

A Look at Advertisements with Conspicuous Consumption from a Rhetorical Perspective

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ABSTRACT

Nowadays, consumption, which has become an increasingly complex process, has gained a meaning far beyond simply meeting a need. As consumption has become a complex process, individuals' need to show off has become an important material for advertising messages. Conspicuous consumption is also an important issue in terms of examining consumer behavior, and the given advertising messages and the imitation contained in conspicuous consumption are effectively conveyed to the target audience. This study focuses on luxury consumer product advertisements consumed for the purpose of showing off. In particular, in advertisements that offer individuals a lifestyle, the use of rhetorical elements is emphasized in order to increase the power of persuasion for a successful and effective advertising message and to ensure the ultimate goal of sales. The purpose of the study is to examine how rhetoric is positioned in luxury consumer product advertisements consumed for the purpose of showing off. Within the scope of the study, television advertisements that attract attention are primarily addressed, and in this context, five selected jewelry commercials are analyzed using the semiotic method. How conspicuous consumption is positioned in the commercials that are the subject of the analysis and what kind of rhetorical figures are used to increase the persuasion in question are examined, and the advertising messages are analyzed from a rhetorical perspective.

Keywords: Conspicuous Consumption, Luxury Consumer Goods, Advertising, Rhetoric, Semiotics.

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Introduction

Along with globalization, there are changes and developments in the political, social and economic fields, and the phenomenon of consumption is also affected by these changes. Brands begin to follow different strategies in order to reveal their own awareness and increase their preferability, and accordingly, the phenomenon of consumption gains a different dimension. With the changing phenomenon of consumption, today's consumers do not act rationally in their product preferences and attribute various social meanings to products. "Consumption is generally a process and an individual behavior that occurs as a result of the purchasing decision" (Erkan, 2004, p.159). This process that individuals carry out to meet their needs is becoming increasingly complex and is gaining different meanings by moving away from the definitions made. Now, consumption is moving away from functionality, ahead of the needs of individuals, and is starting to appeal to desires and pleasures. People focus on the values they add to themselves rather than the benefits of the products they buy, and they prefer the products in question for this reason. In this context, the purpose of the products purchased is to show off, as it is desired for others to see them. "Such expenditures on products and services that provide psychological satisfaction are called conspicuous consumption" (Özer & Dovganiuc, 2013). The concept of conspicuous consumption is a concept that emerged with the works of Thorstein Veblen, one of the important names of American economic sociology, and it has gained a new meaning by being shaped by Veblen's works. "With the concept of conspicuous consumption, Veblen defines the use of luxurious and expensive goods and services that have the feature of being exhibited in order to show the status of an individual as a member of a certain class." (Eke, 1982). In this direction, luxurious and expensive products are preferred in conspicuous consumption, and many psychological messages such as belonging to a group and gaining prestige are tried to be given with the use of these products. In this context, the examination of the use of luxury consumer products in particular constitutes the starting point of the study.

Starting from the point that consumption is done for the purpose of showing off, conspicuous consumption also influences large masses with effective advertising messages designed for luxury consumer products. Rhetoric, which is used as the most effective tool in terms of attracting the attention of the target audience and increasing the persuasiveness of the advertising message, ensures that the message presented to the target audience is effective and increases the persuasive power of the advertising language. "The main interest of the rhetoric discipline, which is related to rhetoric, words and form, is to find out how to convey the expression most effectively in given situations" (Bati, 2007, p.328). The analysis of the messages given in advertisements, which can easily direct people towards a certain behavior and attitude change with the use of rhetorical figures, constitutes another dimension of the study. Today, many studies are conducted on the concept of conspicuous consumption, but these studies do not address advertisements that greatly affect the target audience and can direct them to the desired behavior. The inclusion of rhetorical figures in advertising messages designed especially for luxury consumer products ensures the spread of conspicuous consumption and many social meanings are attributed to the products with the messages given in the advertisement. The study prepared based on this is important in terms of rhetorical and conspicuous consumption.

The subject of the study is the rhetorical analysis of advertising messages designed for luxury consumer products based on Veblen's concept of conspicuous consumption. The main starting point of the study is Veblen's theory of "conspicuous consumption". In this context, the concept of conspicuous consumption is examined in detail and the meaning behind the message given is examined by considering the texts as an important communication tool in advertisements for luxury consumer products. The aim of the study is to examine the concept of conspicuous consumption in luxury consumer products in order to create consumption values and to analyze the advertising messages rhetorically in this direction. In addition, to investigate how the use of rhetorical figures increases the effect of the advertising message in order to increase persuasiveness in conspicuous consumption and to conduct a literature review on the subject while determining these effects are among the aims of the study.

Conspicuous Consumption

The changes in the social structure also change the consumption phenomenon and the products consumed gain importance not only due to their functional features but also due to their symbolic features and the symbolic meaning of the product overshadows its functionality. In this context, consumption comes to the fore as a complex process that is associated with the value attributed to the product rather than being done economically. The products used by consumers are preferred due to their symbolic meanings rather than their material benefits and the meaning attributed to that product increases its preferability. In this direction, the consumer establishes a connection with the product he/she uses and focuses on the benefit that the product in question will provide him/her. In such a case, the purchased product can be presented to another group for show and the benefit that the product thinks it will provide him/her is seen to be displayed. Expenditures made on products and services that provide psychological satisfaction like this and similar ones are called conspicuous consumption (Özer & Dövganiuc, 2013).

In the dictionary of concepts, conspicuous consumption is defined as "a consumption approach that serves to show off a person's status, position and financial power in society and perhaps makes others jealous". In this context, consumers tend to products that will reveal their social status and feel the desire to show off these products to the environment. In such a case, the purchased product is consumed in places where everyone can see it and the purpose shifts towards showing off. In other words, consumers do not act rationally in their product choices and perform their purchasing behavior by taking psychological factors into consideration completely. "Many reasons such as differentiating from other consumers, showing what they buy to others, becoming a member of certain groups or classes or trying to become a member are among the purposes of conspicuous consumption" (Quliyev, 2012). It is also possible to list psychological factors such as making others like you, proving that you are richer, gaining prestige, satisfying your ego and having a social status. "Based on these explanations, it can be stated that conspicuous products are consumed with symbolic values, not with concrete values. In other words, the core product is pushed into the background and the symbolic image presented by the product is consumed" (Tıǧlı & Akyazgan, 2003).

Thorstein Veblen and Conspicuous Consumption

Thorstein Veblen, one of the important names of American economic sociology, was the first person to use the concept of conspicuous consumption (Açıkalin & Erdoğan, 2004). "With the concept of conspicuous consumption, Veblen defines the use of luxurious and expensive goods and services that have the feature of being exhibited in order to show the status of an individual as a member of a certain class" (Eke, 1982). According to Veblen, the purpose of consumption is not only the satisfaction of biological needs and consumption is carried out for conspicuous purposes. In this context, Veblen's conspicuous consumption is also described as consumption that is made in excess of needs and desires. Thorsten Veblen "established a close connection between conspicuous consumption and social class status in his famous theory on conspicuous consumption" (Eke, 1982). In this context, as he explains in his work, although he claims that all social classes consume for conspicuous purposes, he did not neglect to state that the rich spend more at this point. "Veblen mentions that the leisure class spends all its money on buying things that others do not have. The consumer consumes to make others jealous and to be respected by them" (Veblen, 2014). Veblen also describes this depicted rich class, the leisure class, as the lazy class and puts it in the category of a group that does not need to work and therefore shows off by spending its time. In this direction, conspicuous consumption is an important issue in the determination of consumer behavior. "For consumption and social class relations, Veblen also emphasized that consumption is used as a status signal by the rich and especially by women. The most important reason for this is that women have not yet taken their place in the industrial business world that brings monetary income" (Açıkalin & Gül, 2006, p.23). Women spend to show or prove the status of their men and show off their wealth as a 'slave' of their men in their free time.

Veblen also emphasized the concept of disclosure, and stated that having money and property alone was not enough to gain social status, and that status could be gained by showing and sharing this wealth to others. In this context, the situations shown as evidence are the display of purchased products to the environment and their consumption in a way that everyone can see. Today's consumers are also an example of this situation and want the logo of a brand that is thought to provide status to be clearly displayed and seen by everyone. Veblen's concept of disclosure at this point can be interpreted as the display of luxury and expensive products used.

Today, while the concept of consumption is expressed in a different dimension, people base their spending on justified grounds and find logical reasons for the products they buy for the sole purpose of showing off. In this context, many expenses made are seen as expenses made by people to gain respect and can be evaluated as waste. Because the concept of consumption goes far beyond meeting essential needs and becomes a tool through which people can express themselves. In this direction, many expenses made are unnecessary and come to the point of being preferred only for the attractive features they offer to the individual. According to Veblen, when a person acquires the habit of spending to protect or increase his respect, it is never easy to give it up (Veblen, 2014). These habits, which determine people's living standards, can be indispensable as an indicator of how people express themselves and can often even override essential needs. Therefore, when a person makes an expense to protect his respect, his basic physiological needs can become invisible at some point. Because "the essence of conspicuous consumption is imitation. In such a structure, the consumer who imitates others tries to realize himself by spending more than his needs." (Baban & Hürmeriç, 2012). According to Veblen, the best example to show expenditures in terms of consumption is clothes, clothing and money spent on clothing. In his work "Theory of the Leisure Class", Veblen interpreted the subject of clothing as an expression of monetary culture and gave the example of money spent on clothing in terms of obvious waste. Clothes are the things that best show and reveal a person's financial situation. Because clothes are preferred to serve an aesthetic purpose, going beyond protecting the body. In this context, people make their choices accordingly by giving importance to what others will think of them and in order not to be exposed to the criticism of the people around them, they pay attention not only to being fashionable but also to being expensive. Because they know that expensive ones increase their 'prestige', while cheap ones decrease their value and give the image of being useless. An individual who thinks like this aims to show his social status as well as his respectability by choosing an expensive dress.

Conspicuous Consumption: Luxury Consumer Goods and Factors Leading to Conspicuous Consumption

"The word luxury means excess in spending, clothing, apparel, ostentation, extravagance and exceeding the limits of necessity, more than necessary, unnecessary" (Seyidođlu, 1992). According to Bayraktar and Özkan (2002), "products that give status to conspicuous consumption are products that give "class membership" to those who use those products." Such products are preferred to gain respect rather than being consumed as a necessity, and the functionality of the products is pushed aside and their social meanings are considered important. The symbolic meanings of the products in question offer a lifestyle for individuals and are adopted as a tool for consumers to create a new identity. By using the product, the individual determines the standard of living in his/her own social class and always wants to protect his/her respect by not being able to give up the habits he/she has acquired.

Some of the products that consumers use to gain prestige are as follows (Quliyev, 2012):

- a) *Preference for luxury restaurants in food preferences.* In addition, alcoholic drinks and cigarettes can also be included in this category. "Great desires such as the use of alcoholic drinks and stimulant drugs, or the desire to gain respect, can sometimes even override even essential needs" (Veblen, 2014).

- b) *Clothing and jewelry.* As Veblen also stated in his own work, expensive clothing is considered valuable, while cheap clothing is considered useless, and it is observed that consumers aim to indicate their wealth and social status when spending on clothing.
- c) *Villas and cars.* It is seen that sports and luxury cars, and flashy architectural structures are preferred. These products are used as a show-off for the consumer and are positioned as a status indicator in their minds.
- d) Using very expensive household items - furniture.
- e) With the technological developments, sharing photos taken during travels or in places visited via social media can be considered as a show-off and the message of "we are different" is intended to be given to the people using the said medium.

In addition to these products, it is also possible to count luxury consumer products such as watches, mobile phones, perfumes, and cosmetics. In this context, it would be a correct approach to say that luxury consumer products are mostly used for the purpose of showing off. Today, many luxury consumer products are used for the purpose of showing off. So much so that an individual who uses a luxury mobile phone, the latest model, can be a worker working for minimum wage and can barely pay the installment of the phone he bought in installments. In this context, even the lowest class in society cannot give up showing off and perhaps tries to be like the upper class that he can never surpass and continues to use the products they use. Because he thinks that the product, he uses will give him a status.

The factors that lead consumers to conspicuous consumption are as follows (Hız, 2009, pp.42-45):

- a) *Needs:* Consumption progresses from the physiological needs at the first level of Maslow's hierarchy of needs to the individual's need for self-actualization. In this context, the individual's need for status and respect can often override physiological needs, and products can be preferred due to their symbolic meanings. Consumers having such needs may push them to show off.
- b) *Increased Production and Product Diversity:* In today's world where there is intense competition, brands follow various strategies to strengthen their corporate image, and one of these strategies is to give messages in advertisements that are more about the symbolic meanings of products rather than their functionality.
- c) *Increased Income Level:* With the increase in income, consumers turn to luxury consumer products that they cannot afford to show off.
- d) *Increased Education Level and Changes in Profession:* Factors such as increased education level, having a profession or changing profession can include people in different groups, and in this context, they try to behave according to the living standards of this new social class they have joined.
- e) *Changes in Environment (Physical Space):* As stated, individuals need to make expenses in order to adapt to a new environment and are expected to adapt to the new environment. In this direction, individuals can be directed to make conspicuous consumption. For example, a student who has just entered university acts according to the university culture and starts spending money on many products that they did not need before.
- f) *Consumer Credits:* Consumers want to have many products but have to give up these desires when they do not have money. It is exactly at this point those credits come as a savior for consumers and allow people to get the product or service they want by putting them in debt. In this context, when the opportunity to pay in installments is offered, people tend to turn to expensive and luxurious products.

- g) *Fashion*: Fashion has an important effect on automobiles, white goods, clothing and many other products. Consumers who see a celebrity on a magazine program on television take him/her as a role model and try to dress a little bit like the celebrity in question. Because they have the perception in their mind that the upper class always follows fashion and they try to meet their need to gain status by identifying themselves with him/her.

Many reasons like the ones above lead people to conspicuous consumption by directing them towards expensive and luxurious products. However, conspicuous consumption varies from person to person, from geography to geography and even from culture to culture. A luxury product that is important to one person may not mean anything to another person. In this context, it is a good idea to consider these factors when making an assessment.

The Nexus of Conspicuous Consumption and Advertising

Consumption, which has become an increasingly complex process, has gained a meaning far beyond simply meeting a need. During this process, mass consumption is completely abandoned and the consumer is considered as an individual. Because today's consumers prefer products or services with the meaning they attribute to them, and in this context, they begin to look for something of their own in consumption. In this direction, "consumption has become widespread due to developing social and technological conditions; it has become oriented not only towards the satisfaction of needs but also desires" (Odabaşı, 1999). The fact that consumption has begun to be done for reasons such as gaining status and prestige brings up the conspicuous consumption that Veblen introduced. In this context, advertisements come to the forefront in terms of influencing large masses and affecting the individual in every way. "Advertisement encourages its target audience to consume by directing them with values such as prestige, identity, and social advancement" (Yavuz, 2013). As consumption becomes a complex process, the need for individuals to show off becomes an important material for advertising messages, and ensuring that such a psychological need of the individual is adopted by other segments of society is a situation that advertisers do not overlook.

As mentioned before, conspicuous consumption is an important issue in examining consumer behavior, and the emulation contained in conspicuous consumption is effectively conveyed to the target audience through the given advertising messages. As can be seen in advertisements, the functional features of a product are put aside and the psychological factors that the product will provide to the individual are displayed through advertising messages. The messages that happiness will be achieved by using the X brand or that everyone will admire you, and that a new identity will be created by purchasing the advertised brand are positioned in the advertisement, and the desired effect is strengthened with the help of rhetorical figures, and persuasiveness is increased. The individual's desire to move to a higher social class and gain respect is an important element in shaping the world created and presented to the consumer in advertisements. In advertisements that appeal to emotions and try to make the target audience dependent on the brand, a sense of need is created for individuals, and persuasion is used as an indispensable element in this sense of need.

A Rhetorical Look at Luxury Consumer Goods Advertisements Consumed for Show-Off Purposes

Subject, Purpose and Scope of the Research

With the change in the phenomenon of consumption, a new structure is emerging in marketing practices and in this new structure, advertisements direct the target audience towards consumption. In this context, advertisements for luxury consumer products, which are mostly consumed for the purpose of showing off, are structured with psychological messages such as a new identity, prestige, respectability, status, etc. that they offer to the target audience and shape their content in this direction. In order to have a successful advertisement message in terms of affecting the target audience, rhetorical figures are frequently used in luxury consumer product advertisements and advertisement messages are created in

this context. In terms of the message given in the advertisement being effective, advertisement texts emerge as an important element and it is seen that the text has certain characteristics to strengthen the message. In the study prepared based on this, the priority is to determine advertisements that offer individuals a lifestyle and attribute a value to products for analysis. Again, in this direction, the rhetorical elements mentioned in advertisements for conspicuous consumption are also included in the scope of the study. The research is based on the determination of how rhetoric is positioned in advertisements for luxury consumer products consumed for the purpose of showing off. In this research, the rhetorical elements used in advertisements are analyzed and the subject of the research is to investigate what kind of rhetorical elements are used in the commercials in question and to examine these rhetorical elements in terms of conspicuous consumption.

In the research; especially in advertisements that offer a lifestyle to individuals, the use of rhetorical elements to increase the power of persuasion for an effective advertisement message and to ensure the ultimate goal of sales is emphasized and the commercials determined in this direction are analyzed. The purpose of the research is to examine how conspicuous consumption is positioned in the commercials that are the subject of the analysis and what kind of rhetorical figures are used in the advertisements in question in order to increase persuasion. In addition, revealing the function of the concept of conspicuous consumption in luxury consumer products that provide the person with "class membership" is another aim that the study aims to achieve.

In the study conducted to examine how rhetoric is positioned in luxury consumer product advertisements consumed for conspicuous purposes, the focus is primarily on television commercials that attract attention. In this context, commercials evaluated within the scope of conspicuous consumption are examined in detail. In this context, selected commercials such as Atasay, Favori, Zen Pirlanta, Altınbaş, Ekol Pirlanta are the commercials that will be examined within the scope of the research.

Research Method

In the study, luxury consumer product advertisements consumed for show-off purposes are focused on using the semiotic method and the rhetorical figures in the advertisements in question are examined. "Semiotics is a scientific design that investigates how meanings are produced by being articulated with each other in narratives and primarily develops an institutional device that can reveal this production process" (Rifat, 1992, p.14). In this direction, this advertisement examination conducted using the semiotic method has important information on the figures, objects, languages and meaning forms used in advertisements in general. At this point, this research, which uses the semiotics and data of the advertisement in question, tries to clarify the indicators in the communication systems in the advertisements and at this point, it focuses on how rhetorical figures are positioned in luxury consumer product advertisements. The functions that visual indicators in advertisements assign to people are read based on the indicators in commercials. Semiotics, which has a multifaceted function, is used a lot in advertisements. In advertisements, and especially in advertisements that carry a meaning, the receiver is tried to be affected by using semiotics so much and it provides the opportunity to clearly convey the message it wants to convey. Because we can understand what advertisements express and how they express them only by analyzing them. "The signifiers that provide the formation of meaning in advertisement texts are visual text, written text, title and slogan. When language is conceptualized in terms of semiology, it is accepted as a "system of signs" (Dağtaş, 2003, p.96). In the research, the focus is also on advertisement texts, starting from the idea that advertisement texts have a special and instrumental structure that aims to achieve persuasion, and from this point of view, a systematic analysis of the texts used in advertisements ensures that the intended message is understood and helps to create a more effective advertisement message to some extent.

Analysis of Advertisement Films Using Semiotics Method

Altınbaş Commercial Film

The commercial we are examining in the context of conspicuous consumption is the commercial film prepared by Altınbaş to announce the campaign it has made on Valentine's Day. The commercial appeals to the emotional features prepared for the target audience rather than the functional features of the product and the value attributed to the product is revealed. In this context, the product in question is used as a showpiece for the consumer and is also positioned as a status indicator in their minds. The content of the film, prepared by combining the commercial text with visual elements, is as follows:

In the first frame of the Altınbaş commercial film consisting of 51 seconds, a woman is seen rolling down the window of a luxury car. This woman, who attracts attention with her stylish clothing, looks at the person in front of her with admiration and cannot take her eyes off. Then, she opens the door of her car and turns to the thing she is looking at with great admiration and admiration. In another frame, the camera switches to a close-up and focuses on the woman's face and her lustful gaze fills the screen. At this point, the camera's perspective changes and a diamond necklace and the woman's gaze are shown. Then, on the screen, the diamond necklace and ring that the woman admired and fell in love with at first sight, are displayed in all their glory, and the woman's gaze does not leave these diamonds. In the last frame, the camera switches to a wide angle and shows the woman in front of the Altınbaş display window. At this moment, a voice-over comes in and announces the campaign that Altınbaş has made for Valentine's Day.

The text content of the Altınbaş commercial is as follows:

- I can never forget the first time I saw her.
- I froze in my tracks, my feet were off the ground.
- This was a feeling I've never experienced before.
- Altınbaş. "For those who believe in love at first sight". Special for Valentine's Day, a diamond, sapphire and white gold necklace is a gift from Altınbaş for your purchases of 1000 TL and above. Altınbaş.

Table 1. Altınbaş Advertisement Film Indicator Analysis

INDICATOR	Human	Place	Object
SHOWER	A young woman	Altınbaş showcase	Diamond necklace-ring
SHOWED	A very stylishly dressed, well-groomed, elegant, passionate, luxury-loving and in love at first sight lady.	A place that sparkles, draws attention with all its magnificence and makes you fall in love at first sight.	Dazzling, sparkling, admirable, enamoring, a sign of luxury and status.

As seen in the Altınbaş advertisement, the advertising message appeals to both the emotions and logic of the target audience. In this context, it is undeniable that the advertising language is parallel to the language of poetry. Many rhetorical methods are used in order to add poetic qualities to the advertising discourse. (Küçükdoğan, 2005: 38). In the commercial in question, rhetorical elements are also used in order to increase the power of persuasion and direct the consumer to a certain behavior. Because the main goal sought to be achieved is to sell the product in question. In the Altınbaş advertisement, it is seen that psychological impulses such as "arousing admiration - being liked" are used in the preparation of the text, and it is seen that it appeals to both emotions and reason in terms of determining the price of the product and giving it as a gift with the campaign carried out in order to give this image, and the advertising language is also created in this context.

Metonymy, one of the word games, is used in the commercial. There is a transfer aimed at evoking a thought, a relationship is established between diamond and love and a value is attributed to the product. In addition, when looking at the advertisement visuals, objects such as diamond necklaces and rings that will evoke admiration are reflected on the screen and thus it becomes easier for the consumer to understand the advertisement. Another point is that the phrase "my feet were swept off the ground" is used in the advertisement film and with this phrase, an exaggeration is made and the narrative is strengthened.

Aesthetics, which serves the purpose of persuasion in order to provide an effective message, is the first striking element in the advertisement text. The said element is used in order to give the advertisement message an attractive dimension, to ensure memorability, to attract the attention of the consumer and to ensure that the message is impressive. In terms of creating a feeling, references are used as a source that serves the purpose of persuasion. Feelings such as being liked and falling in love become references and these feelings are reflected as a lifestyle with the use of the product.

When we look at the elements that make up the text in the linguistic message dimension of the advertisement; is the most used hook sentence in the text, which emphasizes the section where the main message is conveyed. "For those who believe in love at first sight" constitutes the hook sentence of the advertising message. In addition, when the language of the Altınbaş advertising film is examined, it is seen that the connotative advertising language is used. The messages in the advertisement are positioned to stimulate the emotions of the target audience rather than their intellect, and with these messages, a certain lifestyle is offered to the individual and the benefits that he/she will gain from using the product are presented with clear visual support.

The addresses used in the advertisement message are another element we encounter in the analysis phase in terms of ensuring that the individual's attention is focused on the advertisement message and perceived. At this point, an ego-narrative address form is used in the advertisement film. In this context, the messages in the Altınbaş advertisement message are given by the first singular person who admires the diamond and falls in love at first sight. When we examine it at the level of words, it is seen that some words and word types are used in order to ensure the memorability of the text and to draw attention to the subject.

The real success of advertisement texts can only be understood when evaluated in a context, otherwise the messages interpreted as disjointed cannot provide the desired effect. In this direction, advertisement texts gain integrity with the visual and auditory elements used in the advertisement. The advertisement depicts an attractive and stylish woman who falls in love with the diamond necklace and ring that she finds suitable for her status. In this context, the relationship between the object and the target audience is explained using the metaphor of "love" and persuasion is strengthened in this way. In addition, the given image draws the consumer to the screen, and an effective language is used for an effective message.

As a result, diamond necklaces and rings, which are seen as luxury products, are presented in the advertisement for show-off purposes and the emotional benefit that the product will provide to the individual is highlighted. The advertisement text, which is hidden behind psychological impulses such as being liked and admired, is positioned within the advertisement message with the use of rhetorical figures and the message to be given is shaped in this direction.

Atasay Commercial Film

Another advertisement that is the subject of analysis is the advertisement film prepared by Atasay for the New Year. Many elements that appeal to the emotional characteristics of the target audience are striking in the advertisement and in this context, a connection is tried to be established between the object presented in the advertisement films and the consumer and finally, the ultimate goal is to provide sales. The content of the 35-second advertisement film is as follows:

The advertisement starts in front of Atasay's store and a shiny display window is shown. Immediately afterwards, middle-aged people passing by and entering Atasay are included in the advertisement frame. In another frame, a young man is shown happily leaving Atasay with a package in his hand. Later, a young father leaving Atasay with his baby in his arms and the Atasay package in his hand are on the screen and at that moment the camera moves from a wide angle to a narrow angle and focuses on the diamond necklaces in the Atasay display window. In the other part of the ad, a man and a woman who give a diamond necklace to their wife are shown happily hugging their husband when he receives the necklace. In the last part, the Atasay brand logo and the diamond infinity necklace are shown and the ad ends with a voiceover.

The text content of the Atasay commercial is as follows:

- You came to us in your happiest moments for a whole year.
- You said you found her, you came to Atasay, if I became the father of this beauty, it is because of you, you said you came to Atasay, we are waiting for you in Atasay to say happy birthday, my everything.
- Go to Atasay for everything that involves love.
- Because loving suits you very well, my Turkey.
- Moreover, a diamond infinity necklace will be a gift for every purchase of 750 and above from Atasay.

Table 2. Atasay Advertisement Film Indicator Analysis

INDICATOR	Human	Place	Object
SHOWER	A young man, A father who has just had a child, Husband and wife	Atasay store	Diamonds in the Atasay showcase
SHOWED	An excited, happy, determined man. A father who is fond of his child, happy, cute and thinks of his child's mother. A happy couple thanks to Atasay.	A place that is sparkling, decorated to indicate the arrival of a new year, shown as the source of all this happiness and considered a must	Dazzling, sparkling, Objects that make you happy when purchased, should be purchased from the moment of the first marriage proposal until the last moment.

In the Atasay commercial, rhetorical figures are used to increase the memorability and persuasiveness of the message. One of these figures used is metonymy. "In metonymy, the object is given the name of something else it is related to." (Yengin, 1996, p. 65). First of all, while the phrase "Loving suits you very well, my Turkey" is intended to be expressed as people living in Türkiye, it is a method used to provide a general framework and to strengthen the message of the advertising text. At the same time, an exclamation is also felt with this phrase and a call is made to go to Atasay. Another point in the phrase "My Turkey" is that the homeland is emphasized and the target audience's emotions are directly addressed. This expression is also seen in many places and in this context, it is expected that the target audience will make an association with the object. Atasay advertisement presents the product with the

metaphor of "love-happiness" and in this context, the purchase of the product is stated as a sign of love to the consumer and an impression is given that it will make the person in front of him/her happy.

The connotative level of the advertisement language is formed and it is a persuasive element aimed at activating the emotions of the target audience. In order to ensure the effectiveness of the advertisement message and to show how it will affect the consumer, the hook sentence "Go to Atasay for everything that includes love" is used and the opinion on why the product should be used is expressed with this expression. In addition, with this hook sentence used, a conclusion is made by appealing to the emotions of the target audience and ending. This sentence used about the internal state speaks the language of the target audience and makes the advertisement effective and successful.

When we look at the sentence types, we can say that the most used sentences in advertisements are imperative and declarative sentences (Özyıldırım, 2009, p. 66). As seen in the advertisement content, the expression "Go to Atasay" is an imperative sentence aimed at mobilizing the target audience. When we examine it at the word level, we see that some words and word types are used in order to ensure the memorability of the text and to draw attention to the subject. In this direction, adjectives such as a whole year, the happiest moment, everything are seen; pronouns are also included with expressions such as o, we. In addition, a noun phrase is used with the diamond infinity necklace and the definite noun phrase forms its type.

When we look at the advertisement again, we see that conditional and inverted sentences are used. In this direction, the sentence "Love suits you very well, my Turkey" is an inverted sentence and sales elements are emphasized. When we look at the conditional sentences, having a child is identified with Atasay and it is emphasized that such a beauty will not be possible if it is not visited.

As seen in the advertisement, Atasay is depicted as a store based on psychological drives such as "love and happiness" and in this context, going to Atasay is presented as a condition for obtaining these. In addition, an object such as a luxury consumer product, such as a diamond, also forms the focus of conspicuous consumption. Because, as it is known, diamond is represented as a status indicator and individuals who own it reveal this feature without any hesitation. Diamond necklaces and rings, which can be easily seen by everyone, also create the perception that individuals who own them are from the upper class. In this context, the advertising texts created serve this purpose and diamond necklaces and rings, which are objects, take their place in the advertising visuals with all their glory.

Ekol Diamond Commercial Film

Another commercial examined is the Ekol Diamond commercial. In the commercial in question, elements of conspicuous consumption are also seen and the target audience is tried to be affected emotionally by attributing values such as "love-lover-elegance" to objects such as diamond rings and necklaces. The content of the 20-second commercial is as follows:

First, an intertwined wedding ring and a single stone are shown on the screen and the emphasis is on "love". In this context, the rings are presented in a dazzling way. Again, at this point, another point emphasized is that it is indispensable along with the emphasis on love. Then, a diamond ring appears on the screen and the message "lover" is presented. Finally, a sparkling, flashy and diamond necklace is shown on the screen, supporting the psychological drive of "elegance" with visual effects.

The text content of the Ekol diamond commercial is as follows:

- My first love, my indispensable.
- My diamond, my lover.
- The sparkle of elegance on your skin. Ekol Diamond.

Table 3. Ekol Diamond Advertisement Film Indicator Analysis

INDICATOR	Place	Object
SHOWER	The platform where diamonds are exhibited	Wedding ring-diamond necklace-ring
SHOWED	A sparkling, harmonious with the displayed objects, highlighting the product and a showy space.	Dazzling, sparkling, indispensable, a sign of elegance, ostentatious and the product of first love.

In the Ekol Diamond advertisement, references are used as a source that serves the purpose of persuasion in terms of creating emotion. In this context, emotions such as "first love-lover" are references and the message is given that the product will evoke the same emotions in the target audience with its purchase. Again, at this point, diamonds are positioned within the text as an indicator of elegance.

When looked at from the perspective of stylistics, the connotative level of the language is used and it is seen that the power of persuasion is strengthened with this level focused on individual interaction. In addition, the art of exaggeration is also included in the said advertisement and the product is presented in an exaggerated situation by being identified with many emotional values.

Another rhetorical element used to ensure sales is the use of rhymes. In fact, a song is used to strengthen the meaning and gain a place in the mind, and rhymes are used in this song to ensure harmony. The voice-over in the commercial passionately describes the diamond and in this context, a language is used that aims to arouse enthusiasm in the target audience.

"The sparkle of elegance on your skin" constitutes the hook sentence of the commercial message and makes claims to be convincing and to leave an impact on the individual. However, the benefits that the product will provide to individuals are placed throughout the commercial text. At this point, the product presented as a lifestyle is identified with many values in the commercial. In addition, this hook sentence used is used to conclude by appealing to the emotions of the target audience. This sentence used regarding the internal state speaks the language of the target audience and makes the commercial effective and successful.

In the Ekol Diamond commercial, the values attributed to the product are presented as the thoughts of the person voicing the commercial. In addition, the present tense is preferred as the tense, and the meaning of immutability is emphasized in the text.

As a result, in the analyzed commercial, the product is presented by associating it with certain values and the focus is on the benefits that the use of these products, which are positioned as status indicators that are not consumed as a need, will bring to the individual. Diamonds, which are preferred as indispensable objects in conspicuous consumption, are positioned using psychological impulses in the commercial texts. The price of the product is one of the subjects that is never mentioned, because it is known that expensive is quality. Accordingly, the prices of the products, which are depicted as quite flashy, are not included in the commercial in question.

Zen Diamond Commercial Film

The 30-second commercial is an advertisement prepared by making a connection between the attitude of the promises given and the single stone ring. The content of the commercial is as follows:

The commercial, which starts with a young woman and a man on the screen, continues with the young people's passionate gazes at each other. The young people, shown in the middle of the street, hold hands and dance with the magic of their love. The young woman is wearing a white dress and has diamond necklaces on her ears. The man is wearing a black suit and a white shirt, but no tie. The clothes

chosen to create a perception of the bride and groom are part of the visual effect. Then, the camera's perspective changes and the young woman and man are seen walking in the forest. At this time, a small child comes between the two young people and the image of a couple walking towards the future is given.

In the other part of the commercial, the young couple is walking down the stairs. However, while the man is running down the stairs, the woman is seen slipping from the handles of the stairs. After descending the stairs, the young people who come to a crossroads do not let go of their hands and want to come together. The couple, who look at each other with worried eyes and then come together again, smile happily. At this point, the man puts the solitaire ring on the woman's finger. The camera's perspective changes and focuses on the woman's hand with the ring on her finger and the man's hand holding her. In another frame, the camera switches to a wide angle again, showing the woman's face and the message that she is happy is given.

The text content of the Zen Diamond commercial is as follows:

- A promise is valuable and powerful.
- A promise is the power to maintain the bond between us.
- And a real promise is definitely kept.
- Believe in the power of making a promise. Forevermark is only available at Zen Pırlanta in Türkiye.

Table 4. Zen Diamond Advertisement Film Indicator Analysis

INDICATOR	Human	Place	Object
SHOWER	A young man, A young woman	Street-Forest	Diamond solitaire ring
SHOWED	A couple in love, passionate, energetic, taking a step towards the future and in the process of marriage.	A place in the middle of life, quiet, calm, peaceful, relaxing and a place that brings the couple together.	An object that is bright, happy, unifying and important in keeping promises.

In order to capture the target audience by adding richness to the language and to create sympathy for the product in question, personalization, a rhetorical element, was used in the Zen Diamond commercial. Personalization, which is frequently used in commercials, helps the consumer to make sense of the abstract emotions in their minds more easily by attributing concrete characteristics to them and takes the message in question away from being ordinary. In this context, the word is given the powerful feature that belongs to humans in the commercial and it is expressed that the promise given is powerful.

The phrase "Believe in the power of promise" forms the hook sentence of the commercial text and the message to be given is effectively summarized in this direction. The message is given that those who believe in the power of promise should buy Zen Diamond and thus the promise given to the loved one will be kept.

The connotative level of the advertising language is formed and it is a persuasive element aimed at activating the emotions of the target audience. This approach, which prioritizes the psychological characteristics of the target audience and appeals to emotions such as promise and love, is generally directed towards the impulses of individuals.

The aesthetic element is used to add an attractive dimension to the advertising message, ensure memorability, and attract the attention of the consumer, and the message is made impressive. Because when viewed in the commercial, marriage is expressed as keeping a promise, and the content of the advertising text is prepared to serve this purpose.

When viewed in terms of sentence type, positive sentences stand out. In this direction, it is also possible to see noun sentences. The expression "The promise given is strong and valuable" is an example of this sentence type. In addition, the language of the message is strengthened by including nouns and noun-like words in the advertisement. At this point, the most striking adjectives in the advertisement are the adjectives. In the linguistic message of the advertisement text, the meaning of immutability is emphasized by using the present tense.

In the Zen Diamond advertisement film, the clothes of the young woman and the man remind the bride and groom, and in this context, the single stone ring, which is considered indispensable for a marriage proposal, is preferred to serve this purpose. Single stone rings, which have become almost a ritual and are used in marriage proposals, bring up consumption for the purpose of showing off and in this direction, ensure that diamonds, which are a luxury consumer product, are used by everyone. Today, a marriage proposal made without a single stone is not welcomed and attention is paid especially to the brand of the ring purchased. Rings purchased from an ordinary place are not worn with the concern of what the world will say, but when the opposite is the case, that is, jewelry purchased from a very expensive place, they are tried to be shown to everyone and are almost shoved into people's eyes.

Favori Diamond Commercial Film

The last commercial to be examined in the context of conspicuous consumption is the Favorite Diamond commercial, which lasts 15 seconds. In the commercial, diamonds are positioned as objects that are liked, preferred and consumed for conspicuous purposes, and messages are created accordingly. The content of the commercial in question is as follows:

The commercial first shows a countryside wedding and the guests. The bride and groom are seen entering the wedding area, and at this point, the guests are sitting at the tables reserved for them. In another frame of the commercial, the bride and groom are standing side by side and the guests are giving their gifts. The camera switches to a narrow angle and focuses on the Favorite Diamond box in the hand of a guest, and the bride's surprised look is reflected on the screen when the box is opened. The bride is amazed and looks at the necklace that was given to her as a gift and put on her neck with her mouth open. Then, she looks at the bracelets and diamond bracelet on her arm that were also given as a gift and happily shows them to the groom. In another part of the ad, the groom looks at the bride with love and points to the diamond earrings in her ears. In the last part, the camera shows the wedding with a wide angle and the bride and groom and the guests dancing at the wedding. Everyone is happy and content.

The text content of the Favorite Diamond commercial is as follows:

- We love to surprise
- We love to spoil, to make people smile, to make people fall in love...
- We love to make people happy. Favorite Diamond.

Table 5. Favori Diamond Advertisement Film Indicator Analysis

INDICATOR	Human	Place	Object
SHOWER	Bride and groom Guests	Countryside	Diamond necklace-bracelet-earrings
SHOWED	A happy and excited couple. Guests presenting flashy diamonds to the bride.	A peaceful, green and decorated environment where the wedding takes place and couples come together.	Delightful, surprising, admirable and traditionally flashy products worn at weddings.

In the commercial, one of the persuasion tactics, intensification, is used. In this tactic, there is a constant emphasis on the positive features of the product, but certain points are neglected. For example, elements such as the price of diamonds are ignored and no need to provide information on this subject is felt. Another element used to focus the target audience's attention on the product is the hook sentence. The expression "We love to make people happy" is the hook sentence of the commercial text and constitutes the most effective part of the message. The sentence in question is an expression preferred to convince the individual and be convincing, and the message is given that the product should be used to be happy.

The Favorite Diamond commercial includes an impressive advertising approach related to spiritual and sensory effects. The spiritual characteristics of the target audience are kept in the foreground, and non-traditional diamond jewelry is positioned within traditionally known wedding ceremonies. Because when you look at it, gifts at weddings are in the form of gold jewelry, and this is usually done by the closest relatives of the bride and groom. However, a diamond necklace and bracelet are shown in the commercial in question.

The language of the commercial uses connotative language and this is a tool for persuasion. Positive sentences stand out in terms of sentence types. When looked at at the word level, nouns, adverbs, personal references, lively and dynamic sentences are used to make the text lively and to attract the attention of the target audience to the commercial. However, when we look at the syntax level, we see that incomplete syntactic structures are used:

- Both pampering, making people smile, making people fall in love...
(We love pampering, we love making people smile, we love making people fall in love)

Another element that is a persuasion tactic and used in the commercial is repetition. The positive aspects of the brand are constantly repeated throughout the commercial and the values attributed to the product are listed one by one. From another perspective, the use of emotional appeals while conveying the message to the target audience falls within the concept of distortion. In this context, it is a correct attitude to evaluate all the expressions used for the product during the advertisement under this concept.

The Favorite Diamond advertisement is an advertisement film prepared with the psychological impulses of "being admired-loved" and in this context, the message is given that people who want to impress others should prefer the brand in question. At this point, the concept of conspicuous consumption comes to the agenda and the view that consumption is done for show is supported. It is known that people have psychological needs such as being admired, gaining status, and gaining respect, and advertising messages are created in this direction.

Conclusion

Consumer society has gained a different and new dimension depending on the developments and has started to construct new meanings for individuals. In this context, with the consumer society, the conspicuous purpose of consumption has become a way of life and this situation is instilled in society through advertisements. In this context, luxury consumer products are placed at the center of conspicuous consumption and advertisements for these products focus on the symbolic meanings and image of the product, exceeding the need for consumption. In advertisements, the functional features of the product are put in the background and psychological factors such as making others like you, proving to others that you are richer, gaining prestige, satisfying your ego, and having a social status are brought to the forefront and at this point, the emotions of the target audience are appealed to.

When the analyzed advertisements are examined, the messages given are prepared by focusing on the benefits that the individual will gain, not on meeting the basic needs of the consumer, and thus, today's consumers are tried to be caught. Because when viewed, a new self is created for the individual with the advertisements made and consumption is characterized as an action carried out by individuals for the

purpose of showing off to others. "Thorstein Veblen's concept of conspicuous consumption defines the use of luxurious and expensive goods and services that have the feature of being exhibited in order to show the status of an individual as a member of a certain class" (Eke, 1982) and in this context, the analyzed commercials reveal how the concept of conspicuous consumption is positioned in luxury consumer products.

Rhetoric, which increases the effect of advertising communication and strengthens the power of persuasion, undertakes an important function in advertisements and directs the target audience in line with the determined purpose and ensures the final goal, which is sales. As seen in the analyzed advertisements, rhetorical figures are positioned in the text in various ways and are used as a tool to persuade the consumer in this context. Elements that perform persuasion such as metonymy, personalization, resorting to various arguments, intensification, and aesthetics frequently appear in advertisements and influence large audiences. Especially in conspicuous consumption advertisements, rhetorical figures increase the persuasiveness of the advertisement text. Because in such product advertisements, the emotions of the target audience are directly addressed and the advertisement messages contain various psychological stimuli.

In the analyzed advertisement films, jewels such as diamonds are positioned as luxury consumer products and the messages created in this context contain psychological stimuli such as "being liked-love-affection -admiration- elegance". At this point, diamonds, which are considered indispensable for women, it is presented as a status indicator. In conspicuous consumption, the connotative language used in the advertising message, the types of words used to ensure the liveliness of the advertising text, the hook sentences used to focus the target audience's attention on the product, the use of present tenses that carry the meaning of immutability strengthen the effect of the intended message and direct the target audience to luxury consumer products. When evaluated from today's perspective, "serious transformations have emerged in the world of objects with the joint efforts of new communication technologies and the advertising industry. The emergence of the continuous consumption activity on the individual has been made possible by the very cleverly developed 'desire strategy' " (Öcal, 2020, p.3).

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