighted words were counted as verbs.
4. The underlined words were counted as adverbs.
5. The phrase *major Financing Deal* was counted as two units; the first one was the word *major* and the second one was the phrase *Financing Deal*.
6. The phrase *leading UAE banks* was counted as two units; the first one was the word *leading* and the second one was the phrase *UAE banks*.
7. The phrase *new Boeing 777-300ER* was counted as two units; the first one was the word *new* and the second one was the phrase *Boeing 777-300ER*.
8. The phrase *substantial investment programme* was counted as two units; the first one was the word *substantial* and the second one was the phrase *investment programme*.

VITAE

## VITAE

Name: Kesama Trairattananusorn  
Date of Birth: 26 November 1982  
Place of Birth: Bangkok  
Address: 251/6 Anothai Village, Rama III Rd.,  
Bangkolamp, Bangkok 10120

### Educational Background:

2004 Bachelor of Communications Art,  
From Bangkok University International College  
2009 Master of Arts (English)  
From Srinakharinwirot University