

UNIVERSITI TEKNOLOGI MARA

**VISUAL RHETORIC FOR HEALTHY
LIFESTYLE AWARENESS
CAMPAIGN ON SOCIAL MEDIA**

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ABSTRACT

Social media platforms like Facebook have become powerful tools for promoting health and wellness. Visual rhetoric, which involves using images and design elements to communicate messages, is particularly effective for engaging audiences on social media. This study explores the use of visual rhetoric in promoting healthy lifestyle awareness on Facebook, specifically focusing on the design features and persuasive techniques that are most effective for engaging users. This research employs a mixed-method approach, combining a systematic review of the literature with a content analysis of existing Facebook health promotion campaigns. Key design features such as color, typography, and imagery are identified as effective elements in promoting healthy lifestyle behaviors. Additionally, persuasive techniques such as social proof, emotional appeals, and call-to-action messages are analyzed for their role in motivating users to adopt healthier lifestyles. The study's significance lies in its comprehensive analysis of how visual rhetoric can enhance the effectiveness of health promotion campaigns on social media. However, the research is limited to Facebook and may not be generalizable to other platforms. Future research should explore the applicability of these findings across different social media platforms and investigate additional factors that may impact the effectiveness of visual rhetoric in health promotion. Overall, this study demonstrates that strategic use of visual rhetoric can significantly enhance the engagement and impact of health promotion campaigns on Facebook, providing valuable insights for developing future campaigns.

Keywords: visual rhetoric, rhetoric, advertising, social media advertising, health campaign

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CHAPTER 1

INTRODUCTION

1.1 Introduction

In this chapter, the researcher will explain what the research is about. The researcher will explain the background of the research, besides explaining what the objectives of this research are as well as what are the questions that the researcher intended to answer by the end of this research. In this chapter also, the researcher will express the research limitations and delimitations so that the reader understands the extent of the study as well as the limitations. Visuals are the things that we see every day, whether they are print visuals that we see on the streets or digital visuals that we see on our devices. The use of visuals to convey information to the general population is common. As a result, visually appealing images may have an impact on the viewership base.

In this era of globalization and digitalization, the audience are more visual literate as they are more selective to the things that they want to look at. Having a good visual that complimenting the message in advertising will attract the viewer. The visual has always played an important role in the social sciences: throughout their history, the visual has served as one dimension of meaning among many others. The use of visual information, on the other hand, has been relegated to illustrative or supporting roles in explanations and descriptions rather than being recognized as a valuable source of knowledge construction. Digitalization has also facilitated the emergence of new aesthetic practices driven by amateurs, ranging from desktop publishing to blogging to web video, as well as increased the visibility and reach of the majority of visual arts practices.

1.2 Research Background

The importance of visuals in advertising cannot be overstated. Visuals will be used to convey the overall theme of the campaign to the public. It is critical for campaign materials to be memorable, eye-catching, and relevant to the intended audience/viewership. According to Paul Messaris in his book titled “*Visual*