Power of Identity in Charity Advertising: A Systemic Functional Linguistic Approach

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ARTICLE INFO	ABSTRACT
	In previous research on advertising discourse, not much attention was given to the significance of the linguistic choices used by endorsers to show their power of identity. This study aims to analyze the linguistic choices made in three ads of Children Cancer Hospital Egypt 57357 (57357 CCHE) to show the power of identity of political and social authority. Only the parts in which the authorities give their unfiltered verbal feedback on their visit to 57357 CCHE are chosen to be investigated. The uniqueness of the event in which a social authority appears as a political authority (conscript) in 57357 CCHE advertisements urged the need to explore the discourse of such ads to consider the power of identity. The first advertisement is that of the political authority (Egyptian Armed Forces representative) visit to 57357 CCHE. The second advertisement is that in which Egyptian celebrity Mohamed Ramadan as a conscript (a political authority) gives his verbal feedback on the visit to 57357 CCHE. In the third ad, Mohamed Ramadan as a social authority visits 57357 CCHE. A Critical Discourse analysis is applied through Holliday's Systemic Functional linguistic (SFL) approach. Based on the ideational, interpersonal and textual analysis, it is concluded that each of the authorities derives his power of identity from the authority he embodies. The power of identity affected the linguistic choices, the logical sequence of discourse and the use of language by the endorsers to relate to audience.

1. INTRODUCTION

Although the main aim of an advertisement is to persuade viewers of buying something or accepting an idea, it can be said that advertising is a type of communication through which specific messages of social and political realities are conveyed (Turhan & Okan, 2017). Advertising is a lively form of discourse which clarifies how people communicate and relate to each other in different contexts where they carry out daily activities (Freitas, 2013). In charity advertising, the main communicative purpose of the ads is to urge people to donate money for specific social cause (Elias, 2013), yet the discourse of such type of advertising can be said to reflect much about the endorsed figures' ideologies, social and political affiliations and identities.

Since 2009, Children Cancer Hospital in Egypt 57357 (57357 CCHE) has started its charitable advertising campaign to raise money for the treatment of unprivileged children who suffer from cancer. What is unique about this campaign is the endorsement of both social and political authorities (figures) to influence audience to raise fund for this outstanding social cause. In Fact, endorsing celebrities as social authority in charity advertisements has been a frequent technique used previously, yet the endorsement of political authority in charity ads is relatively a new advertising strategy implemented in 57357 CCHE campaign.

In previous research on advertising discourse not much attention was given to the significance of the linguistic choices used by endorsers to show their power of identity. Thus, the current research aims to analyze the linguistic aspects used by political authority (Egyptian Armed Forces representative) and that used by social

authority (celebrity Mohamed Ramadan) in 57357 CCHE advertisements to identify power of identity each authority represents. Power of identity is defined operationally in the current study as the dominance of personal values, attributes and self-validation throughout a communicative event.

To the researcher's knowledge, identifying power of identity by analyzing charity ads discourse is an area which is under-examined, as much of the attention in the study of charity advertising discourse has been given to exploration of the impact the ad content has on the viewers affections and emotional reactions.

Halliday's Systemic Functional linguistic approach (SFL) is the analytical paradigm on which this study is based. A quantitative and qualitative analysis of linguistic choices made by both political and social authorities in 57357 CCHE three charity ads are carried out to indicate power of identity of each authority.

The following research questions provide a guide to the current research:

1. What are the linguistic choices made by social authority (celebrity Mohamed Ramadan) in the verbal feedback on the 57357 CCHE visit to show power of identity?
2. What are the linguistic choices made by political authority (conscript Mohamed Ramadan) in the verbal feedback on the 57357 CCHE visit to show power of identity?
3. What are the linguistic choices made by political authority (Armed Forces representative) in the verbal feedback on the 57357 CCHE visit to power show identity?

2. LITERATURE REVIEW

The current research focuses on the power of identity as indicated by verbal signs. Systemic Functional linguistic is the tool used to describe, analyze and interpret the discourse under investigation.

2.1 Theoretical background

2.1.1 Systemic functional Linguistic (SFL)

According to Halliday (1978), SFL model is constructed in relation to three metafunctions; ideational, interpersonal and textual. The ideational metafunction represents the message conveyed by a text in which the text is considered a representation of external reality. Text analysis based on ideational function is formed of transitivity and voice. Transitivity is a system which presents ideational function in grammar and compromises the following six processes:

1) Material processes: indicates physical action in the real world.
2) Relational processes: expresses possession, equivalence, attributes…
3) Mental processes: represents cognition, affection and perception processes.
4) Verbal processes: represents communication processes
5) Behavioral processes: Hybrid processes which is mainly a blend of a material and mental process.
6) Existential: represented by an empty "there" in the position of a subject to indicate the Processes of existing.

As for the interpersonal metafunction, it defines the relationship between the speaker and those who receive his message. Interpersonal metafunction includes varies uses of language to express social and personal relations. It considers the speaker's or the writer's 'social distance, identity, and social status. Mood and modality are two key terms of interpersonal function. Mood focuses on the role the speaker selects and the role assigned to the addressee in a speech situation. Modality refers to the speakers' opinion about and attitude towards a proposition truth stated in a sentence (Sharififar &Rahimi, 2015; Bank, 2002).

The textual functions relate mainly to mode; it describes the channel in which communication takes place. Briefly, textual function refers to the internal organization of a text which includes thematic structure, cohesion and information structure (Bank, 2002).

3. METHODOLOGY

3.1 Data Collection

Three televised charity ads of 57357 CCCHE are selected to address the verbal feedback given by political and social authority endorsed in the ads. Only the scenes where a brief verbal feedback given by social and political authority are selected for content and linguistic function analysis to pinpoint power of identity. The verbal feedbacks are the only parts of the advertisements chosen as they contain a direct unfiltered verbal message facilitating analysis to

explore identity. (See Appendix A, B & C for more transcript of verbal feedback of three ads.)

- The political authority is a group of Egyptian Armed Forces officers and conscripts. The spokesman of the group is Brigadier General of Staff Hythem El Tayaa who gives the feedback on behalf of the group.
- The social authority is Egyptian movie star Mohamed Ramadan, a popular figure who gained the recognition of the lower and middle social classes in particular as he has succeeded in portraying the lower social class in almost all of his films and TV series.
- The first advertisement is that of the political authority visit to 57357 CCHE on 11th April, 2017 including Mohamed Ramadan as a conscript.

- The second advertisement is that in which Mohamed Ramadan as a conscript (a political authority) gives his verbal feedback on the visit to 57357 CCHE on 11th April, 2017.
- The third advertisement is that in which Mohamed Ramadan as a social authority gives his verbal feedback on his visit to 57357 CCHE. The visit was on 11th June, 2018.

3.2 Systemic Functional Analysis of the verbal feedback on 57357 CCHE charity ads

A. Ideational Analysis
Table 1 represents the frequency of occurrence of each type of processes across the three ads under investigation.

Process	1st ad		2nd ad		3rd ad	
	frequency	Percentage	frequency	Percentage	frequency	Percentage
Material	10	66.66%	8	50.00%	9	50.00%
Mental	3	20%	0	0%	0	0%
Relational	1	6.66%	7	43.75%	1	43.75%
Existential	1	6.66%	1	6.25%	1	6.25%
Behavioral	0	0.00%	0	0.00%	0	0.00%
Verbal	0	0.00%	0	0.00%	0	0.00%
total	15		16		11	

Table 1: A cross sectional representation of the ideational analysis of three ads

As shown in table 1, the high frequent process across the three ads is the material process with a percentage 66.6 %, 50 % and 50 % respectively. As shown in Table 2, the verbs used in first and second ads by political authorities indicate actions of help, planning, support and construction. The use of such verbs shows actions of affirmation which suit the identity of the Egyptian Armed Forces as an organization which targets positive interaction and is willing to serve the community.

As for the selection of the verbs used by social authority in the third ad shows his identity as being polite, considerate and thankful. The verb "thank " is used four times to indicate the appreciation of the speaker towards 57357 CCHE for giving the chance for the Egyptians to express their good deeds by helping and donating. The social authority power of identity in this ad is clear by using his famous expression "with our trust in God... الله في ثقة", by which he wants to identify himself as a famous figure in the society whose feedback and appreciation shall give creditability to 57357 CCHE.

Material process	1st Ad	2nd Ad	3rd Ad
Verbs	Have visited زرنا	taught علمت	Thank بشكر
	are donating يتبرعو	Came جيت	Thank بشكر
	are helping يعونو	donated اتبرعت	Thank بشكر
	Provides توفر	are fighting بيحربوا	Prove بتثبت
	is building بتبني	are facing واقفين قصاد	are helping بنساعد
	Plan بتخطط	are working hand in hand متكاتف	offering help نقدم العون
	Think بتفكر	shall go through ح نكمل	Thank بشكر
	act بتنفذ	We are going through مكملين	will win ننتصر ح
	Invite بدعو		will win ننتصر ح

Table 2: verbs used in material process across three ads

The second process of highest frequency is the relational process in the second ad. The relational process usually has two participants and its function is to show the link between entities (Sharififar & Rahimi, 2015). As shown in Table 3, the mode established in the relational process is mostly attributive by which the political authority defines himself as commando not just an ordinary solider to convey his willingness to sacrifice himself for others. The speaker also identifies the goal of the political authority as being a source of relief and joy to the patients. Meanwhile, the political authority uses an intensive attributive by qualifying the Egyptian Armed Forces and the 57357 CCHE as the most effective in relation to organization and management. The power of identity of the political authority is reflected clearly in the selection of expressions of patriotism and in the support the speaker gives which gives creditability to 57357 CCHE.

Carrier	Process	Attribute /value
I انا	am (أكون)	Commando Mohamed Ramadan فدائي محمد رمضان
I انا	am not مش	Soldier Mohamed Ramadan جندي محمد رمضان
I انا	am (أكون)	Happy سعيد
Every institution كل مؤسسة	Is (تكون)	as disciplined and as organized and as dedicated الإخلاص بالنظام و الإصرار
We نا	Will be نبقي ح	In a different place في منطقة تانية
Our goal هدفنا	Is (ان)	to put a smile رسم البسمة

Table 3: Relational process in 2nd ad

B. Interpersonal Analysis – personal pronouns system analysis

Referring to table 4, the use of a variety of personal pronouns across the three ads aids to intensify power of identity of political and social authority.

Personal pronoun	1ˢᵗ ad frequency	2ⁿᵈ ad frequency	3ʳᵈ ad frequency
I (انا)	1	5	5
We (نحن)	5	3	4
Our (نا)	----	5	---
Us (لنا)	----	1	1
They (هم)	----	1	3
total	6	15	13

Table 4: Frequency of personal pronouns across three ads

In the first ad, the use of the personal pronoun "we "five times by the political authority indicates that the speaker wants to stress his identity as belonging to the Armed Forces. The use of "we "referrers to the armed forces as an authority that witnesses and evaluates the efforts done by both 57357 hospital and by the Egyptians. The political authority uses personal pronoun "I" when he invites all Egyptians to donate money. The political authority finds it more suitable to encourage donation on a personal level not on an official level; this shows his identity as an officer who respects and abides by the rules of the Armed Forces.

In the second ad, political authority (Mohamed Ramadan) uses personal pronoun "I" five times. He even starts his feedback by "I am Commando Mohamed Ramadan…" this indicates that Ramadan wants to find a way to overcome the power of political authority he is representing by using a pronoun which shows his real identity as a social authority. The use of the personal pronoun "we" occurred three times, in each time it referred to the Egyptians. Thus, the use of "we "in this context indicates how Mohamed Ramadan insists on relating himself to social authority not the political authority. The use of the pronoun "our" in the second ad was to refer to the society not the armed forces, which stands as another indication of how Ramadan has selected personal pronouns to attach himself to Egyptian society and detach himself from the armed forces.

In the third advertisement the use of

personal pronoun "I" five times and "we" four times indicates the identity of the social authority Mohamed Ramadan as a celebrity. The use of the personal pronoun "I" shows the power of identity of the celebrity Mohamed Ramadan as he starts his feedback by showing his appreciation and giving his personal evaluation of the effort done in 57357 hospital as a powerful social authority. The use of "we" gives an additional clarification to the power of social authority of Ramadan as he is talking as one of the Egyptians. Ramadan identifies himself as a social figure by relating himself to the Egyptians who are hopeful for better health to all cancer patients in 57357 CCHE.

C. Textual Analysis

Comparing the outlines of the feedbacks by political and social figures in the three ads

The outline of the feedback by political authority in the first advertisement is as follows:

a. Announcing the visit of the Armed Forces top Officers to CCH 57357
b. Mentioning the high quality and efficiency of CCH 57357 in treating Cancer among children
c. Showing appreciation towards the management and performance of CCH 57357
d. Announcing the future plans of CCH 57357 of increasing its capacity to treat more patients
e. Inviting Egyptians on personal basis to

donate money

It is clear from the outline that the ideas are logically developed and coherent which reflects the identity of the political authority as being a man who cautiously selects his words to reflect a respectful image of the organization he represents, that is the Egyptian Armed Forces.

The outline of the feedback given by Mohamed Ramadan as a political authority in *the second advertisement* is developed as follows:

1. The political figure introduces himself as a commando "Mohamed Ramadan" not an ordinary soldier

2. praises commandoes Forces for making soldiers acquire heroic traits

3. Noting that this is not his first visit to 57357 CCHE, he has visited it and donated before

4. Draws attention to the success and efficiency of 57357 CCHE and how this resembles the efficiency of The Armed Forces

5. States that the goal of the Armed Forces is to make patients happy.

6. States that the goal could be achieved when all the nation with its different forces and organizations cooperate and work together.

7. Prays to God to succeed: using an expression he uses frequently in his films and series.

From the above outline, it is clear that the development of the ideas is not logically sequenced. The speaker wants to speak his mind as a social authority yet being a conscript makes him return to the context where political authority should be speaking. This shows that Mohamed Ramadan is trying to show his identity as a social authority yet the power of identity of the political authority forces him to speak as a conscript showing the identity of the political authority. Thus, the line of thoughts is distracted and not well-organized which results in incoherent speech.

The outline of the verbal feedback given by the social authority Mohamed Ramadan in *the third ad.*

1. Thanking 57357 CCHE for giving him the chance to visit it and help children

2. Thanking 57357 CCHE for showing that there are good things in life, and that Egyptians are kind people.

3. Thanking the children who are cancer patients for taking the medication regularly and on time and for fighting cancer

4. Praying to God for recovery

The above outline shows a very brief friendly talk which is full of positive feelings towards 57357 CCHE. Although the speech is casual and seems unplanned, the ideas are somehow relative and logically sequenced as he is presenting his own self as a social authority. This indicates that Mohamed Ramadan as a social authority is spontaneous and considerate which are key elements to power of his identity.

4. DISCUSSION AND CONCLUSION

A systemic Functional analysis has been carried out to identify power of identity shown by political and social authority in 57357 CCHE charity three ads.

4.1 Interpretation of findings

Having analyzed the verbal feedback given by social and political authority in CCH57357 ads, it could be concluded that each of the authorities derived his power of identity from the authority he embodies. The political authority (Brigadier General of Staff Hythem El Tayaa) power of identity is derived from being a top officer in the Military Commandoes Forces who gives acknowledgement and support to the charity project 57357 CCHE. The social authority (Mohamed Ramadan) power of identity is derived from being a popular figure in the Egyptian society, loved and favored as a celebrity by the widest sector of the Egyptian society; the lower working social class.

The textual analysis of the verbal feedback of Mohamed Ramadan as a political authority compared to his feedback as a social authority in the third ad shows that Ramadan's speech was more logically

sequenced and coherent when he was representing social authority in the third ad. Yet, in the second ad, his speech was not logically sequenced and ideas were not well related as he was framed in the context of the political authority.

It was also clear, based on the analysis of data, that both political and social authorities displayed power of identity by linguistic choices they made. For the political authority, its power of identity was mostly shown by relying on the material process using verbs that show readiness to support, help and contribute to community service, which typically reflect the identity of political authority. In case of social authority in the third advertisement, the material process was the most frequently used. Material process reflected Ramadan's personal appreciation and support to 57357 CCHE and stressed his identity as social authority by selecting verbs that show personal appreciation and support to 57357 CCHE, like a common social individual who belongs to the Egyptian community.

4.2 Limitation and Recommendation

Advertising discourse analysis is multidimensional in which the text, the discursive practice and social practice should be considered along with the non-verbal signs to be able to understand the intended message (Kress & Leeuwen, 2006). A limitation in this study is the focus on specific part of the ads, and not giving attention to the social semiotic structures present throughout the ads which may unfold new dimensions to give a comprehensive and deep understanding of how social and political authority could use their power of identity to persuade audience to take an action and donate.

It is recommended that the future research might carry out a critical discourse analysis and social semiotic analysis to the ads where social and political authorities are endorsed in one ad to show the dominance of power of each authority.

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