

A Multimodal Analysis of English Online Donation Campaigns

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Abstract

This study examines how textual and visual elements are integrated in a multimodal discourse framework to convey persuasive messages in online fundraising campaigns. Although previous studies have examined textual elements, visual elements, and emotional appeal, there is still a lack of comprehensive studies that incorporate these elements in a single framework. The most significant multimodal elements in persuasive humanitarian discourse in a virtual environment have received little attention in previous studies. The objective of this research is to examine how the audience in online fundraising campaigns is influenced by a combination of textual and visual elements. The methodology used in this research is a multimodal discourse analysis method, which incorporates both quantitative and qualitative analysis techniques. The sixteen images in the dataset were selected from four different categories: poverty, blood donation, natural disasters, and war.

The results revealed that demand gaze and conceptual processes are more dominant than offer gaze and narrative processes, respectively. To increase visual focus, strong framing is used more than other techniques. Lexical grammar is the most dominant cohesive device, and unmarked themes are common, indicating clear communication, which, when persuasive, appealing, or emotional, is most dominant, while logos, or logical appeal, is less dominant. The most dominant colors are earthy tones, namely brown and grey, which are used to represent a situation of emergency.

The conclusions drawn from this research are that the power to convey persuasive messages and influence the audience in online donation campaigns depends on emotional ties and multimodal integration.

Key words: (multimodal discourse analysis, visual grammar, online donation).

تحليل متعدد الوسائط لحملات التبرع الإلكترونية باللغة الإنجليزية

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المخلص

تتناول هذه الدراسة كيفية تكامل العناصر النصية والبصرية ضمن إطار تحليل الخطاب متعدد الوسائط من أجل نقل رسائل إقناعية في حملات جمع التبرعات عبر الإنترنت. وعلى الرغم من أن الدراسات السابقة تناولت العناصر النصية والعناصر البصرية والاستمالة العاطفية، إلا أنه لا يزال هناك نقص في الدراسات الشاملة التي تدمج هذه العناصر ضمن إطار واحد. كما أن أهم العناصر متعددة الوسائط في الخطاب الإنساني الإقناعي في البيئة الافتراضية لم تحظَ باهتمام كافٍ في الدراسات السابقة.

يهدف هذا البحث إلى دراسة كيفية تأثير الجمهور في حملات التبرعات عبر الإنترنت من خلال الجمع بين العناصر النصية والبصرية. وقد اعتمدت الدراسة منهج تحليل الخطاب متعدد الوسائط، الذي يجمع بين أساليب التحليل الكمي والنوعي. وتم اختيار ستة عشر صورة ضمن عينة البحث من أربع فئات مختلفة: الفقر، التبرع بالدم، الكوارث الطبيعية، والحروب.

أظهرت النتائج أن نظرة الطل والعمليات المفاهيمية أكثر هيمنة من نظرة العرض على التوالي. ولزيادة التركيز البصري، استُخدم التأطير القوي أكثر من التقنيات الأخرى. كما تبين أن الترابط المعجمي والوسيلة الأكثر شيوعاً لتحقيق التماسك النصي، وأن التلميحات غير الموسومة شائعة، مما يدل على وضوح في التواصل. وعند النظر إلى أساليب الإقناع، كانت الاستمالة العاطفية هي الأكثر هيمنة مقارنة بالاستمالة المنطقية التي كانت أقل حضوراً. أما من ناحية الألوان، فقد كانت الألوان الترابية، وبخاصة البني والرمادي، هي الأكثر استخداماً لتمثيل حالات الطوارئ.

وتوصلت الدراسة إلى أن القدرة على نقل رسائل إقناعية والتأثير في الجمهور ضمن حملات التبرع عبر الإنترنت تعتمد بشكل كبير على الروابط العاطفية والتكامل متعدد الوسائط.

الكلمات المفتاحية: (تحليل الخطاب متعدد الوسائط، النحو البصري، حملات التبرعات الرقمية).

1.1 Background of the Study

Discourse analysis is a method of analysis that focuses on recurring patterns of language in a text, as well as how language works with social and cultural contexts in which language is used. It is a critical analysis of language in relation to its contexts of use, which helps in understanding how language constructs meanings, expresses different views, and constitutes social identity and relationships (Paltridge, 2006:2).

Discourse analysis, as a concept, has led to the development of multimodal discourse analysis, which focuses on communication through multiple semiotic resources, including images, colors, gaze, and layout, in addition to language. According to O'Halloran (2004), meaning is constructed through a combination of these semiotic modes, not language alone.

With the development of digital technologies and social media, communication strategies employed by organizations, especially humanitarian and nonprofit organizations, have significantly changed in recent times. Online donation campaigns are now a significant strategy in raising funds and raising awareness on various issues.

For example, GoFundMe, Facebook, Instagram, TikTok, and other social media platforms allow organizations to reach a greater number of people through emotionally appealing messages, storytelling, and representation, which are largely dependent on multimodal discourse resources.

Therefore, a critical examination of how meaning, persuasion, and emotion are created in a digital setting will be provided by this study on online contribution campaigns.

1.2 Statement of the Problem

Online donation campaigns are a strategy employed by humanitarian and nonprofit organizations to persuade people to contribute to their causes through donations in order to support those in need, using images

and text. However, little is known about how these multimodal elements work together to represent persuasive messages and influence people to contribute to their causes.

Previous studies have concentrated on specific elements, including literary organization, emotional appeal, and visual design. The combined consequences of these elements in the context of multimodal conversation, however, have not yet been thoroughly studied. In addition, little attention has been given to the investigation of the dominant multimodal features used in online donation campaigns, including representation, interaction, framing, thematic structure, cohesion, and persuasion.

Therefore, this research seeks to address the above gaps by conducting a comprehensive investigation into the multimodal discourse of online donation campaigns using both qualitative and quantitative approaches.

Hypotheses of the Study

This research is based on the following hypotheses:

1. Conceptual processes and demand gaze are dominant compared to narrative processes and offer gaze in online donation discourse.
2. Strong framing is dominant compared to weak framing in the composition of images in online donation discourse.
3. Unmarked themes are more dominant than marked themes in the textual structure of donation campaigns.
4. Logical appeal (logos) is the dominant persuasive strategy in online donation campaigns.

2. What is Meant by Multimodality?

Multimodality is an interdisciplinary topic that combines concepts and approaches from other fields of knowledge, according to Kress

(2012: 38). Holliday's theory of communication (Halliday, 1978) and the impact of cognitive and sociocultural works have led to the development of multimodality, which is a quite varied approach. By the mid to late 1990s, the first multimodality books and papers had been published. Visual communication and the link between writing and images are the main topics of these studies (May & Hornberger, 2008:358).

There are several reasons why multimodality studies are crucial. First, communication is multimodal since it occurs across a variety of modalities, including text, speech, gestures, and other forms of communication, all of which help in the creation of meanings (Hiippala,2017:4). second, different alterations that occur during interaction lead to the creation of meanings. Finally, people use items that they have decided upon and that are culturally and socially distinct. In addition, Other than monomodal studies that enforce linearity, there are tendencies toward analysis in contemporary research. This explains the trend toward multimodality. Recipients of such analysis now have more freedom thanks to this change (Forceville, 2011).

So, Multimodality refers to the mixing of two or more channels in analysis. Multimodal discourse analysis means that there is something other than, and in addition to language, to be analyzed, like image, music, video, and the like.

Halliday's theory of communication (Halliday, 1978) and the results of cognitive and sociocultural studies led to the development of multimodality, which is somewhat of a varied approach.

2.1 Theoretical Foundations

2.1.1 Systemic Functional Linguistics (SFL):

The Background to SFL as a Linguistic Tradition

The concept of (SFL) was developed in the 1960s by Michael Halliday and his colleagues (O'Donnell, 2012:1). As a result, the very basis of this understanding relies on a person's social context. Moreover, Malinowski was an anthropologist who thought of language as more than a way of communication. According to him, social networks play a significant role in building relationships and developing a feeling of community (O'Donnell, 2012: 5).

The way people use language to express themselves and shape their social surroundings in daily life is of interest to SFL theorists. It presents a functional theory of language, which holds that language is used to create and convey meaning. They emphasize that the sociocultural context of language use has a significant impact on these meanings (Eggins, 1994:2). By highlighting the significance of patterns and connections between sounds in speech, linguist Firth defends the prosodic sound. Additionally, he saw language as a system of social signs that are used in social situations to convey meaning. By creating a thorough theory that combines elements of sociolinguistics and linguistics, SFL expands upon this foundation. It views language as a system of meaning that is employed in various social circumstances to accomplish communicative goals (O'Donnell, 2012:6).

In addition, (SFL) provides a social semiotic theory of meaning making,

learning, and social change" (Gebhard & Accurso, 2020:1029). "Halliday's contribution is found in his conceptualization of grammar as a functional meaning-making resource that expands to reflect and

construct the situational and cultural contexts in which semiotic systems are used and evolve" (Gebhard & Accurso, 2020:1029).

This perspective, when applied to literacy development in multilingual contexts, maintains that children have more experiences and ideas to share with a greater variety of people through their use of a greater variety of languages and modes of communication as they grow up and interact with the world (Gebhard & Accurso, 2020:1030).

2.2. Data Selection and description

The data of the study consist of 16 online, the nation campaign image complicated from digital don platforms and humanity and camping website.

- 1.natrural disaster campaigns
- 2.blood donation campaigns
- 3.war-related campaigns
- 4.poverty-related campaigns

There are four campaign images in each category, for a total of sixteen images. The following standards were used in the selection process:

1. Both written and visual components are used in the campaign.
2. The campaign specifically asks for material or monetary donations
3. The picture accurately captures situations involving humanitarian aid or crises
4. The campaign is available online to the general audience..

2.3.The Models Adopted in the Current Study

The current study uses four different models: Kress and van Leeuwen (2006) for image analysis (the semiotic level); Matthiessen & Halliday (2004) for systemic functional linguistics, language as a social semiotic function; and Halliday and Hassan (1976) for cohesion and coherence,

both of which operate concurrently for discourse analysis (the discourse level). The fourth is the Aristotle Pyramid of Persuasion (1983), which uses Ethos, Pathos, and Logos to identify persuasive techniques in both transcripts and visuals.

3.DATA ANALYSIS AND DISCUSSION

This chapter presents the analysis of the selected data and discusses the findings obtained from the study. The data consist of sixteen online donation campaign images collected from different digital platforms. These images are distributed across four main categories: natural disaster, blood donation, war-related, and poverty-related campaigns.

The selected images are analyzed in order to examine how visual and textual elements interact to construct persuasive humanitarian messages. The analysis focuses on identifying representational, interactive, and compositional meanings, as well as thematic structure, cohesive devices, persuasive strategies, and color patterns.

The data are analyzed using both qualitative and quantitative approaches. The qualitative analysis includes visual analysis based on the Grammar of Visual Design, textual analysis based on Systemic Functional Linguistics, and the examination of the interaction between visual and textual elements. The quantitative analysis involves calculating the frequencies and percentages of the selected multimodal features, such as representational processes, gaze types, framing structures, thematic patterns, cohesive devices, persuasive strategies, and color use across the dataset.

This combined approach allows for a comprehensive understanding of how multimodal resources function together to construct persuasive discourse in online donation campaigns

Sample 1



The link of the shot :

<https://www.instagram.com/p/DNjZRyzts14/?igsh=cms4Y3VzOGxmbWg4>

2) Visual Analysis

A)Representational meaning

The child's gaze is directed into the Camera allowing the audience to react with his situation on an emotional level. In this context, the child is the Phenomenon, while the viewer becomes the reactor. This is an example of a reactional narrative process, and the shot primarily uses a conceptual representational technique as the child is positioned as a symbolic depiction of victim, poetry, and hunger rather than participating in a visible action.

B) Interacting meaning

The picture is demand image due to the child's gaze directly through the camera, which emotionally challenges the viewer and invites interaction. The eye -level angle creates an equal balance between the Participant and the observer, boosting moral responsibility. The close social distance increases emotional intimacy, while the realistic environment and natural

lighting contribute to high modality, which makes the situation seem genuine.

C)compositional Meaning

The child being placed centrally and contrasted with his darker skin against the light background establishes a challenge. Teddy bears act as a symbol to draw attention to the innocence associated with being a child. The language used on the image's right side guides the visitor not only to the graphic representation of poverty, but to the straightforward moral imperative as well. The young boy is isolated within the frame and remains so.

3)Textual Analysis

The Text “While we skip meals by choice, they skip them by reality. Open your eyes.”

Theme (textual topical): While we

Rheme: skip meals by choice

Second clause: "they skip them by reality

Theme: they, rheme: skip theme by reality

Third clause: " Open your eyes"

Theme: open

Rheme: your eyes

In this sentence with theme presents a comparison between two groups in this line, highlighting reality (for “they”) and choice (for “we “). This is further developed by the rhyme’s revelation of the obvious inequality in circumstance, and its conclusion,” open your eyes,” which invites the reader to organize these differences. The dire situation of “they”. The

theme (while) in first clause is marked because it starts with subordinate conjunction, and The statement “we skip meals by choice” is unmarked structure because its presents “we “as an active agent making a conscious choice, whereas “they” are shown as being motivated by external factors. This contrast draws attention to the issue by emphasizing the distinction between reality and choice.

4-Cohesive Devices

- Reference: The personal pronouns “we” and “they” formed a social division between two separate groups _those who skip meals by choice (“we”) and those who skip them because of necessity (“they”). This division is central to the message of inequality and contrast, and (them) refers back to meals.
- Lexical cohesion: the repetition of the phrase “we skip meals “ties the sentence together and conveys the message’s main idea, highlighting the importance of the issue. It strengthens the message’s coherence and establishes a direct link between the two groups.
- Ellipsis: The terms “by choice” and “by reality” suggest the reasons for meal skipping without specifically naming the underlying causes (such as wealth or poverty), which the reader can understand. Without going into too much detail, this hidden information makes the message more powerful and painful.

4-persuasive strategies are used:

- Ethos: is a supporting strategy, by capturing a helpless young child, the image feels and relates to the audience's sense of guilt and sympathy. The background shows a poor sitting highlight, the message’s truthfulness, and gravity, and motivates viewers to act.
- Pathos: is the dominant one by, the text contrasts the advantages of choice with the terrible reality of hunger, prompting empathy and a

powerful emotional response, while the child's disappointed face establishes a connection with the viewer.

○ Logos: There is a few logos, the straightforward distinction between voluntary and involuntary hunger (choice, reality) is the only rational component However, the primary persuasive force is not structured by logical appeal because there are no statistics, not factual evidence or detailed reasoning.

Sample 2



Campaign link:

<https://www.gofundme.com/f/lives-at-risk-a-gaza-family-needs-food-and-shelter-now>

1) visual analysis level:

A) Representational Mode

Since no actual activity is shown, the image creates a conceptual symbolic process at the representational level, the child and the foreground serve as the primary participants and are a clear representation of need, fragility and innocence. Even though they are largely hidden, the family members in the background stand for solidarity during adversity and joint suffering. The unclear and broken

surroundings imply displacement, suggesting that the family has probably lost their house as a result of the Gaza fighting. When taken as a whole, those components metaphorically represent the effects of war on humanity.

B) Interactive Meaning

By making direct eye contact with the observer, the child creates a demand image in which the gaze serves as an interpersonal vector that demands moral responsibility and contribution. While the eye-level angle places the observer as an equal and promotes unity rather than superiority, the medium shot establishes a personal, respectful social distance that allows emotional identification with violation. Lighting that natural real face expressions and an objective photographic style all contribute to high modality which strengthens credibility and authenticity while the Palestine flag colors, red, green, black and white symbolically express national identity, and place the suffering within a particular geopolitical context, enhancing feelings and political engagement, the use of dark and quiet colors, grey browns, and faded tones conveys loss, instability and emotional exhaustion.

C) (Compositional Meaning)

The child is positioned at the centre, making them the core meaning of the image. In order to keep the child as the noticeable people feature. The background is visually muted. The red clothing, which produces an eye-catching contrast, represents rapidity and emotional intensity with even

more salience. Strong framing is used to individualize suffering and heighten emotional impact because the child is visually removed from the outside world.

2) textual analysis

1. Thematic structure:

Theme: "The hope of our family

Rheme: "is in your hands, help us survive and keep going

The theme emphasizes mental dependence and group sensitivity, while the rhyme clearly places the Load of responsibility on the audience
Marked Theme

The phrase “in your hands” serves as a marked experience, topic and emphasizes moral accountability, and individual agency

4) cohesive devices

Reference: The pronouns “our” and “you” provide interpersonal dummies that connects victims and donors

Ellipsis: The attention is shifted from blame to humanity and responsibility by omitting the agent who caused the issue

Conjunction: the conjunction "and" serves as an additive cohesive device connecting the actions survive and keep going, which references the impression of continuity and long-term necessity rather than short-term help.

Lexical cohesion: The words (hope, survive, keep going) form a survivor-related semantic chain.

5) Persuasive Strategies

Ethos: credibility is established through realism and war-related visual framing, which enhances trust and authenticity without relying on explicit institutional authority.

pathos: The dominant strategy is pathos, through a child's direct look emotional facial expression, the destroyed background, and the emotionally charged wording.

Logos: is minimally present as the appeal, lacks factual information or Statistical evidence. The only logical structure, is a simple cause-and-effect relation: donation survival.

Sample 3



The link of selected shot:

<https://www.instagram.com/p/DBnXT9Gv8Oi/?igsh=dnJqbHZoZWWhyaXNq>

1) Shot description

The image is an Instagram fundraising poster published by Sundas Foundation Official. It promotes a blood-donation campaign aimed at saving the lives of children who require regular blood transfusions. The campaign motivates people to give blood, with the image of a little child seated on a medical donation chair with a blood transfusion attached, while an adult's hand is holding a bag of blood on the other side. "One blood donation can save a life" is the main headline that argues for quick action, as well as the support now button and phone number. The red background strongly connects to the concept of blood danger, and urgency.

2) Visual Analysis

A) Representational Meaning

The image combines a conceptual symbolic method with narrative implication. The child is a symbol of human need, disease, and fragility. The blood bag stands for survival in medical emergencies. The child and the blood bag are visually connected by the pointed object, creating a symbolic vector that illustrates cause -and-effect: giving blood saves the child's life. Rather, it shows a real transfusion process. The image symbolizes giving blood as a suffering. The child is a symbolic rather than an active participant, and the blood bag provides the means of being saved.

A) Interacting Meaning

Instead than looking at the viewer, the child looks at the blood bag, creating an offer picture that encourages moral interpretation and observation rather than direct interaction.

The medium close shot creates emotional intimacy, allowing the audience to identify with the child while still being in a medical setting. That high-level shot gives the audience equality as human observers, encouraging empathy rather than mastery. High modality is achieved through realistic photography and the presence of realistic medical elements such as the tubes, the chair, and the blood bag. The prominent red colour signifies danger, agency, and life, while the green chair signifies medical safety and care

C) Compositional Meaning

The slogan serves as the moral message at the top, with the contact information and donation instruments that direct action at the bottom. The sick child is depicted on the left as the problem, and the blood bag is shown on the right as the solution. dark colour, contrast, size, and the

child's blood bag symbolic significance as a life-saving help all contribute to their salience. Strong framing highlights the child's dependency and emphasizes the need for donor assistance by separating the child from the blood bag

3)textual analysis

The text "one blood donation can save a life. "

Thematic structure

Theme: one blood donation

Rheme: can save a life

The theme presenting the life-saving result and clear cause-and-effect structure is created by them, emphasizing the action of donation.

The Theme is unmarked because the Subject "one blood donation" occurs in initial position; however, the clause emphasizes human action and responsibility by foregrounding the act of donating rather than the actor.

4)Cohesive Analysis

Ellipsis: The applied clause is as in "you can save a life," and the subject tube is left out. Because each viewer becomes the sentence's inferred subject, the class establishes an immediacy between the reader and the text.

Lexical coherence: In the fields of medical and humanitarianism, the phrases "blood, save, life" form a collocation chain. The collocation creates a link between saving lives and blood donation, in addition to producing an expectation of moral obligation.

5)Persuasive strategy

Pathos (dominant) is the strongest appeal in this picture. It is established by the sick child's visible blood tube, the intense red background, and a life-saving slogan. These elements work together to

make the audience feel emotionally driving into assist by arousing feelings of compassion and a strong sense of moral application

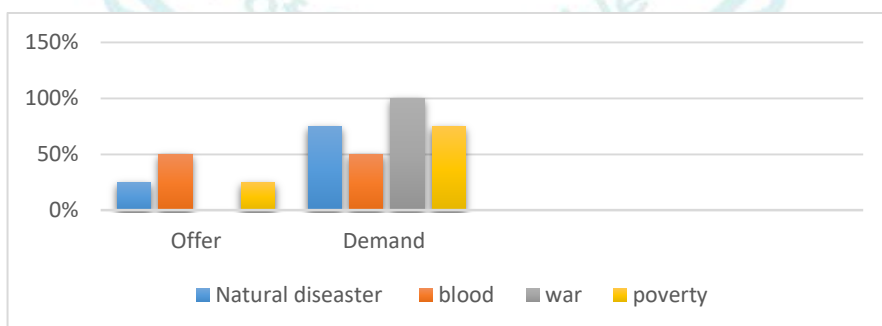
Ethos appears in a supporting way by the professional advertising design of the hospital environment and the Sundas Health Foundation logo, all of which can contribute to the ethos. These qualities can pay for institutional integrity, medical validity, organizational reliability, and ensure the viewer that the donation will be used safely.

Logos (strongest as present in a simple case and effect, logic, blood donation leads to blood supply, which results in a life being saved, the lack of statistics, medical information, or comprehensive proof limits this logical argument.

4.The Quantitative Methodology

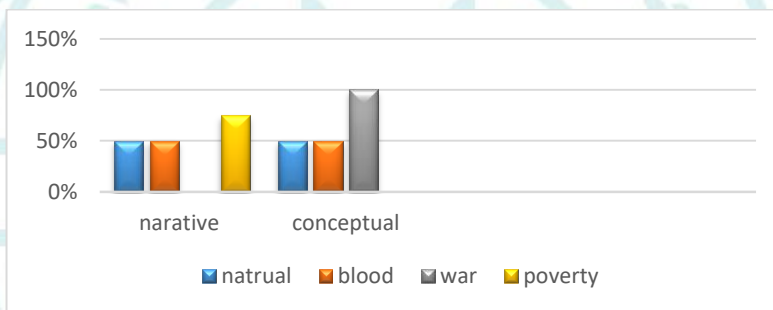
The table (1) shows the frequencies of the Gaze in donation types

Gaze	Natural disaster		Blood		War		Poverty		Total	
	F	P	F	P	F	P	F	P	F	P
Offer	1	25%	2	50%	0	0	1	25%	4	25%
Demand	3	75%	2	50%	4	100%	3	75%	12	75%



The frequencies of the process type (Narrative & Conceptual) in the Donations Type.

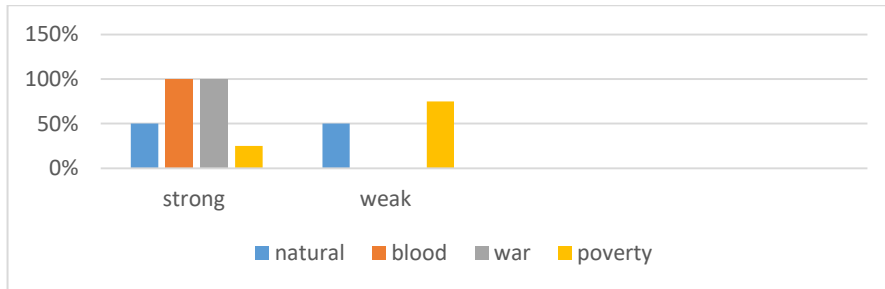
Process Type	Natural disaster		Blood		War		Poverty		Total	
	F	P	F	P	F	P	F	P	F	P
Narrative process	2	50%	2	50%	0	0	3	75%	7	43.75%
Conceptual process	2	50%	2	50%	4	100%	1	25%	9	56,25%



The Rate of the process type (Narrative & Conceptual) in the Donations Type.

The frequencies of the Framing types in the Donation types :

Framing	Natural disaster		Blood		War		Poverty		Total	
	F	P	F	P	F	P	F	P	F	P
Strong framing	2	50%	4	100%	4	100%	1	25%	11	68.75%
Weak Framing	2	50%	0	0	0	0	3	75%	5	31.25%



5. Discussion and Result

This study investigates how textual and visual components create appealing humanitarian discourse by looking at online donation campaigns from a multimodal standpoint. The results show recurring trends in crisis representation and audience participation.

Conceptual processes are the primary means of realizing representational meaning (56.25%), especially during military battles when crises are symbolically portrayed. On the other hand, narrative processes, which emphasize action and involvement, are more noticeable in blood donation campaigns (43.75%).

Demand gaze predominates in interactive meaning (75%), implying direct spectator interaction and greater emotional impact. Strong framing, which draws attention to important people and increases urgency, is common (68.75%), according to compositional analysis.

Unmarked topics (87.5%) are more common, according to thematic analysis, guaranteeing accessibility and clarity. Pathos accounts for 87.5% of persuasive tactics, whereas

Unmarked topics (87.5%) are more common, according to thematic analysis, guaranteeing accessibility and clarity. Pathos accounts for 87.5% of persuasive methods, while ethos and logos only make up 6.25% apiece, demonstrating the importance of emotional appeal.

Coherence, credibility, and psychological impact are further enhanced by cohesive devices and color patterns, such as lexical cohesiveness, ellipsis, and the use of earthy, white, and blue tones.

Overall, the study demonstrates that online donation discourse depends on integrated multimodal tactics, where audiences are influenced by structured design, symbolic representation, and emotional engagement.

6. Conclusions

The study has reached the following conclusions:

1. The representational meaning in the online donation campaign discourse is realized mostly through conceptual representation rather than narrative representation. It is realized symbolically to depict the crisis situation and the individuals affected by the crisis.

2. Interactive representation influences the viewer's involvement mostly through demand gaze. It is realized through direct gaze to establish interpersonal contact and reduce social distance between the participants and the viewer.

3. Compositional representation is realized to contribute considerably to the persuasive construction. Strong framing is realized more frequently than weak framing to isolate the participants.

4. Thematic structure is realized to contribute considerably to the donation discourse. Unmarked themes are realized to contribute the most to the discourse. It is realized to show the preference for the clear, direct, and accessible communication.

5. Cohesive devices contribute the most to the maintenance of textual coherence. Lexical cohesion is realized to be the most dominant cohesive device, followed by ellipsis.

6. Persuasion in the online donation campaign discourse is realized to be mostly based on pathos. Persuasion is realized to be based on emotional appeal to the viewer.

7. Color patterns are systematically used in all campaign types. The most dominant color patterns are those of earthy shades such as brown and grey, followed by white and blue, which are associated with crisis conditions and are intended to convey a sense of seriousness in the message being delivered

5.1 Recommendations

Based on the conclusions of the study, the following recommendations are proposed:

1-Designers of online donation campaigns can consciously use visual interactional features, especially demanding gaze and forceful framing., To increase viewer engagement and draw attention to critical humanitarian crises,

2-campaign creators are urged to employ conceptual representations to successfully highlight crisis conditions and convey seriousness,

3. The textual structure would seek clarity through unmarked thematic structures, with lexical cohesion and ellipsis to achieve coherence and immediacy

4.Even if emotional appeal predominates, it is strongly recommended that campaigns incorporate elements of credibility (ethos) and logical support (logos) to increase persuasive effect.

5.2. Suggestions for Further Studies

The following suggestions are proposed for future research:

1.A comparative multimodal analysis of donation campaigns in different cultural contexts.

2.A study on the reception and interpretation of donation campaigns.

3.A study on the relationship between donation campaigns and multimodal design.

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