

A PRAGMATIC STUDY OF ENTICEMENT IN MEDICAL MARKETING

Assist. Lect. Israa Abed Jawad^{1*}, Assist. Lect. Alaa Auda Ali¹, Assist. Lect. Dina Qusay Ismael¹, Lect. Sabah Nimma Faraj², Assist. Lect. Diana Sabah Nimma³

¹English Department, Al-Nisour University, Baghdad, Iraq

²Computer Engineering Department, Al-Nisour University, Baghdad, Iraq

³AI Engineering Department, Al-Nisour University, Baghdad, Iraq

¹ORCID: <https://orcid.org/0009-0003-6815-708X> | Email: israa.abid1988@gmail.com

¹ORCID: <https://orcid.org/0009-0006-1642-9903> | Email: alaa.a.english@nuc.edu.iq

¹ORCID: <https://orcid.org/0009-0005-0244-2464> | Email: dina.pg@nuc.edu.iq

²ORCID: <https://orcid.org/0009-0001-4245-0152> | Email: sabah.n.eng@nuc.edu.iq

³ORCID: <https://orcid.org/0009-0007-1983-9286> | Email: diana.s.ai@nuc.edu.iq

***Corresponding Author:** Assist. Lect. Israa Abed Jawad, English Department, Al-Nisour University, Baghdad, Iraq
| ORCID: <https://orcid.org/0009-0003-6815-708X> | Email: israa.abid1988@gmail.com

Abstract

Medical marketing is rising rapidly due to the rising of the technology and online education with a severe competition. The current study investigates medical marketing by examining the official websites of some well-known British medical schools to identify the pragmatic strategies employed to convey enticing meanings for students targeted to join these schools' courses. The current study attempts to answer four research questions: 1. What are the speech acts mostly employed to entice students targeted? What are the politeness strategies employed to entice customers in the medical advertisements under analysis? What are the Rhetorical strategies mostly employed to entice customers in the medical advertisements under analysis? What are the Rhetorical appeals mostly employed to entice customers in the medical advertisements under analysis? To answer these questions, the researcher adopts an eclectic model composing Searl's (1969) speech acts, Brown and Levinson's (1987) politeness, Rhetorical strategies and appeals as explained in section 2. The analysis revealed that the medical schools concerned have relied heavily on promising and offering speech acts with the positive politeness strategy 10 to assert offering and promising acts. Rhetorical strategy dominated other strategies is overstatement which intensifies any positive traits mentioned. Finally, all rhetorical appeals are employed with logos prominent to show factual points enticing students rather than imaginative or hypothetical stories. The researcher recommends the English curriculum designers to highlight the uses of speech acts, politeness strategies, rhetorical appeals and strategies as marketing strategies to entice customers.

Keywords: Enticement, Pragmatics, Medical Marketing, Rhetorical Appeals.

1. Introduction

In recent years, several teaching hospitals have made efforts to enhance their national reputations. In 2011, hospitals increased their advertising efforts, with some academic medical centers joining the national marketing scene. These nationwide commercials not only help in attracting faculty and students but also aim to draw more paying patients to seek treatment (Farmer, 2012). Effective advertising and marketing strategies including enticement can inform the public, offer current and precise information to patients, and increase the visibility of physicians, as more individuals seek referrals online (Purim et al., 2022). Digital medical marketing is a growing concern, defined as a set of actions and strategies that aim at adding value to medical practice through the identification of opportunities and markets and the desires and needs of patients. With the rise of social networks and the onset of the pandemic, there has been an increase in remote learning and work, leading to intensified digital communication across all sectors. Additionally, the number of vacancies in Medical Schools has risen, resulting in a greater supply of professionals promoting medical topics and services (Schmidt et al., 2021). The ability to communicate ethically, whether privately or publicly, using verbal and non-verbal language, is a fundamental aspect of professional marketing in healthcare services. According to Oladejo (2021), the language used in advertising is crucial for persuading individuals to buy or subscribe to specific products or services. This is achieved through various methods, such as providing information, capturing attention, and

persuading the audience. While the language of advertising has been extensively studied in linguistics, the pragmatic aspects of online advertising have received less focus, even though the advertising industry has recently shifted towards digital discourse.

Enticement is one verbal strategy used to attract paying patients seeking for treatments. However, recent pragmatic research on enticement have not investigated this linguistic strategy as used in healthcare advertising. Repnikova (2022) investigated enticement in the area of power in "Rethinking China's Soft Power: 'Pragmatic Enticement' of Confucius Institutes in Ethiopia" while Al-assadi (2024) examined the "pragmatics of enticement in selected advertisements in social media" while other researchers have examined the concept of enticement from other perspectives and other types of data. The current study attempts to investigate the pragmatics of enticement as a marketing strategy in the medical field. Respectively, the current study seeks to answer the following questions:

1. What are the speech acts mostly employed to entice customers in the medical advertisements under analysis?
2. What are the politeness strategies employed to entice customers in the medical advertisements under analysis?
3. What are the Rhetorical strategies mostly employed to entice customers in the medical advertisements under analysis?
4. What are the Rhetorical appeals mostly employed to entice customers in the medical advertisements under analysis?

The pragmatic analysis of enticement strategies in the medical advertising benefits in showing how pragmatic strategies are used to entice students, patients and clients have the medical services advertised. Findings can inform medical schools, hospitals, and regulators to draft codes of conduct, in addition to communication training for health professionals on the ways promoting medical services.

The researcher structures the study into four sections. The first section introduces the problem, significance, research questions, and the structure of the study. The second section reviews the literature on enticement, pragmatic strategies performing enticement, and medical advertising. Section three explains the methodology followed to analyse the data, describe the data, and the model adopted for analysis. Finally, the data analysis is set out and the results are to be discussed to derive conclusions.

2. Medical Marketing in Discourse

Healthcare marketing, often referred to as medical marketing, encompasses all marketing activities within the healthcare sector. This involves promoting and advertising healthcare products, services, medical institutions like hospitals, clinics, or rehabilitation centers, as well as medical devices, pharmaceuticals, and specific medical procedures or practices. A crucial element of medical marketing is adhering to governmental regulations and ethical standards. Given the stringent regulations in the healthcare field, marketing information must be precise and verifiable to prevent misinformation and misleading claims that could potentially harm patients. Another significant function in medical marketing is the creation and execution of advertising and promotional campaigns. This might involve designing print and digital ads, organizing events, and collaborating with healthcare professionals. With the advent of digital technology, marketing teams are also tasked with crafting effective digital marketing strategies, which may include search engine optimization (SEO), email marketing, social media marketing, and content marketing (Sascha, 2026).

Generally, discussions about advertising are based on the notion that its language is crafted to persuade the audience to buy a product or service, or to make that product or service seem as attractive as possible. Hermerén (1999, p. 35) explores how commercial advertising influences persuasion, comparing it to the four stages of persuasion: comprehension, acceptance, attitude change, and message retention. Therefore, writing intended to persuade readers is likely designed to facilitate their persuasion journey. In other words, before a message can influence someone, it must first be understood and accepted by the intended audience, who must also be willing to adopt a positive perspective on the message. Although "it might seem like purchasing or reacting to an advertisement is a personal choice, research shows that the way we process information lies outside of our conscious control of awareness" (Sedivy & Carlson, 2011, 577). This gives advertisers a considerable edge in persuading people through ads because the message will still be processed as information in the recipient's mind, regardless of whether it is consciously recognized. As a result, advertising—which involves creating an image or representation of a product or service to promote it—is an essential element of modern business. The aim of advertising is to persuade consumers to buy the promoted goods or services and to direct their attention towards specific products. "Advertisers use various techniques and tactics to achieve this goal, including the use of persuasive language" (Sedivy & Carlson, 2011, p. 577).

In a similar vein, Cook (2001) describes advertising discourse as "a mode of communication that aims to convince an audience to take action or adopt a belief in a particular idea or product." Advertisements are

omnipresent in our everyday lives, appearing on billboards, in TV commercials, and as online pop-ups. One of advertising's primary objectives is to create awareness of a need for a product or service that the audience might not have previously recognized. The language used in commercials is carefully selected to resonate with the emotions and desires of the target audience. For example, a perfume advertisement might use phrases like "irresistible scent" and "captivating fragrance" to evoke a sense of sophistication and allure. Similarly, an automobile ad might use expressions such as "powerful engine" and "smooth ride" to suggest comfort and luxury. "These linguistic choices are often paired with visual elements like vibrant colors, attractive models, and picturesque settings to amplify the persuasive impact" (Siram et al., 2021, p.14-5).

2.1 Enticement in Pragmatics

Enticement is defined in various ways across different dictionaries. For example, the online Cambridge Dictionary describes enticement as "the act of persuading someone to do something by offering them something pleasant" (Enticement, 2026). Similarly, the Oxford Dictionary explains enticement as "something that you offer to somebody in order to persuade them to go somewhere or to do something; the act of offering an enticement" (Enticement: Noun, n.d.). Additionally, the Merriam-Webster Dictionary interprets enticement as "to attract artfully or adroitly or by arousing hope or desire" (Entice, 2026). Therefore, based on these definitions, enticement can be practically understood as a deliberate action aimed at convincing others to do or believe in something in a skillful manner. This skillful aspect can be illustrated through the use of various rhetorical and aesthetic devices, supported by other pragmatic strategies. The choice of devices and strategies for enticement will depend on the intended purpose, which is to persuade and attract. The proposed strategies will be detailed in the following section dedicated to the model of analysis.

2.2 Pragmatic Strategies of Enticement

From a pragmatic perspective, enticement can be analyzed in terms of speech acts, politeness, rhetorical strategies and rhetorical appeals as respectively explained in the following points.

1. Speech Acts

Searl's (1969) speech acts of offering, promising, warning, advising, and invitation are chosen for use in triggering enticement because they collectively draw customers' attention to products or offers while steering them away from other options. Nonetheless, certain speech acts in advertisements cannot stand alone; they are crafted in a sequence. In this sequence, the primary speech act is assertive, warning, or offering, accompanied by another speech act that serves as a justification for the main act. Comparini (2013, p. 60) notes that justifications "are socially and culturally situated speech acts. They are a pragmatic device utilized at certain interpersonal junctures to accomplish certain interpersonal goals." Consequently, Edmondson (1981, p. 147) proposes a set of felicity conditions that an utterance must satisfy to qualify as a speech act of justification. These conditions are as follows: (NOTE: S: speaker, H: hearer, A: act)

- S wants H to understand that S does not consider a previous action A, for which he takes full responsibility, to be socially damaging.
- The fact that S performed A, and that it might be viewed as socially damaging, is assumed in the justification.
- S is to be seen as asserting his own social status when presenting a justification. There is a reciprocal relationship between justifications and excuses regarding the speaker's accountability and whether there is anything that needs to be addressed.

2. Brown and Levinson's Politeness

When individuals encounter language that is polite and shows respect for others, they tend to pay more attention to it. Consequently, "because it is crucial for advertisers to capture the attention of readers and sustain social and emotional connections with their customers, they are anticipated to use politeness strategies with great care in their advertisements" (Pishghadam & Navari, 2012). These pragmatic approaches are exemplified by politeness strategies designed to encourage consumer interest. These strategies are derived from Brown and Levinson (1987):

a- Bald on Record strategies:

The bald on-record politeness strategy is often seen as the speaker being straightforward and blunt, which can come across as disrespectful and impolite. This approach is typically used with very close friends and family members. There are five sub-strategies that can be employed to incorporate politeness strategies in conversations between speakers, including expressing disagreement (criticism), offering suggestions or advice, making requests, issuing warnings, and using imperative forms. Examples of this strategy include phrases like "No one makes your hair stronger" (expressing disagreement or criticism), "Dress like a goddess and god will flock to you!" (Offering a suggestion or advice), and "Go away!" (Using an imperative form). Although these

methods might seem unusual in advertising contexts, they can help foster closeness, friendship, and solidarity with the audience, especially when providing advice and setting negative expectations.

b- Positive politeness strategies:

- **Strategy 1:** Focus on H's desires, needs, and interests. For instance: "You seem upset. Is there anything I can do to help?"
- **Strategy 2:** Show heightened interest in H and what matters to him. For example: "That's a great haircut; where did you get it done?"
- **Strategy 3:** Amplify interest for the listener. For instance: "I walked down the stairs, and guess what I saw?"
- **Strategy 4:** Use in-group identity markers to show solidarity. For example: "Hey, buddy, can you spare a dollar?"
- **Strategy 5:** Find common ground. For instance: (A) "I got a flat tire on my way home." (B) "Oh no, a flat tire!"
- **Strategy 6:** Steer clear of disagreement. For example: "Yes, it's quite long; definitely not short."
- **Strategy 7:** Establish or highlight shared understanding. For instance: "Oh no, we've lost our little ball, haven't we, Johnny?"
- **Strategy 8:** Use humor. For example: "Wow, that's a big one!"
- **Strategy 9:** Demonstrate or assume knowledge of and concern for H's preferences. For instance: "I know you don't like parties, but this one will be great—come along!"
- **Strategy 10:** Make an offer or promise. For example: "If you do the dishes, I'll vacuum the floor."
- **Strategy 11:** Be hopeful. For instance: "I'll just tag along, if that's okay with you."
- **Strategy 12:** Involve both the speaker and listener in an activity. For example: "If we support each other, we'll either succeed or fail together in this course."
- **Strategy 13:** Provide or request reasons. For instance: "Why don't I give you a hand with that suitcase?"
- **Strategy 14:** Assume or state mutual benefit. For example: "I'll do X for you if you do Y for me."
- **Strategy 15:** Offer gifts to H.

3. Rhetorical Strategies

These are represented by the following:

a- Rhetorical questions

Advertisers can initiate or enhance their advertisements by capturing consumers' attention and sparking their desire to purchase the product through questions that do not require answers. These are strategically used to convince the audience to accept the advertisers' claims. According to Quirk et al. (1985, p. 826), a rhetorical question, despite its interrogative form, serves as a strong statement. It does not expect a reply. Additionally, rhetorical questions exhibit a reversal of polarity: a positive rhetorical question functions as a strong negative statement, while a negative one serves as an emphatic positive statement. This is illustrated in the following examples:

- "Is that a reason for despair?"

- "Isn't the answer obvious?"

Al-Jumaily and Al-Azzawi (2009, p. 13) suggest that rhetorical questions serve as tools to emphasize a contentious issue, influence the audience, or challenge and criticize an opponent (Fahnestock & Secor, 1982, pp. 343-4).

b- Overstatement

Overstatement, or the use of hyperbolic expressions, is often employed in advertisements to amplify the features they present to consumers. As noted by Pomerantz (1986, p. 222), in situations of disagreement, people frequently resort to hyperbole when they anticipate that their opponent will challenge their assertions. Consequently, they bolster their claims through exaggeration. McCarthy and Carter (2004, p. 152) describe hyperbolic language as a means of reshaping the objective reality or world, where there are conflicting interpretations. This approach emphasizes a particular version of reality while downplaying others, drawing the listener's attention to the speaker's viewpoint in a compelling manner. However, hyperbole should not be mistaken for deceit.

c- Understatement

At times, advertisers may downplay or undervalue their rival companies and their offerings as a form of manipulation or negative persuasion. This involves using expressions that convey seriousness, quantity, and intensity that are less than the actual reality to create an effect on the recipient (Cruse, 2006, p. 186).

4. Rhetorical Appeals

Rhetorical strategies or techniques can be employed to fulfill particular communicative purposes in advertisements. For example, they can enhance the emotional intensity of the audience's response to offers or provide logical reasons for why a consumer should choose a particular option. These strategies include:

1- Logos: Logos signifies persuasion through logical reasoning. Essentially, it involves using logic in arguments. "Thus, appealing to reason is essential for verifying rational discourse. Reasoning ensures the clarity of the claim, the logic of its rationale, and the effectiveness of its supporting evidence" (Walton, 2004: 18).

2- Ethos: Ethos pertains to the credibility or trustworthiness of the individual as being honest and dependable. "Hence, they are the speaker's qualities to effectively present an argument. The ability to persuade is influenced by the document's reliability" (Walton, 2004). Boone and Kurtz (1999, p. 41) define reliability as "the extent to which a statement, a person, and/or a company is perceived as ethical, trustworthy, and sincere." "It is closely linked to the audience's perception of how believable a speaker is" (Boone & Kurtz, 1999, p. 41).

3- Pathos: Pathos involves emotional appeals designed to evoke strong feelings in the audience, such as anger, sympathy, fear, disgust, pride, respect, embarrassment, or similar emotions. Therefore, the aim of the pathos appeal is to stir the audience's emotions. "In many cases, emotion serves as the prominent, powerful persuasive element. While logical arguments may not succeed, emotions often have the power to motivate people to comply" (Boone & Kurtz, 1999, p. 42).

3. Methodology

The present study analyses nine medical marketing texts utilized by medical schools on their official websites. The analysis is quantitative and qualitative where frequency counted to support the qualitative analysis and interpretation.

The data is selected carefully according to the criteria of choosing authentic real medical marketing textual content of an English-speaking country. Also, the official websites are available by links or search on google. The data collected consists of welcoming statements. The 'about' statement and all introductory and informative texts provided on the websites to introduce the medical schools and attract students to join the medical courses and programs. The whole data, not extracts is analysed with 4077 words collected online freely. The schools are suggested as the most pioneer medical schools in Britatin to represent the most attractive schools. The Medical schools selected are:

Queen Mary

<https://www.qmul.ac.uk/about/>

Bristol University

<https://www.bristol.ac.uk/study/undergraduate/2026/medicine/>

Manchester University

<https://www.bmh.manchester.ac.uk/study/medicine/>

University of Glasgow

<https://www.gla.ac.uk/undergraduate/degrees/medicine/>

College of Medicine and Veterinary Medicine

[College of Medicine and Veterinary Medicine](#)

Kings College London

<https://www.kcl.ac.uk/study/undergraduate/courses/medicine-mbbs>

UCL

<https://www.ucl.ac.uk/about/excellence-and-impact>

Imperial

<https://www.imperial.ac.uk/about/>

The analysis is carried out by following an eclectic model of analysis composing four pragmatic frameworks: speech acts, Politeness. Rhetorical appeals, and the rhetorical strategies as explained in the second section.

4. Data Analysis

4.1 Speech Acts

Table 1 shows the frequency of the speech acts used in the data with the sentences realizing the speech acts:

Table 1

Speech Acts in the Medical Marketing Texts

Speech acts	Frequency	Percentage
Offer	11	29.7%
Promising	19	51.4%
Warning	2	5.4%
Invitation	1	2.7%
advice	4	10.8%

Total	37	
-------	----	--

Examples from Data

1. Offering

- "The Trust awards four undergraduate scholarships each year for up to six years each."
- "The Trust awards two scholarships to students from East London..."
- "The Trust also awards one intercalated degree bursary in health and social care annually..."
- "The Trust awards one CReST vacation scholarship annually..."
- "Our Wolfson Medical School Building offers you extended access to library facilities, and a first-class clinical skills suite."
- "Support is available to help you try out active travel."
- "The University provides interest-free loans to purchase annual tickets for public transport."
- "The Social Responsibility and Sustainability team can help you make your lab more sustainable through training, funding and advice."
- "As a multi-faculty institution, we offer an unrivalled range of intercalated degrees..."
- "Exceptional students may be offered the opportunity to include a PhD as part of their studies."
- "We also offer an Intercalated BSc programme for external medical, dental and veterinary students..."

2. Promising

- "You will be welcomed into our inclusive community and supported to succeed in your career."
- "we will help you develop the knowledge, skills and attitudes the council requires."
- "You will learn from patients in their homes..."
- "You will gain invaluable experience in a wide range of clinical settings."
- "You will work with doctors and healthcare professionals..."
- "You will be exposed to a broad range of patient experiences that will enrich your journey..."
- "This will ensure you get the support you need throughout your degree."
- "You will gain experience in clinical environments throughout the West of Scotland..."
- "You will undertake two periods of elective study..."
- "You will undertake vocational & professional studies, have your first clinical skills sessions..."
- "You will also receive clinical procedural skills and clinical examination teaching."
- "You will be able to choose a variety of student-selected components (SSCs)..."
- "This will equip you to become an outstanding doctor and one of the next generation of medical leaders."
- "On successful completion of the course you will receive your MBBS degree..."
- "you will be supported in navigating your international, educational journey..."
- "Successful students will graduate with both an MBBS and BSc qualification..."
- "teaching enriched by our internationally competitive research and clinical expertise."
- "You will benefit from early exposure to clinical skills training..."
- "This course gives you just that [practical skills and a scientific grounding."

3. Warning

- "After this time period your provisional registration will normally expire."
- "you should be aware that regulations in this area may change from time to time."

4. Advising

- "Visit the College website for more information..."
- "Become the best doctor you can with a rewarding degree..."
- "Get clinical experience from Year 1..."
- "Find out more about our Intercalated BSc programme."

5. Invitation

- "Welcome to Imperial."

4.2 Politeness

Table 2 show the frequencies and percentages of politeness strategies employed in the data selected:

Table 2

Politeness Strategies in Medical Marketing

Politeness Strategy	Sub Strategy	Frequency	Percentage
---------------------	--------------	-----------	------------

<i>Bold on Record</i>		6	11.1%
<i>Positive Strategies</i>	<i>Strategy 1</i>	6	11.1%
	<i>Strategy 2</i>	1	1.9%
	<i>Strategy 4</i>	3	5.6%
	<i>Strategy 9</i>	2	3.7%
	<i>Strategy 10</i>	30	55.6%
	<i>Strategy 12</i>	1	1.9%
	<i>Strategy 15</i>	5	9.3%
<i>Total</i>		54	100%

Examples from Data

a. Bald on Record

The medical schools use imperative in the following sentences:

- "Visit the College website for more information..."
- "Become the best doctor you can with a rewarding degree..."
- "Get clinical experience from Year 1 and develop the skills you need..."
- "Find out more about our Intercolated BSc programme."

The medical schools use warning statements in:

- "After this time period your provisional registration will normally expire."
- "you should be aware that regulations in this area may change from time to time."

b. Positive Politeness Strategies

Strategy 1: Highlight H's desires

- "The texts highlight support systems designed for the student: "You will be... supported to succeed in your career"
- "ensure you get the support you need throughout your degree."

Strategy 2: Show interest in H's matters

- "In the final year, there is an exciting opportunity to study your elective in a wide variety of settings..."

Strategy 4: Use of in-group identity markers

- "Welcome to Imperial"
- "You will join one of the largest medicine departments in Europe..."

Strategy 9: Assume Knowledge of H's concerns

- "Periods of elective study and student-selected components allow you to explore areas of personal interest."

Strategy 10: Make an Offer or a promise

- "we will help you develop the knowledge, skills and attitudes the council requires"
- "This will equip you to become an outstanding doctor..."

Strategy 12: Involve both H and S in an activity

- "Our curriculum... provides you with the knowledge required to engage in the rest of the undergraduate programme."

Strategy 15: Offer gifts to H

- "The Trust awards four undergraduate scholarships each year... set at £5,000 each."

4.3 Rhetorical Strategies

Table 3 displays the frequencies and percentages of the rhetorical strategies used in the medical school marketing texts:

Table 3

Rhetorical Strategies in The Medical School Marketing Texts

Rhetorical Strategies	Frequency	Percentages
Rhetorical Question	1	4.2%
Overstatement	23	95.8%
Understatement	0	0
Total		100%

Examples from Data

A. Rhetorical Question

Only Manchester university deploys the rhetorical to question ask "'Why study Medicine?'"

b. Overstatement

Medical schools examined rely heavily on the use of overstatement to intensify positive points of the schools under analysis:

- *Queen Mary: "intellectual brilliance" its spirit delivers*
- *UCL "ach: ievement that has few parallels internationally"*
- *King's College London: claims to offer an "unrivalled range of intercalated degrees"*
- *Imperial College describes itself as a place where "scientific imagination leads to world-changing impact".*
- *Enhancing Facilities and Staff:*
- *The University of Glasgow and Bristol Medical School both boast of "state-of-the-art" facilities*
- *Bristol Medical School: is described as "renowned for developing world-leading clinicians and scientists"*
- *King's College London: states students will learn from "some of the world's most influential clinicians"*
- ***The University of Manchester: "truly translational approach" to research.***

4.4 Rhetorical Appeals

Table 4 reviews the result of analyzing the texts of medical schools' websites"

Table 4

Rhetorical Appeals in the Medical Marketing Texts

Rhetorical Appeals	Frequency	Percentage
Logos	15	39.5%
Ethos	12	31.6%
Pathos	11	28.9%
Total	38	100%

Examples from Data

Logos:

- *"UK top 10 for Life Sciences and Medicine"*
- *"100% of surveyed MB ChB Medicine students were in work or further study within 15 months of graduation"*
- *"close to £10bn of economic impact each year"*

Ethos:

- *UCL: "since 1785,"*
- *King's College London: "nearly 200 years"*
- *"accredited by the General Medical Council (GMC)"*
- *"renowned and busiest teaching hospitals"*
- *silver Athena SWAN award for... gender equality"*
- *"British Medical Association's charter to address racial harassment"*

Pathos

- *"significant and positive impact on people's lives,"*
- *"improve the lives of people and animals and the health of our planet".*
- *"welcomed into our inclusive community"*
- *"supported to succeed,"*
- *"friendly, supportive and stimulating".*

4.5 Discussion of the Results

The results shows that within speech acts used, promising is highly promoted to count 19 of 37 which implies a great tendency for promising future to attract and entice students to join courses with the great hope of future dreams to come true. After promising, offering is also highly deployed with the frequency of 11 from 37 total. Offering speech acts denotes enhancement, awards, services, and privileges the medical schools offer for their students where each medical school make a distinguished offer to compete other schools. Advices form a proximately less moderate frequency with 4 times occurring using imperative to give formal advice implying that it is better to join such a course rather than another. Invitations is rarely used with only one time occurrence to express welcoming and joy to join the medical school of Imperial.

In terms of politeness, the positive politeness strategy 10 recorded a high presence range with 55.6% for making offers and promises guaranteeing a better medical education with interesting offers and promising future with unique privileges. Bold on record strategy seems important with 6 times frequency for making formal advices with the imperative forms to entice directly in a serious tone.

The rhetorical strategies are dominated by the overstatement strategy where benefits, qualities, positive services, and educational system properties are positively exaggerated to entice future students and new comers to be astonished with what wait them in the medical school they read about. Rhetorical question is seldomly used for one time. This may show the tendency to deliver benefits directly and clearly without depending on the student imagination. Medical schools thus, draw the future image in the student's mind. Understatement is logically absent that there is no place to understate any thing in the website informative statements and articles.

Finally, All rhetorical appeals are employed in a varying way. Logos ranks highest with 15 times frequent of 38. Logos is focused since that schools are examined are scientific and need to convince and entice students with scientific facts of their credibility, liability, position withing Britain medical schools ranked. Ethos is also used moderately with 12 times frequency and pathos with 15 times. The focus on logic balance with emotions and ethics for a complementary picture of full services offers.

Conclusions

The researcher derives conclusions on the basis of analysis to answer the research questions:

1. The medical schools under analysis mostly uses the speech acts of promising and offering over other speech acts which forms what students mostly look for: future acts and distinguished services.
2. Positive Politeness strategies 10 and bold on record are prominent to make direct commands, offering, and promising which show interest in the H's preferences and needs.
3. Rhetorical strategy of overstatement is the prominent trope that increases the value of the offers, promises, and what students can gain in joining the medical schools under examination.
4. In accordance with the scientific nature of the medical schools, logos dominates the rhetorical appeals used in enticing students with statistics, values, evidences and documented justifications like school rank, history, and graduated students' statements and opinions.

Recommendations

Based on the current study conclusions, the researcher recommends curriculum designers to use authentic advertisements and website boards of medical schools along with other situational examples. Teachers should highlight the function and use of those forms to entice specific people. Teach the use of enticing speech acts, politeness strategy, rhetorical strategies and rhetorical appeals to attract, persuade, convince, and entice students and customers in work as everyday act we are continuously subjected to especially on social media.

References

- Al-Jumaily, A., & Al-Azzawi, J. (2009). Identification, description and interpretation of English rhetorical questions in political speeches. *Ahl Al-Bait Journal*, 1, 301–314.
- Alves, F. (2012). Percepção de alunos de medicina sobre marketing médico. *Revista Brasileira de Educação Médica*, 36(3), 293–299. <https://doi.org/10.1590/S0100-55022012000500002>
- Brown, P., & Levinson, S. (1987). *Politeness: Some universals in language usage*. Cambridge University Press.
- Comparini, L. (2013). The use of justification in the linguistic construction of agency and social connection in Latina mother-child conflict. *Journal of Pragmatics*, 57, 57–67.
- Cook, G. (2001). *The discourse of advertising*. Routledge.
- Cruse, A. (2006). *A glossary of semantics and pragmatics*. Edinburgh University Press.
- Enticement. (2026). Cambridge Dictionary. <https://dictionary.cambridge.org/dictionary/english/enticement>
- Farmer, B. (2012, January 4). In tight times, medical schools market themselves. NPR. <https://www.npr.org/2012/01/04/144622719/in-tight-times-medical-schools-market-themselves>
- Grice, P. (1975). Logic and conversation. In P. Cole & J. L. Morgan (Eds.), *Syntax and semantics: Vol. 3. Speech acts* (pp. 41–58). Academic Press.
- Hermerén, L. (1999). *English for sale: A study of the language of advertising*. Lund University Press.
- McCarthy, M., & Carter, R. (2004). "There's millions of them": Hyperbole in everyday conversation. *Journal of Pragmatics*, 36, 149–184.
- Pishghadam, R., & Navari, S. (2012). A study into politeness strategies and politeness markers in advertisements as persuasive tools. *Mediterranean Journal of Social Sciences*, 3(2), 161–171.
- Purim, K. S. M., Andrade, F. A., Uhl, F. L., & Bernardes, A. B. S. (2022). Medical advertising in social networks: Awareness and medical school education. *Revista do Colégio Brasileiro de Cirurgiões*. Advance online publication.
- Quirk, R., Greenbaum, S., Leech, G., & Svartvik, J. (1985). *A comprehensive grammar of the English language*. Longman.
- Sascha. (2026, February 9). Medical marketing guide – Definition, tasks & strategies. Aristo Group. <https://www.aristo-group.com/en/guide/medical-marketing-7/>

- Schmidt, A., Manfredini, G., Brito, L., Penido, M., Buch, P., & Purim, K. (2021). Publicidade médica em tempos de medicina em rede. *Revista Bioética*, 29(1), 115–127. <https://doi.org/10.1590/1983-80422021291452>
- Searle, J. R. (1969). *Speech acts: An essay in the philosophy of language*. Cambridge University Press.
- Sedivy, J., & Carlson, G. (2011). *Sold on language: How advertisers talk to you and what this says about you*. Wiley-Blackwell. <https://doi.org/10.1002/9780470978146>
- Sriram, K. V., Namitha, K. P., & Kamath, G. B. (2021). Social media advertisements and their influence on consumer purchase intention. *Cogent Business & Management*, 8, Article 2000697. <https://doi.org/10.1080/23311975.2021.2000697>