



Public Relations & Advertising Campaigns

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The Extent to which Palestinian Communication Companies Employ Persuasive Appeals and Social Responsibility Strategies in their Promotional Campaigns on Facebook: “Jawwal” Company as a Case Study

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Abstract

This study aimed to identify the prominent persuasive appeals and social responsibility strategies used in the promotional campaigns of Jawwal company. The study relied on Aristotle's rhetorical model and communication strategies for the social responsibility model. The study analyzed all posts that Jawwal's "Facebook" page published from December 7, 2021, to February 8, 2022. The number of page posts in this period was (540); the researchers analyzed all as a comprehensive sample. The results showed Jawwal focused on four main themes: offers, introducing a service or recalling an existing service, social themes, and social responsibility activities. These results indicate a shortcoming in Jawwal's approach to highlighting the social responsibility programs it manages, compared to its interest in promotions, which ranked first in frequencies with 56%. In comparison, the posts containing the company's social responsibility programs got only 2%. The study results also showed that Jawwal did not rely primarily on persuasive appeals in its posts, as 73% did not contain any compelling technique. The posts that included persuasive appeals were 27%, and they entirely depended on pathos alone, focusing on the passion for profit and the love of ownership only. This result may show that the page management lacks knowledge of employing persuasive techniques depending on Aristotle's rhetorical triangle. The ability of this triangle can effectively and efficiently help public relations structure and design the company's social media marketing activities. The results also showed that Jawwal focused 100% on external CSR programs and wholly neglected internal CSR programs in its posts. We can consider this posting mechanism a shortcoming in promoting the company's CSR strategy. Some studies confirmed that internal social responsibility messages significantly impact stakeholders' trust, satisfaction, and commitment to the organization than external CSR messages. The study concluded with a set of recommendations, including the necessity for the Jawwal company to balance its CSR communication strategy between the

information strategy, the response creation strategy, and the strategy of engaging stakeholders. Jawwal also has to balance the company's internal and external CSR posts. In addition, there is a need for Jawwal company to build its persuasive strategies in response to Aristotle's rhetorical triangle dimensions, thus providing the consumer with reasons to engage in the company's activities, emphasizing the brand's credibility in this context, and instilling positive feelings among consumers.

Keywords: Jawwal, Content Analysis, Corporate Social Responsibility, Facebook, Aristotle's Rhetorical Model.