



JAMIESON'S PERSUASIVE ELEMENTS OF ENGLISH SUBTITLES ON THAI TRAVEL
VLOGS



THANAWARNKAMOL SALEE

องค์ประกอบการโน้มน้าวใจของเจมิสันในคำบรรยายภาษาอังกฤษของวลีออกทองเที่ยวไทย



สารนิพนธ์นี้เป็นส่วนหนึ่งของการศึกษาตามหลักสูตร
ศิลปศาสตรมหาบัณฑิต สาขาวิชาภาษาอังกฤษ
คณะมนุษยศาสตร์ มหาวิทยาลัยศรีนครินทรวิโรฒ
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ลิขสิทธิ์ของมหาวิทยาลัยศรีนครินทรวิโรฒ

JAMIESON'S PERSUASIVE ELEMENTS OF ENGLISH SUBTITLES ON THAI TRAVEL
VLOGS



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for the Degree of MASTER OF ARTS
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VLOGS

BY
THANAWARNKAMOL SALEE

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(Assoc. Prof. Dr. Chatchai Ekpanyaskul, MD.)
Dean of Graduate School

ORAL DEFENSE COMMITTEE

..... Major-advisor
(Lect. Dr.Aranya Srijongjai)

..... Chair
(Asst. Prof. Dr.Somsak Kaewnuch)

..... Committee
(Asst. Prof. Dr.Supaporn Yimwilai)

Title	JAMIESON'S PERSUASIVE ELEMENTS OF ENGLISH SUBTITLES ON THAI TRAVEL VLOGS
Author	THANAWARNKAMOL SALEE
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Thesis Advisor	Lecturer Dr. Aranya Srijongjai

This study aims to investigate the persuasive elements of English subtitles on Thai travel vlogs through the electronic eloquence model of Jamieson (1988). Its goals were to answer two research questions: (1) What persuasive elements of electronic eloquence are used in the English subtitles of Thai travel vlogs? and (2) What are the most and the least common persuasive elements of electronic eloquence used in the English subtitles on Thai travel vlogs? This study employs a qualitative approach and content analysis research method. The samples included 75 episodes of Thai travel vlogs purposively selected from three YouTube channels (I Roam Alone, Go Went Go, and Go Went Gone) using criterion sampling. The data were coded and analyzed based on the electronic eloquence model of Jamieson. The results revealed that the English subtitles of Thai travel vlogs contained all five persuasive elements of electronic eloquence: conversational tone, visual dramatization, verbal distillation, self-disclosure, and personalization, respectively. The results also showed that conversational tone was the most common persuasive element used in the subtitles (49.89%), whereas personalization was the least common (0.86%).

Keyword : YouTube, Subtitle, Vlogs, Persuasive Elements, Electronic Eloquence,
Persuasion

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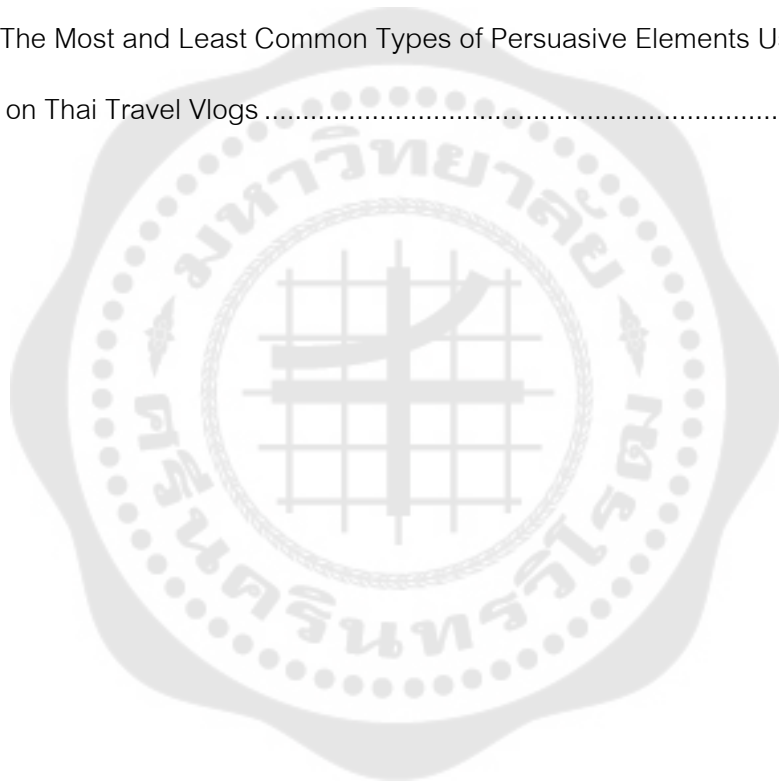
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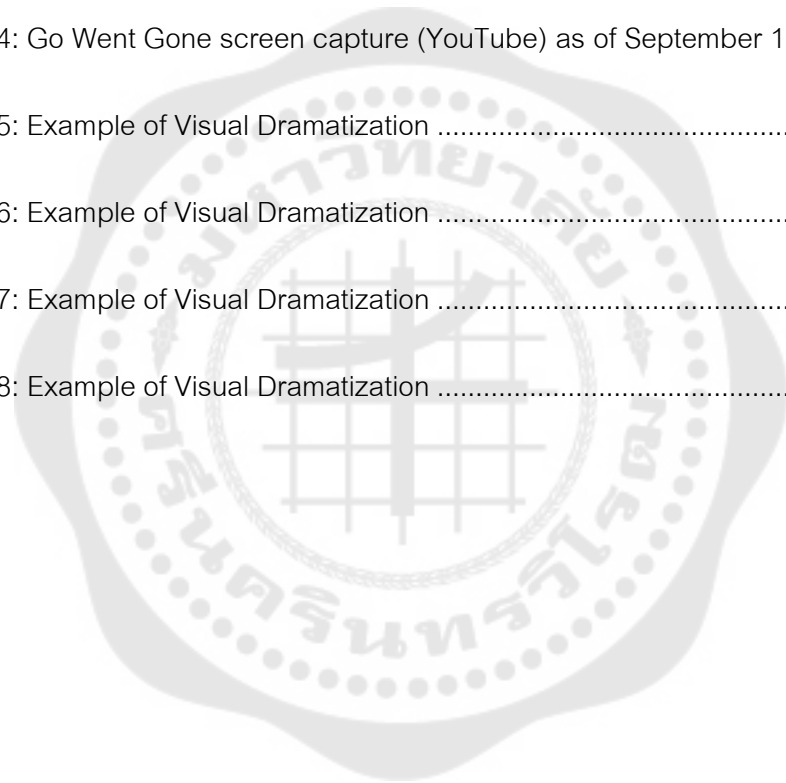
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CHAPTER I

INTRODUCTION

Background

Social media outlets are platforms for communication in the online environment. People surf social media sites to interact with each other, promote people or things, become more knowledgeable, and find relaxation ("Social media fact sheet," 2021). According to Townsend and Wallace (2016), many people increasingly use social media platforms to communicate, share information, and exchange ideas about a wide range of topics. Rybaczewska, Sparks, and Sulkowski (2020) note that social media encourages people to share their thoughts and experiences broadly. Overall, social media plays a significant role in mediating human communication.

YouTube is one such social media platform. As of January 2022, it was the largest online video digital channel and the second-highest ranked social network worldwide, with more than 2 billion active members (Statista, 2022a). As of February 2020, more than 500 hours of video were being uploaded to YouTube every minute, which corresponds to 30,000 hours of new content every hour (Statista, 2022a). According to Aieminthra (2020), more than half of 18-to-34-year-old Thais watch YouTube every day. Kemp (2021) reports that Thais rely heavily on YouTube; in 2021, it was the second-most-visited website in the country, after Google.

As customers' appetites for online videos grew, so did YouTube's amount of content (Statista, 2022). The platform enables users to develop content, which could explain why there are so many video submissions. It affords everyone the opportunity to contribute their creative endeavors (Courtois, Mechant, & De Marez, 2012). Consequently, YouTube videos cover a wide range of themes and contain a broad array of content (Hanson, Haridakis, & Sharma, 2011), and audiences can watch a variety of videos at their discretion.

Vlogs, or video blogs, are video-based diaries typically hosted on the YouTube platform. They are a natural continuation of the text-based blogs of the early 2000s (Price, 2021). Zhang (2020) states that a vlog is a short type of blog appearing in digital

video format that has gained popularity in recent years. A vlog may be solely video-based, or it can contain both video and written commentary; trip updates, personal remarks, and educational videos are among the forms of vlogs available on the internet (Christensson, 2011). A *YouTuber* is an individual who frequently uses YouTube, particularly someone who creates and appears in videos on the site (Cambridge, 2021d). Those who publish their vlogs on YouTube are called *vloggers*.

When their vlogs become popular, posters can become influencers on social media. Influencers are imaginative content creators posting on social media about a variety of topics, such as games, beauty, and entertainment (Bishop, 2021). The word “influencer” can also refer to someone who has an impact on the behavior of others, for example, a person who is hired by a corporation to promote its products or services on social media (Cambridge, 2021a).

YouTubers and vloggers can be influencers, particularly when their communication styles enhance their popularity. Burgess and Green (2018) point out that bloggers have evolved into consultants, role models, and opinion leaders for their audiences, who frequently regard them as experts in specialized topics because they are willing to share their personal experiences. Kroll (2015) contends that self-disclosure and sharing personal information with readers help bloggers connect with their audience; these communication styles are a common way to attract attention, especially among smaller blogs. According to Holland (2016), YouTubers often talk about merchandise in their broadcasts, review products, promote items from a store, and share their favorite collections. Bruce (1996) reveals that using video as a communication mode eases the procedure for determining one’s identity, allows for the understanding of affective expressions, enhances verbal perception, and allows the audience to receive signals that indicate informality and influence. This suggests that YouTubers can combine visuals with their verbal skills to create content for their channels and establish an audience that relates to their stories.

Adding subtitles to videos is another strategy that YouTubers in non-English speaking countries use to increase audience penetration. Subtitles are especially useful

for those watching videos in a language other than their own, for children and young people learning to read, and for people who are deaf or hard of hearing (Gernsbacher, 2015). Subtitles support YouTube viewers' learning and comprehension, increasing the videos' accessibility (Pathak, 2020). This can lead to more time spent watching the videos, encourage audience engagement, and eventually result in the videos being ranked higher by search engines (Pathak, 2020). For example, Korean beauty YouTubers (e.g., Jung Saem Mool; Lamuqe; PONY Syndrome) demonstrate how to wear makeup and review cosmetics in Korean, but feature English subtitles on most of their vlogs. They receive a lot of millions of views and comments on their channels from audiences around the world. Some Thai travel YouTube channels also use English subtitles to communicate with audiences. Therefore, YouTube channels can develop into more international channels and attract wider audiences by using English subtitles.

In addition to attracting global audiences, subtitles play an important role as intermediaries in attracting people's attention to the language and content. Audiences can greatly increase or expedite their language learning when watching a movie or TV show if they can listen and read simultaneously, and consciously and subconsciously pick up components of language (Antoniou, 2017). While audiences may not be aware that they are able to better understand and believe in the narrative through subtitles, they are one of the communication methods used by YouTubers to influence them.

Across the world, travel vlogs comprise several of the most popular channels on YouTube. People are increasingly spending more time watching YouTube videos, and most videos are about traveling, increasing by 118% every year based on YouTube data (Crowel, Gribben, & Loo, 2014). In Thailand, travel vlogs have become more popular over the past decade. Based on the site's data, more than 600 Thai travel vlogs can be found on YouTube; the travel content includes food, product reviews, and the sharing of personal stories (e.g., Go Went Go; Go Went Gone; I Roam Alone). Originally, vloggers used the Thai language to communicate with audiences, but in recent years, these creators have added English subtitles to communicate with non-Thai audiences. In 2018,

approximately 100 vlogs produced such videos (Yodcamtan, 2018). This indicates that subtitles play a role in travel vloggers' persuasive engagement strategies as well.

Several studies related to persuasion have been conducted over the past two decades. Various authors still rely on classic models of persuasion, such as Aristotle's persuasive elements: ethos, logos, and pathos (e.g., White, 2006; Ting, 2018; Kamaruddin, 2020). However, to keep up with technological trends, many researchers have explored the use of other models in their studies of persuasion in digital communication. Many studies on persuasive elements in the context of digital media in recent years have used Jamieson's (1988) electronic eloquence. This model focuses on the characteristics of female oratory, which emphasizes the speaker's attempts to build relationships with their audience (Borchers & Hundley, 2018). A literature review demonstrates that many studies have used this model to investigate persuasive elements on online platforms such as websites, Facebook, Instagram, and YouTube (e.g., Ab Rashid et al., 2016; Srijongjai, 2019; Ithnin et al., 2020). These studies show that this model can be used to study the elements of persuasion in various digital environments.

English subtitles can be used by travel vloggers as a persuasive strategy to engage audiences. As the purpose of persuasion is to influence actions and thoughts of the audience (Ting, 2018), the subtitles of travel vlogs that contain persuasive elements can have power to do so. Hence, an analysis of these elements can help people to understand the persuasive characteristics of travel vlogs. Travel vloggers who know how to use these elements might create the convincing content that can attract viewers. On the other hand, audiences who are aware of these persuasive elements might not be influenced easily. Although several research have been conducted to explore English subtitles, there is a lack of research in the areas of persuasion and travel vlogs. While many studies explore subtitle use, most focus on the teaching and learning of foreign languages (e.g., Arslanyilmaz & Pedersen, 2010; Bird, 2005; Gernsbacher, 2015; Lestari, 2018; Silveira & Diaz, 2012; Wong et al., 2020). Situated in this research gap, this study

is intended to examine persuasive elements of English subtitles in the context of Thai travel vlogs by applying Jamieson's (1988) electronic eloquence model.

Objective of the Study

The objective of this study is to investigate the persuasive elements of English subtitles on Thai travel vlogs through Jamieson's (1988) electronic eloquence model.

Research Questions

This study seeks to answer two research questions:

1. What persuasive elements of electronic eloquence are used in English subtitles on Thai travel vlogs?
2. What are the most and least common persuasive elements of electronic eloquence used in English subtitles on Thai travel vlogs?

Scope of the Study

This qualitative study aims to investigate Jamieson's (1988) persuasive elements as they appear in English subtitles on Thai travel vlogs uploaded to YouTube. The study sample consists of 75 episodes of Thai travel vlogs broadcast during 2020–2021. These episodes were purposively selected, using criterion sampling, from three YouTube channels: I Roam Alone, Go Went Go, and Go Went Gone. Data were coded and analyzed based on guidelines adapted from Jamieson's (1988) electronic eloquence model in 2022.

Significance of the study

The significance of this study extends to three areas: YouTube, social media marketing, and rhetorical scholarship. First, the results of this study benefit both YouTubers and audiences. The findings can help Thai YouTubers understand how to incorporate persuasive elements into their content to engage or establish relationships with their audiences. On the other hand, viewers will be made aware of these elements and, as a result, will not be as easily influenced by the message delivered through subtitles or communication techniques that YouTubers use.

Second, this study is valuable to those engaged in social media marketing. A marketer may opt to add persuasive elements to their social media strategy to achieve a higher return on their investment, which occurs when the audience subsequently purchases products or services.

Third, the results of this study contribute to rhetorical scholarship by investigating persuasive elements embedded in English subtitles on vlogs, a relatively new media technology. These findings might provide useful ideas for scholars who are interested in rhetoric in the vlog form and inspire them to conduct further research in this area.

Definition of Terms

Persuasion

Persuasion can be defined generally as the action or idea of convincing someone to do or believe something (Denton, 2019). In this study, persuasion refers to an attempt by Thai travel vlog YouTubers to influence their audiences by engaging them through the use of English subtitles.

Many models are used to explain persuasive elements, including Aristotle's persuasion concept of logos, ethos, and pathos, and Scott and Batra's (2003) imagery concept (image and response, image and word, and image and the ad). This study relies on Jamieson's electronic eloquence model.

Electronic eloquence

Kathleen Hall Jamieson (1988) constructed the electronic eloquence model to study the female oratory style of persuasion used to connect with audiences through various media formats. This style emphasizes creating a relationship between the speaker or persuader and the audience. This concept consists of five elements: personalization, self-disclosure, conversational tone, verbal distillation, and visual dramatization. Personalization builds intimacy with audiences by relating another individual's story to illustrate abstract concepts. When using self-disclosure, the rhetor divulges their personal convictions or experiences to create a relationship with the audience. In conversational tone, the speaker adopts a comfortable character

incorporating informal language and non-specific words. Verbal distillation involves the use of simple or memorable terms or phrases to explain complex or wordy concepts to the audience. Finally, visual dramatization combines the use of words and images to build a visual impression (Borchers & Hundley, 2018).

YouTubers and vloggers

YouTubers and vloggers are people who make video blogs and broadcast them on YouTube. In this study, the two terms are used interchangeably.

Travel vlogs

Travel vlogs are videos made by creators while they travel and uploaded to public YouTube channels. This study focuses on such vlogs made by Thai people.

English subtitles

In movies and television shows, subtitles are written translations of the spoken dialogue that appear below the main picture on the screen (Chan & Pollard, 2001). In this study, English subtitles refer to the English-language captions used in Thai travel vlogs. They are characterized as a language translated from vloggers' communication in the videos.

CHAPTER II

LITERATURE REVIEW

This review of the relevant literature is divided into seven topics: persuasion, electronic eloquence, YouTube, vlogs, travel vlogs in Thailand, subtitles, and related research.

Persuasion

The definition of “persuasion” depends on the context. It may be a message that intends to influence the thoughts, feelings, or actions of another person aimed at the individual's cognition, attitude, or behavior ("Persuasion," 2009). Cherry (2022) specifies that persuasive messages are symbolic (using words, images, and sounds) in nature and can be sent vocally or nonverbally, through the media or in person. Watt, Barnett, and Malibu (2011) state that persuasion is the art of convincing someone of the virtue of a value, action, belief, or attitude. A broad definition of persuasion is a verbal or nonverbal communication that influences a person's ideas, feelings, and actions.

According to Radakovic (2010), ancient Greeks, when striving for deliberative democracy in Greek city-states, were the first to propose the concept of persuasion, along with rhetoric, oration, and communication. Aristotle's classic ideas of persuasion are derived from his observations of speech (Radakovic, 2010). Today, these concepts form the theoretical framework for persuasive discourse research (Gross & Walzer, 2000). In the context of communication, persuasion is one of the key elements of rhetoric. As Worthington (2010) notes, rhetoric can be defined as a persuasive technique, a model of speech-making or oratory, the art or skill of the speaker when educating, or a human communication theory. Nordquist (2019) adds that the rhetorical situation (text, author, audience, purpose[s], and setting) can be used differently, depending on intent and content. Rhetoric can be summarized as the art of using different tactics to persuade people.

A legacy of antiquity, individuals still incorporate persuasion into their speech and writings. Ting (2018) reveals that its intent is to influence audience actions and perspectives. The communicator may use power, feelings, statistics, reliability, or logical arguments to persuade audiences (Ting, 2018). Persuasive speaking is an essential ability for many, from a political candidate persuading voters to an employee arguing for a promotion to a salesperson convincing a client to purchase a product (Watt et al., 2011). Persuasive writing involves the use of complex language to analyze, criticize, and settle conflicts in a manner that is clear, persuasive, and considerate of various perspectives (Nippold, Ward-Lonergan, & Fanning, 2005). Spoken and written communications are common channels for rhetors to pass on their persuasive messages.

Different models are used to identify persuasion, depending on the context. Aristotle's classic model specifies three elements of persuasion: logos, or reasonable argument; ethos, the communicator's character, particularly their trustworthiness; and pathos, the emotions provoked in the audience (Richards, 2007). Many streams of research, including political speech, literature, and study comparison, invoke this model (e.g., Adhikary, 2008; Triadafilopoulos, 1999; White, 2006). Meanwhile, the imagery model (Scott & Batra, 2003)—image and response, image and word, and image and the ad—is often seen in business fields such as marketing, advertising, and development (e.g., Meyer et al., 2013; Peracchio & Meyers-Levy, 2005; Schroeder & Borgerson, 2005). Jamieson (1988) created the electronic eloquence model, inspired by the female oratory style of persuasion, which ties together personalization, self-disclosure, conversational tone, verbal distillation, and visual dramatization. This model has been applied in many persuasion studies on digital platforms (e.g., Ab Rashid et al., 2016; Cyphert, 2019; Ithnin et al., 2020; Kedrowicz & Taylor, 2016; Srijongjai, 2019). Persuasive models vary, and researchers decide which to use, depending on their subject context and research purpose.

Electronic Eloquence Model

The electronic eloquence model is often used to study persuasion in media technology. Jamieson (1988) describes how persuaders use females' oratory approach to build a closer relationship and a sense of connection with the audience. The model consists of five elements: personalization, self-disclosure, conversational tone, verbal distillation, and visual dramatization (Borchers & Hundley, 2018).

Persuaders use personalized imagery to tell a story that represents what they want to convey. Jamieson (1988) explains that personalization encourages the audience to imagine the messages that the persuader is trying to deliver. The messages come to life in the audience's mind, increasing its persuasive impact. Personalization helps speakers develop connections with their audience by allowing them to relate others' stories and utilize imagery to appeal to the listener's emotions. According to Borchers and Hundley (2018), when Senator Barack Obama spoke at the 2006 Global Summit on AIDS, he explained the crisis in South Africa through the use of personalization:

Leo, as she is known, grew up as one of nine children in a small South African village. All through her life, she worked hard to raise her two kids and save every last penny she earned, and by the time Leo was hired as Laurie's nanny, she had almost finished paying off the mortgage on her home . . . One day, Leo received a phone call that her eldest brother had fallen ill. . . . He died a few days later. His wife succumbed to the disease as well. And Leo took in their three children.

Six months later, Leo got another phone call. Her younger brother had also become sick with AIDS. She cared for him and nursed him as she did her first brother, but he soon died as well.

Leo's pregnant sister was next. And then another brother. And then another brother. She paid for their caskets and their funerals. She took in their children and paid for their schooling. She ran out of money, and she borrowed what she could. (p. 121–122)

Audiences may feel empathy for Leo's situation, which could lead them to support Senator Obama's desire to eliminate AIDS (Borchers & Hundley, 2018).

In contrast, self-disclosure occurs when persuaders share their own experiences to influence their audiences. Jamieson (1988) describes self-disclosure as an attempt to engage the persuader and audience in a reciprocal process in order to build trust and cultivate connections that could lead to a greater understanding between them. Ab Rashid et al. (2016) investigate a fitness website:

You wouldn't know it from looking at the picture on the left but Janet has an autoimmune disease that increases inflammation and raises her cortisol levels (cortisol is a stress hormone known to cause muscle loss and increase belly fat). In fact, Janet wasn't able to exercise at all for 6 months after our twins were born. However, because of the methods outlined in Trouble Spot Nutrition she was able to stay lean, healthy and full of energy. Best of all Janet and I are able to eat lots of tasty food every day while also enjoying our favourite treats and even alcohol on a regular basis. (p. 5312)

Here, the persuader develops audience empathy by describing his wife's pain, distracting the reader from his attempt at narrative persuasion. The author's self-disclosure outlines their view of Janet's life before the program and then convinces the readers that Janet is now fit, well, and able to enjoy eating without worrying about dieting—all because of the fitness manual that they are attempting to sell. This personal experience helps reduce readers' doubts (Ab Rashid et al., 2016).

Conversational tone uses simple vocabulary, non-specific words, and an informal style to convey the impression of friends sharing their feelings. This type of natural communication can encourage both persuaders and audiences to feel comfortable building the relationship. Ab Rashid et al. (2016) offer an example of conversational tone:

I'm Steve Holman, the Editor-in-Chief of one of the oldest and most popular fitness magazines on the planet: Iron Man Magazine, and I'm lucky enough to have my wife, Becky, work with me side-by-side. Don't let the name "Iron Man" fool you . . . we have a large female readership because we are focused on the truth, not absurd gimmicks, worthless machines, or "diet patches." (Come on, are you SERIOUS?!? You are WAY too smart to fall for all that nonsense!) (oldschoolnewbody.com) (p. 5310)

The use of the contraction “I’m” conveys a light atmosphere, which is maintained by the phrase, “Don’t let the name ‘Iron Man’ fool you.” In the final sentence, the phrase “come on,” typically used in casual conversation, is purposefully employed to develop a close relationship between the persuader and the reader (Ab Rashid et al., 2016). Persuaders use verbal distillation or synecdoche by condensing large amounts of information into a short description that is clear and easy to understand. Jamieson (1988) explains that the author often summarizes a topic in a short, direct, and dramatic manner. This is significant because quality advertising requires the delivery of a clear message within a limited time that leaves a lasting impression on the audience without the use of sophisticated jargon (Borchers & Hundley, 2018). Ithnin et al. (2020) explore a Malaysian influencer’s use of persuasive elements:

1 Have you ever wondered why the Quran asks us these questions? Often repeatedly.

2 “Have you not heard? Do you not consider? Have you not seen? Do you think? Do you reflect? Where are you going with your life?”

3 Perhaps He wants us to make us realize we have been given an amazing intellect; So we are able to develop a thought process and a different kind of awareness. A different perspective, outside of what we have made our thoughts accustomed to.

4 Perhaps the Quran is here to help us think outside of the box that our society has put us in. To help give us the confidence to go for what believe is true. (p. 78–79)

The influencer’s third and fourth statements echo the verbal distillation element of Jamieson’s (1988) electronic eloquence model. The influencer summarizes the entire concept of Quran questions in a few simple phrases, answering the rhetorical questions that correspond with the reader’s own thoughts (Derin, Nursafira, Yudar, Gowasa, & Hamuddin, 2020).

Visual dramatization, also known as visual rhetoric, combines words and images to convince an audience. Photos transmit credibility and newsworthiness because the moment they capture provides evidence and helps build a memorable vignette.

According to Ab Rashid et al. (2016), the fitness program mentioned above relies heavily on visual dramatization in their advertisement, as seen in Figure 1.



Figures 1: Visual Dramatization Example (Ab Rashid et al., 2016).

This advertisement employs visual dramatization to show attractive pricing by revealing both the regular and discounted costs. US dollars in various denominations enable the audience to see the savings: one twenty-dollar bill vs. two twenties and a ten (Ab Rashid et al., 2016).

The details of the electronic eloquence model are summarized in Table 1.

Table 1: Summary of the Electronic Eloquence Model

Concept	Descriptions
Personalization	Telling someone else's story to communicate an abstract idea or viewpoint to the audience. The story might convey the image of the abstract idea, resulting in feelings of connection, trust, or belief in the sender of the message.

Table 1 (Continued)

Concept	Descriptions
Self-disclosure	Describing a personal experience and how it was addressed in order to share ideas and build a relationship.
Conversational tone	Using non-specific words and basic vocabulary to create a relationship with the audience, who can then easily understand and accept the story.
Verbal distillation	Summarizing large amounts of information into brief details that convey the most salient points, which helps the audience quickly understand and increases their attention.
Visual dramatization	Providing both verbal and visual image styles to persuade the audience to believe in the story.

While Jamieson's (1988) electronic eloquence model, a set of persuasive communication techniques, was created several decades ago, the evidence shows it can still be applied in modern contexts and suits the digital age. People incorporate these elements into their communications in order to reach their goals, often doing so today through the use of online platforms.

YouTube

YouTube, a social media video platform, was established on February 14, 2005 by Steve Chen, Chad Hurley, and Jawed Karim. The three former employees of the

American e-commerce corporation PayPal believed that people would enjoy sharing their “home videos.” The platform became a wholly owned subsidiary of Google in 2006. YouTube promotes the idea that everyone’s voice is valuable, and that when people listen, share, and cultivate community by exchanging stories, the world will be a better place (History, 2010).

YouTube emerged from what is known as *Web 2.0*. This technology, which came into use in 1999, enables internet users to create their own content and self-publish it using applications such as WordPress and platforms like social media sites (Kenton, 2020). Web 2.0 offers unprecedented levels of user engagement and provides communication devices for publishing and creating online content, along with new guidelines that can effectively support users’ goals (Garcia-Barriocanal, Sicilia, Sanchez-Alonso, & Lytras, 2011). Web 2.0 technology has set a crucial foundation for social media platforms like YouTube and established a new facet of online interactions.

As YouTube allows users to generate and publish videos by themselves, viewers encounter various types of videos on the platform. Although most relate to news, travel, or product reviews (Aieminthra, 2020), options for viewers remain open. Many people watch YouTube videos because the site is easy and convenient to search and aligns with today’s lifestyle (Aieminthra, 2020). The platform is one of the most popular Web 2.0 services (Majhi, Chirgun, Maharana, & Panda, 2016). It has become the undisputed king of online video over its 15-year existence, with a monthly user base of over 2 billion people who watch hundreds of millions of hours of video every day (Leskin, 2020).

YouTube plays a major role in the lifestyles of Thai people; the site is second only to Google in terms of popularity (Kemp, 2021). A survey by Google Thailand and TNS Thailand indicated that 62 percent of Thai internet users spent half of their online time on YouTube (Fayossy, 2016). Currently, more than half of 18-to-34-year-old Thais watch YouTube daily, suggesting it is one of the most influential online media outlets in Thailand; it can be used as a public relations tool or a means of making money (Aieminthra, 2020). A vast, stable, active, and popular online platform for sharing videos

encompassing a wide array of subjects, YouTube is an excellent choice for studying human interactions in a digital environment.

Vlogs

Formerly, blogs were virtual diaries that anyone could access and that created a near-permanent record of text, images, and moving images (Leu, Chi, Chang, & Shih, 2005). Blogs that used video as their primary media became known as video blogs (Maslanka, 2017). These are dated to January 2, 2000, when Adam Kontras posted his first video of his trip to Los Angeles on his personal blog for friends and family to watch (Sanchez, 2021). Today, video recordings of ideas, views, or activities that are uploaded to the internet are commonly referred to as vlogs (Cambridge, 2021c).

Vlogs, currently in the spotlight, often receive continuous attention from their audiences. Statistics show that over 44 percent of online consumers watch vlogs monthly, and five billion videos are watched on YouTube daily (Young, 2016). Vlogs have exploded in popularity because they allow users to express their thoughts, feelings, and opinions regarding certain events (Molyneaux, O'Donnell, Gibson, & Singer, 2008). According to Zhayvoron (2020), vlog creators generate various types of content such as tips, travel, gaming, gadget reviews, daily activities, and performances of song covers. Purwadi et al. (2017) contend that vlogs are an educative media source that cater to all ages, and can be categorized into games, sports, tourism, and daily activities. Vloggers often implement strategies to maintain relationships with their audiences in order to generate more engagement, as more vlogs can be found on video platforms.

Vlogs are concerned with many factors. Because YouTube vlog audiences frequently form online communities, YouTubers tend to adopt a conversational tone to prompt interaction (Burgess & Green, 2018). Audience engagement is key. It is difficult to establish and maintain an active vlog and updated content, but the potential financial return from influencing a consumer's intention carries vital economic implications (Hsu & Lin, 2008). It can be assumed that other factors may be hidden in the context of vlogs.

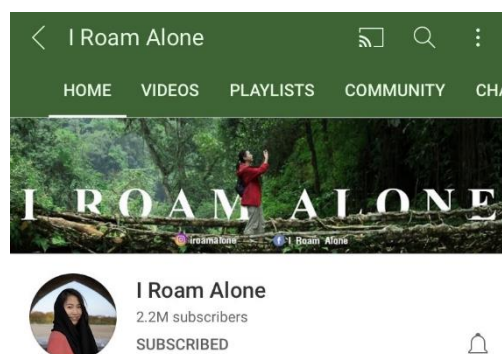
Travel Vlogs in Thailand

One of the most popular YouTube video subjects is travel. Travel vlogs are a significant source of tourism information for audiences, influencing their behavior intentions (Chen, Guo, & Pan, 2021). According to Aran, Biel, and Gatica-Perez (2013), the most common type of travel vlog is conversational, in which the vlogger speaks to the camera and shares the scenery near their location. Yet, like vlogs that cover other subjects, travel vloggers or YouTubers employ different styles of communication and presentation to capture the audience's attention.

Travel vlogs are popular in Thailand. Kemp (2021) notes that 51.4 percent of Thai users aged 16–34 spent time watching vlogs addressing numerous subjects in 2021. In addition to showcasing travel destinations, many travel vlogs (e.g., Asapapailong; Go Went Go; Go Went Gone; I Roam Alone; Paidon) incorporate various perspectives on Thai tourism, including daily life and cultural diversity. The presentation is no different from a typical travel vlog where YouTubers are moderators or travelers. Thais are becoming increasingly interested in travel vlogs; more than 600 Thai travel vlogs are hosted on YouTube, where creators discuss food, review products, and share personal stories (e.g., Go Went Go; Go Went Gone; I Roam Alone).

In this study, the researcher purposively selects three Thai travel vlogs with their own active, long-running YouTube channels: I Roam Alone, Go Went Go, and Go Went Gone.

I Roam Alone



Figures 2: I Roam Alone Screen Capture (YouTube) as of September 11, 2021

I Roam Alone was created by Monthon Kasantikuland and registered on YouTube on April 15, 2013. As of September 11, 2021, it had around 2 million subscribers and 282 uploaded episodes. This vlog highlights daily life, including traveling and eating, and promotes tie-ins such as cosmetics, toothpaste, and health services. Focusing on sharing personal experiences of and during travels, I Roam Alone maintains a friendly tone. It began adding English subtitles in the March 24, 2018 episode; 221 episodes with English subtitles were available when last visited. Of the three chosen channels, I Roam Alone has the most episodes featuring English subtitles. The popularity of this channel is continually increasing, and it can be found on other social media platforms, such as Facebook, Instagram, and TikTok. In an interview with BK online magazine, the channel owner states that she believes people can share happiness with others wherever they visit (Sanguankiattichai, 2014). People are happy when they see others who are happy, so it is important to smile, say “hi,” always be nice, and help each other. The principle of attraction dictates that this will lead to meeting similar individuals (Sanguankiattichai, 2014).

Go Went Go



Figures 3: Go Went Go Screen Capture (YouTube) as of September 11, 2021

Go Went Go was created by Panupat Sukanlayaruk and registered on YouTube on October 7, 2020, and as of September 11, 2021, it had approximately 200,000 subscribers and 148 uploaded travel vlog episodes. On May 24, 2020, the creator

began adding English subtitles; the channel now boasts 126 such episodes. Go Went Go revolves around travel and food in Thailand, and also describes the products or services featured in each episode, such as hotels, cameras, camping gear, or travel packages. The increasingly popular channel also has its own website and can be found on Facebook, Twitter, Instagram, and TikTok.

The creator shares personal stories while describing complex situations in an easy-to-understand manner. In an interview with Elle Thailand on April 6, 2020, the channel owner explains how the audience deemed Go Went Go a “disaster” channel after realizing that an incident seemed to occur in every travel episode or everywhere the YouTuber and friends visited (Poonsap, 2020). For example, it flooded when they went to Cuba, and they nearly missed their flight because they could not get back to the city. They still have fun on each outing, because they think of life like a story. If they did not go out and see the world, they would not have had such experiences. If they maintain a good attitude, they will be happy wherever they are (Poonsap, 2020).

Go Went Gone



Figures 4: Go Went Gone screen capture (YouTube) as of September 11, 2021

Go Went Gone was created by Sunchai Sutjarit. As of September 11, 2021, Go Went Gone—registered on YouTube on June 6, 2019—had approximately 80,000 subscribers. Of its 179 travel vlog episodes on YouTube, 39 include English subtitles, far fewer than the other two chosen channels. Go Went Gone began adding these on April

29, 2019. The channel can also be found on Facebook, Instagram, Twitter, and TikTok. The vlogger shares his own experiences of travel and food (including product tie-ins such as cameras, motorcycles, travel packages, and delivery services) using casual conversation. In a 2019 interview with 7greens, a campaign organized by the Tourism Authority of Thailand to promote ecotourism, the channel owner describes trekking as the starting point for each journey. He benefits from travel, he feels, because by seeing the world he meets new people and forms new attitudes. He created Go Went Gone to inspire people who do not dare to travel to do so (7greens, 2019).

The details of the three YouTube channels are summarized in Table 2. Each was registered on YouTube in the 2010s. As of September 2021, they had around 2.3 million subscribers combined, and total engagement amounted to around 300 million views. Of the hundreds of episodes they broadcast, many include English subtitles. These vloggers also upload their videos to other social media or digital platforms, such as Facebook, Instagram, and TikTok.

Table 2: Summarizing the Three Purposively Selected YouTube Channels

Channel Details	I Roam Alone	Go Went Go	Go Went Gone
Registration date	April 15, 2013	October 7, 2017	June 6, 2009
Number of subscribers	~2 million	~200,000	~80,000
Number of views	266,763,267	22,912,729	7,232,196
Number of episodes	282	148	179
Episodes with English subtitles	221	126	39
		Website	Facebook
	Facebook	Facebook	Instagram
Other social media	Instagram	Instagram	TikTok
	TikTok	TikTok	Twitter
		Twitter	

Note. The data are accurate as of September 11, 2021.

Subtitles

Subtitles can appear in multiple contexts. Commonly, they are words that appear at the bottom of a movie or a television show to convey everything that is said (Cambridge, 2021b). Subtitles are provided to decode communication in videos and generally cater to people who do not understand the primary language used (Agency, 2021). They can also function as an alternative language for the conversation used in the video, which is a verbal dialogue of characters, persuaders, and other vocal contributors (Chris, 2021).

Adding subtitles to video content creates several benefits. According to Rev (2019), subtitles provide accessibility to greater audiences, including nonnative speakers, individuals who are deaf or hard of hearing, and anyone who cannot open sound when watching videos. They also assist content creators in increasing interaction and improving search engine optimization, which in turn increases the value of video content. Subtitled videos are viewed for longer periods, resulting in more time spent watching and more video sharing; in addition, the audience can understand regardless of location (Rev, 2019). Mosaad (2020) agrees that subtitles and captions are significant because they can expand audiences and increase video reach. This suggests that adding subtitles might help YouTubers generate more engagement and interesting content. Many YouTubers translate their video scripts into other languages to attract global audiences (Lee, 2021).

Video subtitles help to support communication with the audience. Adding subtitles can benefit creators in a number of ways, from increasing the value of the content to generating more audience engagement. Thus, subtitles can be used as a strategy to connect with the target audience and convey persuasive messages.

Related Research

Research conducted on persuasion in various contexts from 2016–2020 is reviewed and divided into two areas: studies involving persuasion in general communication and studies that use the electronic eloquence model.

Persuasion in general communication

Studies on persuasion in the context of general communication remain relevant to many researchers, who often apply Aristotle's concept of persuasion in their frameworks. For example, Ting (2018) relies on Aristotle's persuasion elements—ethos, logos, and pathos—to determine university students' strategies for convincing their lecturer to approve their requests. Students were asked to describe how they would persuade their lecturer to end the class early. The results reveal that the most popular method is emotional appeal (pathos), followed by rational appeal (logos), and credibility (ethos).

Kamaruddin (2020) applies Aristotle's persuasion techniques in research regarding students' confidence in public speaking. Semi-structured interviews to scale students' confidence were conducted with 12 participants at Universiti Utara Malaysia. A qualitative study employing the content analysis method reviewed the present literature on the persuasiveness of students. The findings show that the lecturer's role and the students' characters (ethos) and pathos (emotional appeal) are the primary means by which students' confidence in their public speaking abilities is enhanced.

On the other hand, researchers including Kurniawan, Thahar, and Asri (2020) deviate from classical models of persuasion. Using a pragmatic approach, they explore the use of persuasive speech forms in Sandiaga Uno's interviews on YouTube through qualitative research with descriptive methods. They find 40 persuasive speeches, 35 directive speeches, 10 expressive speeches, 8 declarative speeches, and 5 commissive speeches; assertive speech is the most common type of persuasive speech used (Kurniawan et al., 2020).

It is clear that persuasion has been studied in a variety of contexts. The study approaches also differ; for example, researchers may use classical or linguistic models.

Persuasion in the electronic eloquence model

Several studies have applied Jamieson's (1988) electronic eloquence model to examine persuasive communication elements in the digital context. Ab Rashid

et al. (2016) investigate persuasive elements on six websites to discover how fitness program advertisements employ various persuasion techniques to influence people's attention. Their method of content analysis was adapted from Jamieson's (1988) electronic eloquence model. They demonstrate that all five persuasive elements were used in the websites' fitness program advertisements. The websites repeatedly incorporated visual dramatization because the use of images can effectively prompt people to understand a large amount of information (Ab Rashid et al., 2016).

In "Shifting Rhetorical Norms and Electronic Eloquence: TED Talks as Formal Presentations," Kedrowicz and Taylor (2016) discuss how students make sense of Technology, Entertainment, and Design (TED) talks as public presentations. Employing a mixed-method approach, this study applies Bandura's social cognitive learning theory, supported by Jamieson's (1998) electronic eloquence model, when designing the questionnaires. As a result, they find a new type of presentation based on Jamieson's concept of electronic eloquence, self-disclosure and visual modes of persuasion, in which speakers combine interesting stories with powerful visuals during TED talks. This type of presentation helps students improve their presentation skills and their understanding of public speaking (Kedrowicz and Taylor (2016).

Persuasive elements in Facebook posts have also been studied. In her report on the digital rhetoric of cosmopolitanism, Srijongjai (2019) examines the Facebook posts of Thai students studying at a university in the United States. The electronic eloquence model was applied with a qualitative approach. The results reveal that the students used all five persuasive elements in their Facebook posts, as the platform allows them to post all types of content. In addition to discussing their personal experiences, students post images, describe other people's stories, or engage in simple conversations to express their feelings and build relationships with each other.

Cyphert (2019) explores the components of contemporary business presentation. The study adapted Jamieson's (1988) framework for the electronic eloquence model and conducted a qualitative study for the analysis. The findings show that the presenters compiled multiple slides and often added graphics and animation.

Finally, Ithnin, Muhridza, Abdullah, Rosli, and Jamal (2020) investigate whether Jamieson's (1988) persuasive elements appear on a Malaysian social media influencer's Instagram and YouTube platforms. They employ a qualitative approach to analyze Asma Nasarudin's textual and visual posts through the lens of Jamieson's framework. They determine that the influencer used all five persuasive elements on social media (Ithnin et al., 2020).

Although the electronic eloquence model was created in 1988, it is still used to investigate persuasive elements in the digital age. The referenced studies were conducted in 2016–2020. Many researchers likely chose Jamieson's (1988) model because it is considered appropriate for the study of persuasion in the context of digital media.

This literature review indicates that many researchers remain interested in studying persuasion and the popular context of study is on digital platforms. Electronic eloquence, as proposed by Jamieson (1988), is often applied to study persuasive elements in this context. Previous research has examined persuasive elements on various online platforms, such as business websites, Facebook, Instagram, and YouTube. Remarkably, the use of the electronic eloquence model's persuasive elements in YouTube travel vlogs has yet to be researched. This study, therefore, will bridge the gap, with the hope that the results will assist those creating and consuming social media content, as well as add to the literature of rhetorical studies.

CHAPTER III

METHODOLOGY

This chapter describes the methodology employed in this study. It consists of six parts: research design, data and samples, data collection, data analysis, ethical considerations, and research positionality.

Research Design

This study uses a qualitative research approach to investigate persuasive elements in the English subtitles of Thai travel vlogs. It applies the electronic eloquence model created by Jamieson (1988) as an analytical framework to obtain answers to the research questions discussed in Chapter I. The purposive sampling method is used to select sample vlogs. In presenting the results of the study, the statistical method is used, and the qualitative data are quantified as numbers and percentages. As noted by Sandelowski (2001), quantification of qualitative data can be beneficial in revealing the result and complexity of qualitative studies and generating meaning from qualitative data. Quantifying the data makes it easier to understand and interpret the findings.

Samples

The sampling method used is purposive sampling, or criterion sampling, to be more specific. To start sampling, the researcher selected the vlogs to be analyzed from a group of Thai travel vlogs with YouTube channels. After reviewing a survey of the top 100 Thai travel blogs/vlogs (Yodcamtan, 2018), the researcher found 72 sites with YouTube channels. Only 6 offer English subtitles: 6 August Journey, Go Went Go, Go Went Gone, I Roam Alone, Paidon, and Tiny Pach. The researcher then applied the following selection criteria:

- 1.The YouTube vlog channels should still be active;
- 2.The owner of the vlog channels should be Thais who travel in Thailand and other countries;

3.The vlog channels should have at least 50,000 subscribers on YouTube;
and

4.The vlog channels should have at least 20 episodes that contain English subtitles.

The researcher selected three long-running Thai travel vlogs' YouTube channels for the study: I Roam Alone, Go Went Go, and Go Went Gone. The details of each are described in Chapter II. To narrow down the scope of the analysis, the samples of travel vlogs were chosen by a purposive sampling method from the three channels based on the following selection criteria:

- The samples should contain English subtitles;
- The samples should have at least 10,000 views; and
- The samples should have been uploaded between 2020 and 2021.

The researcher ultimately selected the samples based on the number of views, as this criterion can indicate audience reach and engagement. A high number of views demonstrates significant reach and engagement.

The broadcast year is another important criterion. Most vlogs from the three channels were uploaded during 2020–2021, which was also the peak viewing period. This may be because many people had to stay at home due to the COVID-19 pandemic. Drawing on the additional criteria, the researcher chose 25 episodes of Thai travel vlogs with English subtitles from each channel, leading to 75 samples for analysis. Each vlog is a component of an active, up-to-date YouTube channel, has at least 20 English subtitle episodes, has at least 10,000 views on its YouTube channel, and belongs to a Thai vlogger who travels in Thailand and other countries. Although it seems that these channels offer similar content related to travel, each YouTuber typically has their own style of communication, which is reflected in the vlog content through their language use.

Data Collection

The researcher adhered to the following timeline in this study: In 2020–2021, the researcher reviewed the three Thai travel vlogs and chose the content (episodes) for

analysis based on the selection criteria. The researcher then collected and analyzed the data based on coding guidelines adapted from the electronic eloquence model. Next, in the first quarter of 2022, the researcher applied coding guidelines to encode the English subtitles of the selected vlogs. After encoding, the researcher tallied the raw data into numbers by determining the number of each identified element in May 2022. Finally, the researcher calculated the raw data into percentages using frequency statistics.

Data Analysis

After collection, the researcher analyzed the data using coding guidelines adapted from the five elements found in Jamieson's (1988) electronic eloquence model. First, the researcher developed the coding guidelines, which were reviewed by three experts. The revised guidelines are displayed in Table 3 as "indicator" column. The researcher coded the persuasive elements of the English subtitles of 75 samples of the chosen YouTube channels according to these guidelines.

Table 3: Coding Guidelines of the Electronic Eloquence Model

Concept	Descriptions	Indicators
Personalization	Telling someone else's story to communicate an abstract idea or viewpoint to the audience. The story might convey the image of the abstract idea, resulting in feelings of connection, trust, or belief in the sender of the message.	While communicating, the YouTuber describes another person's story to convince the audience of something.

Self-disclosure	Describing a personal experience and how it was addressed in order to share ideas and build a relationship.	While communicating, the YouTuber describes another person's story to convince the audience of something.
Conversational tone	Using non-specific words and basic vocabulary to create a relationship with the audience, who can then easily understand and accept the story.	The YouTuber uses simple words, contractions, or slangs to imitate the language used when communicating with friends.
Verbal distillation	Summarizing large amounts of information into brief details that convey the most salient points, which helps the audience quickly understand and increases their attention.	The YouTuber uses short, concise, and easy-to-understand terms instead of lengthy, complex words, phrases, and sentences when explaining something.
Visual dramatization	Providing both verbal and visual image styles to persuade the audience to believe in the story.	The YouTuber combines the use of words, phrases, or sentences with the presentation of visual images, such as pictures or videos, to emotionally appeal to the audience.

Coders' knowledge and experience substantially impacts the credibility of study results. Therefore, after completing the data analysis process, the researcher asked a language expert to verify part of the coded data to avoid subjective analysis.

Then the frequency statistic was used to calculate the number of utilized characteristics in persuasive elements to answer the research questions. The method by which the researcher counted the persuasive elements' frequency is shown in this example from *Go Went Gone* (2021c), "Choosing Hiking Equipment Ep.3 How to Choose Shoes Not to Hurt Feet:"



Figures 5: Example of Visual Dramatization

I'd like to tell my story. This is version that I have used it. Yes, A solo Drifter. I have used it for [three] years. You guys don't have to worry that the edge of the shoe here isn't durable such as we step stone or other. Don't worry about that. Do you know why? Now, I like to ride a motorcycle. On one trip, I wore this pair of hiking boots and rode a motorcycle. I suffered a motorcycle accident crash. My motorcycle was over me like this. Do you know? My feet weren't injured at all. Oh! It isn't used for hiking only, but it can be used for riding motorcycle too. It was designed to protect our feet fully. Around this shoe here, it was strengthened. Press here, it doesn't hit our toes. If we see a dog or a snake, we will dare to kick them. Because it . . . it makes us more confident to walk.

The opening statement, "I'd like to tell my story," can be interpreted as a marker of self-disclosure, because the YouTuber then shares his personal experience of the suffering he endured after a motorcycle accident. This draws people's attention and evokes their sympathy. While the YouTuber told his story, he showed the video of his accident to increase the audience's empathy; this is a form of visual dramatization. This demonstrates that the vlog incorporates more than one persuasive element (self-disclosure and visual dramatization) into a short excerpt.

In addition, a conversational tone is present in everyday discourse that many people are unaware of. This element has a name, and it was identified in every vlog since the vlog was produced in plain, easy-to-understand language. The researcher counted the conversational tone along with basic rhetorical modes because people usually change the subject and then return to the same topic, depending on their purpose and what they are trying to communicate.

Rhetorical modes are a tool for organizing spoken and written communication in order to influence the audience. It consists of four basic modes: narrative, description, exposition, and argument. Narrative occurs when the speaker is telling a story to be interesting. Description involves describing the appearance of something. Exposition explains how something occurs. Argument offers opinions and reasons for something (Seely (2013). These modes are used to support communication in different ways, depending on the speaker or writer.

The researcher counted conversation tone in accordance with rhetorical modes. For example, if the content contained two narratives and one description, the researcher identified three conversational tones. These rhetorical modes aid in analyzing conversation tone elements in a vlog, helping to avoid biased results that stem from the simple and informal language used.

After completing the analysis, the results were given as percentages and could be ranked. The researcher calculated the frequency of each type of electronic eloquence element using the following formula:

$$\frac{A \times 100}{B}$$

A = the frequency of an element

B = the total number of elements used

The researcher presented the findings in the tables provided in Chapter 4.

Ethical Consideration

Bell, Bryman, and Harley (2018) argue that the dignity of study participants should be a top priority when conducting research; therefore, prior to the study, participants' full consent should be obtained. This is necessary to ensure that the privacy of the participants is protected; in addition, the confidentiality of the study data should be protected to an adequate level. The researcher must avoid misrepresenting or embellishing their goals and objectives, and must conduct any communication regarding the analysis with honesty and transparency (Bell, Bryman, & Harley, 2018).

As such, the researcher obtained permission from the owners of the three YouTube channels to conduct and collect data for the study. After the research proposal was approved, the researcher sought Institutional Review Board (IRB) approval from the Ethical Consideration of the Strategic Wisdom and Research Institute of Srinakharinwirot University (SWURI) and received approval, with an exemption on December 8, 2021. The IRB approval document number is SWUEC-G-446/2564X. During the data collection process, the researcher kept the information on a computer that required a password for security. The analyzed data will be kept for five years before being destroyed.

Research Positionality

According to Foote and Bartell (2011), the positionality that researchers contribute to their study, and the perceptions that influence positionality, may impact how researchers contribute to study interactions, the techniques they use, and how they interpret results.

In the present study, the researcher positioned herself as an outsider with a neutral perspective of all the data that were studied. The researcher has used social

media for several years and has consumed a wide variety of content. While the researcher acknowledges that there might be a few biases rooted in her personal preferences and experiences with social media use, the researcher tried to be honest and respectful of all information in order to ensure quality outcomes. Because the researcher never let bias overcome the truth, the researcher believes the researcher has maintained neutral positionality.



CHAPTER IV

FINDINGS

This chapter presents the results of this study, which investigates the persuasive elements of Thai travel vlogs uploaded to YouTube channels. It is divided into two sections. The first section outlines the persuasive elements used in the English subtitles of Thai travel vlogs in order to answer the first research question. The second section identifies the most and least common types of persuasive elements in order to provide answers to the second research question.

Persuasive Elements Used in English Subtitles of Thai Travel Vlogs

This section discusses the persuasive elements used in the English subtitles of selected Thai travel vlogs uploaded to three YouTube channels. The data analysis of the travel vlogs' subtitles reveals that all five elements of the electronic eloquence model are used, in varying degrees. The subsequent subsections offer further details and excerpts of each persuasive element.

Conversational tone

The persuasive element most commonly found in the sampled vlogs is conversational tone. YouTubers adopt this element as a primary communication style to build rapport with their audiences. The context of use varies, ranging from narration to description, exposition to argument. Meanwhile, the subtitles evidence the use of simple terms such as "happy" rather than "delighted." In addition, they contain a number of contractions, including "I'm," "That's," "I'll," "They're," and "It's," as well as slang like "Hi!", "Hey!", "OMG!", "Gosh!", "Cool," and "Ugh." Other examples of conversational tone are shown in the following excerpts.

I Roam Alone (2020c): "Crazy Food at Siem Reap Market, Cambodia."

Sawasdee from Cambodia! *I'm* in Siem Reap right now. This city is also known as Siem Rat in Thailand. This city is most famous for Angkor Wat. But *we're* not

visiting it on this trip. *We'll* explore the local way of life in fresh markets. *We'll* also eat street food, hit some chic cafés, and take a pottery class. And *we'll* end this trip by drinking beer with raw egg. If the word that pops into your head is *WTH* then *we're on the same page! We'll see later on what it looks and tastes like. Let's go!*

In this subtitled excerpt, the YouTuber introduces the places she will be traveling using narration mode, which captures the audience's interest and enables viewers to understand with ease. First, she uses the pronoun "We" to make the audience feel like they are traveling with her. Then she speaks naturally to build a relationship with the audience: "We're on the same page! We'll see later on what it looks and tastes like. Let's go!" Moreover, she uses contractions, such as "We'll," "We're," and "Let's," and the slang word "WTH" which represents informal language. This indicates that conversational tone is the most pervasive persuasive element in this excerpt.

I Roam Alone (2020c): "Crazy Food as Siem Reap Market, Cambodia."

[10 pm.] *I'm* about to go to bed now. *I'm* exhausted. Anyway, that was another side of Siem Reap that I never knew. It was so beautiful. The people were so sweet. The food was incredible. I got to explore a market and many other places. The only problem was that it was so hot today. It was almost 40°C! So I need to pamper my facial skin a bit. *I've* been using Origins' Mega-Mushroom products. *They're* made with a variety of mushrooms, such as lingzhi, cordyceps, chaga, and coprinus. This one is Mega Mushroom Soothing Treatment Lotion. *It's* the bestseller. *It's* a clear lotion. On Mega-Mushroom products, the label will say "Relief & Resilience." "Relief" means soothing and restoring balance to the skin. "Resilience" means making the skin flexible and healthy. And *here's* their new product. The Soothing Treatment Lotion is used to prep the skin. And this one is the Mega-Mushroom Fortifying Emulsion. It was just released this month. This is the consistency of the cream. *It's* white. It absorbs very easily. Also, *it's* not sticky and *doesn't* clog pores, which makes it perfect for the weather in Thailand.

Now that *I've* finished my nighttime routine, *I'm gonna* head to bed. Now *I'm gonna* go to bed right away because I have to wake up early tomorrow for my trip to Tonle Sap. *I'll* go out on a fishing boat with fishermen and cook authentic local Cambodian dishes with local people. Please stay tuned. If *you'll* excuse me . . . bye bye!”

Here, the YouTuber uses informal language and interjections while telling stories to the audience in a conversational tone. She delivers the information in an expositional manner, explaining how the skin care product works: “This one is Mega Mushroom Soothing Treatment Lotion. It’s the bestseller. It’s a clear lotion. On Mega-Mushroom products, the label will say ‘Relief & Resilience.’” The YouTuber describes the product’s qualities factually as a means of persuading the audience. She shifts to argumentative mode when she shares her opinions based on her experience: “The Soothing Treatment Lotion is used to prep the skin. This is the consistency of the cream. It’s white. It absorbs very easily. Also, it’s not sticky and doesn’t clog pores, which makes it perfect for the weather in Thailand.” The numerous contradictions are indicative of friendly communication, which encourages the audience to enjoy the content.

Go Went Go (2020a): Homestay, Rice Fields in the Middle of the Valley, Beautiful and Very Good in Chiang Mai.

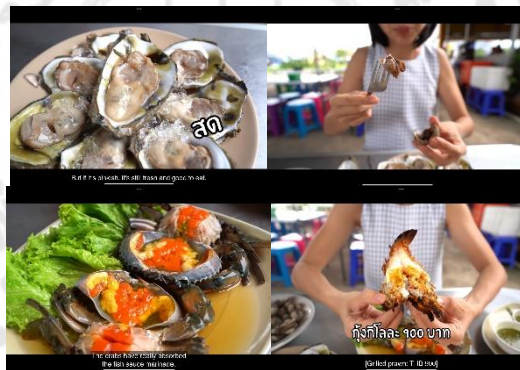
This [place] is a model. *Hot hit*, very *chic*. But near that. There is another homestay. At the same feeling and then can go on a trip. That is a hut in the field. *Over there. Will be like a hut.* Each has in the middle of the valley. *It’s a homestay way of life. Real life like a villager. Which we’ll go straight to there I try to stay. Like in the movie. With Mae Dad Noi sub-district vlog, Hey!*

In this excerpt, the YouTuber describes the setting in informal language, narrating throughout his storytelling. The content contains slang words (*hot hit*, *chic*, *hey*), short phrases; it used a few words but can understand the meaning (*over there*, *will be like a hut*), and contractions (*we’ll*, *it’s*) to build a relationship with the audience as though they are friends. These subtitles reveal the use of conversational tone.

Visual dramatization

Visual dramatization is another persuasive element that often appears in the sampled vlogs. The YouTubers combine the spoken words with visual images to attract audiences to their content, which includes reviews of food, products, and accommodations. When YouTubers present a place in detail to audiences by describing the history, scenery, and atmosphere, they are using visual dramatization to advertise accommodations. The vloggers also commonly show visuals alongside their verbal content when traveling on nature trips. In addition, when creating content such as product reviews, they use verbal communication to describe the images the audience sees, in order to make the content easier to understand.

I Roam Alone (2020a): “10 Amazing Restaurants Surat Thani.”



Figures 6: Example of Visual Dramatization

[No.8: Aunty Ya’s Fresh Shellfish]

Our 8th restaurant is the one I really look forward to. It’s Aunty Ya’s Fresh Shellfish. I love all sorts of shellfish! Let’s go!

“Are you chucking them fresh here?”

“Yes.”

“[Five] please . . . Can I get [two] more? Can I two raw marinated crabs, too?

One prawn and a dish of cockles, too. Told you I love shellfish!

[Open daily]

[9am–8pm]

When I think of Surat Thani, I think of oysters. The oysters are HUGE! They are THB [Thai currency] 40 or 50 each. [#themoreyouknow] Here's how you check whether an oyster is fresh. Look at the color. If it's all white, that means it has been dead for quite a while. But if it's pinkish, it's still fresh and good to eat. See how delicious they look? Let's dab some sauce on here. And a bit of this. And also, a bit of this! So good. It's so fresh!

[Cockles: THB 110 for half kg]

[Marinated crabs: THB 250 each]

The crabs have really absorbed the fish sauce marinade.

[Grilled prawn: THB 900]

So fresh!

[Grilled prawn: THB 900]

Before you eat anything, think of whether it's worth the calories and cholesterol. If you can say that it is, then go ahead! It's that simple. I don't eat less than delicious food. Not worth my calorie quota. Here, have some fresh oysters.

In Figure 6 and throughout the excerpt, the YouTuber supplies images while explaining the appearance of seafood in order to persuade audiences to see and feel how fresh and delicious the food is. She sprinkles in adjectives such as "huge," "fresh," and "pinkish" to describe the appearance of oysters, whetting the appetite of the audience. She also illustrates how to know if oysters are fresh by showing images of shellfish, which prompts viewers to believe in her communication and thus visit the restaurant to taste them. Moreover, offering images alongside explanations could persuade the audience that she is speaking the truth and enables them to see directly how the food is.

Go Went Go (2020b): “Khanom, the Most Beautiful Road in the Gulf of Thailand.”



Figures 7: Example of Visual Dramatization

And we are going to enter our accommodation. Our accommodation is named Chula Beach. Chula Beach. [It] is an accommodation with only [six] rooms. And then by the sea and also very beautiful. As seen in the review. We'll go see the real thing—what will look like. Hey!! In front of the jazz shop. The handsome guy. Hey!! Jazz each. Close to. Here he is. Here. Well, there is no rear car. Ouch! [YouTuber already found the landmark of that place.] Beautiful and beautiful. Dazzling. It's here. Arrived, here it is: Chula Beach Resort. Very beautiful. Look! Hello, welcome drink. Will be butterfly pea, pandan juice. Thank you. Butterfly pea, pandan juice. Delicious. Refreshing. Very beautiful. Gosh, great hotel. If taking beauty first. Here, taking pictures, taking beautiful pictures. But I'll take the bag first go. Open the window to get into this view. Very good, audience. Crazy. Tell me, the suite, and M itself. There must be someone hurt tonight. The bathroom is very big. Bigger than my house. Hey, good. Have to soak tonight. Onsen [(in Japan) a hot spring], okay, everyone. Will say that the room here. There are only [six] rooms in the sea view. There will be [two] single beds and [two] twin beds. Normal rates from 4,000 to 5,000 but during this period the price is discounted. Why does this room look better? Go to see. This one, the room below, went out into the sea. Chill. This room is the military base. That's it. He

said that the mini-bar is all free. Except for alcoholic drinks and [two] types of mineral water Ok. Go.

Both Figure 7 and the excerpt show that the YouTuber uses visuals to reflect the accommodation's atmosphere while describing the facilities at the same time; this is done to convince the audience that they should visit in order to relax. At the same time, he adds relevant facts such as rates and room types. He also talks about a nearby attraction, exclaiming over its delicious welcome drink. The vlogger uses verbal commentary to create an image of a dazzling place suitable for those who enjoy taking photos. Providing such complete and detailed information allows viewers to decide if they wish to visit.

Go Went Gone (2020f): "Surin Island, Phang Nga Top Beautiful Dive Sites in Thailand."



Figures 8: Example of Visual Dramatization

I already arrived the island. When we arrive, we'll see the forest. There is the way like this to walk to another side called Mai Ngam [B]each. She told it's beautiful. This is the point for setting tents. Oh, the water is very clear.

"Where are we going?"

"We're going to Chong Khat Beach. Is there anything?"

"There are many things like Mai Ngam beach, but it is different in feelings. There are also the national park houses."

“Ahh. We can stay in the national park houses. There are air conditioners in every house.”

“Ahhh. It’s extraordinary. There are accommodations and the point for setting the tents in Chong Khat [B]ay. Besides, there is the rock looks like a hen. What a coincidence! Finally, we dive at the one of the most beautiful snorkeling spots in Thailand, which is the highlight of this trip. If you guys dive here, you have to be careful of touching corals or fish. It’s really shallow. Let me show. It’s really shallow. The water is very clear.”

This subtitled excerpt, alongside Figure 8, illustrates how the vlogger presents the scenery of the beach, the accommodation, and the facilities around Surin Island. He also dives into the sea to guarantee that the audience notices the beauty of nature. His verbal and visual presentations provide a vivid picture of the clarity of the sea and compel viewers to absorb the beauty of the place. The YouTuber easily convinces the audience that this place is worth traveling to.

Verbal distillation

Verbal distillation is a persuasive element commonly found in food advertisements, including an institution’s name or menu, or a product name. Moreover, creators incorporate it when they need to explain complex ideas or summarize long concepts, substituting non-specific, well-known words that increase their audience’s understanding.

Go Went Gone (2020e): “Narathiwat has Fireball and Gold, the Only One in the South.”

Besides having lunch near the riverside, there’s another special thing that is “*Floating Lunch*.” We can take tray of food to eat on the rocks by dipping your feet in water or to eat in the water, same as me.

“It’s really deep.”

“Yes! I think it’s difficult. I think it’s great because the rapids flow very slow, and it’s suitable for family trips. It makes us touch with the nature around us. It’s so good.”

In this excerpt, the phrase “Floating Lunch” refers to having lunch in an unusual environment, using an object that allows the food to stay above water. Labeling it with a special, easy-to-understand name ensures it will be memorable to the audience.

I Roam Alone (2021): “U.S.A. Ep. 1 Fly to America 24 Hours to Arrive!”

We’re about to order some food now. They offer a *Dine on Demand* service. This means you can order food anytime you want. They have breakfast and lunch menus. You can even order yogurt and so much more.

The phrase “Dine on Demand” in this excerpt indicates that guests can order food when needed. The phrase is short and meaningful, yet neatly summarizes one of the airline’s business class services.

Go Went Gone (2020c): “How Learn Rescue Diving with SEAL? Only Dive Training Hall, Thailand.”

[This is the conversation between the YouTuber and an officer.] “After that we have to bring our all knowledge to use at sea, and there’s the main topic for today, which is . . . Compass.”

“Aw . . . compass. Today, the compass is the main topic for Singha-R-Sa. Searching, we’ll search undersea by a course which is front board and circle. We’ll do it as a team by dividing many teams. A direction must be placed in each team, and each team have to plan first. The next is planning about the signal undersea such as number signs, hand signals, or knocking. After that, make a symbol on the rope (knot), and dive to search it together.”

“Yes. Do like that. It’s like *playing hide and seek*.”

“Hahaha. Yes. Yes. Yes.”

In this excerpt, “playing hide and seek” summarizes the processes of diving. Hide-and-seek is a popular children’s game, so people typically know how to play it. The

YouTuber uses the phrase to create a mental image of the activity so his audience can easily understand it.

Self-disclosure

Self-disclosure is the persuasive element found in the sampled vlogs when the YouTubers add their own stories or experiences to their vlog narrative. This element creates relatable and interesting content because the YouTubers share their narratives naturally, convincing their audience that they have encountered a specific situation.

GoWentGone (2021): “Choosing Hiking Equipment Ep.3 How to Choose Shoes Not to Hurt Feet.”

I went to Fjällräven Classic, Sweden. I walked a distance of 110 km for 5 days.

I walked on a lot of rocky trails, which is different from Thailand. Most of the trails in Thailand are soil. So, there are fewer rough trails.

I walked on a lot of rocky trails. The ground is very hard.

So, I chose 'Backpacking boots' like this.

Most foreigners use these hiking boots.

This excerpt of the subtitle represents the characteristics of self-disclosure. While the YouTuber tied in a product like hiking boots in his video, he talked about his hiking experience in Sweden. He used pronoun “I” to indicate that it was his personal experience. He talked about his trail trip and how hard this trip was in order to attract audiences to pay attention to his story and his advertisement. Persuasion occurs after the audience reaches into the content, which transpires when the viewer experiences empathy for the creator. The story functions as a means of building relationships while reinforcing the idea that the featured product is reliable and high-quality.

I Roam Alone (2020d): “Eat 2 Days 1 Night in Chiang Khan.”

So, that's my 2-day and 1-night trip in Chiang Khan. If you ask me how I feel about this place, I'd say that it has developed a lot. The last time I came here was [ten] years ago. It was just a small rustic town. That charm is rare to find.

But in the span of [ten] years, things have developed. There are more accommodations and restaurants. There are also more cars. That comes at the expense of some of its old charm. But it's something we have to accept. It all depends on what you prefer, and you can choose accordingly.

From the beginning of this vlog, the YouTuber continuously mentions that she used to visit Chiang Khan. At the end, she compares her past experience to the present in order to convince the audience that Chiang Khan has changed in many ways. Sharing her direct experience makes the present content interesting and retains audience interest. This might cause the viewer to crave future content.

Personalization

The YouTubers rarely use personalization, reserving it for times when they employ someone else's story to represent a certain abstract idea, making it easier for the audience to understand.

Go Went Gone (2020d): "Narathiwat has Fireball and Gold, the Only One in the South."

Sukhirin Flowers Now, I'm walking in Ban Chulabhorn Patana 12 Museum. Next, I'll take you guys to know . . . ahhh. My name's Mr. Sanya Boonkerd or P'Ya, tourism community advisor of Ban Chulabhorn Patana 12.

"Could you take me to visit here?"

"Of course! Ohho! The community has received many awards. / Yes! Now, we have submitted a contest at the regional and national level. The villagers used to live in the forest thirty years ago. Furthermore, this place was used to be a battlefield and the base of Malayan Communist party. So, there's community history in this place. There're many interesting things such as weapons or ancient tools. There were about nine leaders in the past, but now . . . Nowadays, there's only one leader. Other leaders passed away.

"Awww. Only one leader?"

"Yes!"

“Can he speak Thai?”

“No, he can't. Now, he's quite unhealthy because he had been poisoned. So, he can speak a little.”

“I'd like you to take me meet the leader of the Communist party.

“Of course!”

“I have some questions to ask him. Can I talk with him?”

“He has a child to help communicate.”

“His child?”

“You can ask his child. He's Mr. Abdullah C.D., the leader of Malayan Communist [P]arty eighty years ago. He's ninety-seven years old. He can speak a little.

“So, he has to have his grandson . . . His grandson, right?”

“His son-in-law.”

“He has son-in-law to help in communication and translation. I'd like to know that . . . Why was the Communist Party established?”

“The first purpose is to expel colonialism of British to leave out from the country. The second purpose is to make a society with more justice and equality. We didn't want to have a protracted war continuously because we wanted to fight in politics. But the government refused it or didn't accept. Until 1949 A.D., England declared martial law to pressure the Malayan Communist Party. In that time, the Malayan Communist Party fought to liberate themselves politically. How did this event end? The government set the conditions first. If we followed or resist those, they would give us the liberty or other measures in case we fought back. It was the fight such as political battles or other battles. So, we considered those conditions whether they were appropriate or not. If it's appropriate for us, we'll not react with armed force. Because we didn't want to fight with armed forces. We only wanted to fight in politics in order to demand justice. We did this to demand fairness between the Royal Thai Government, Government of Malaysia,

and the Malayan Communist party. We wanted them to propose conditions or treat us appropriately is ok.”

In this excerpt, the YouTuber outlines the reasons why the Malayan Communist Party was established and the manner in which it negotiated with the governments of both Thailand and Malaysia, after which all parties came to an agreement. Communication can help people understand each other better. One of the pioneers was alive to tell the story, which could be seen as representing the fairness and social equality that persist to this day. After watching the video, viewers might also ponder the concept of equality or become convinced that they should take the opportunity to understand one another before rushing to judgment.

I Roam Alone (2020b): “All You Can Eat Mongolian Barbecue, Ulaanbaatar (4/4).”

Let me tell you more about Genghis Khan. He was born in 1162. His father [was] the head of the ruling clan. Genghis Khan was born as Temujin. He had a rough childhood. His father was poisoned. After he got married, his wife was kidnapped. His life was a struggle, but he kept amassing power. Finally, in 1206, he established himself as Genghis Khan. “Khan” means “ruler,” and the literal meaning of “Genghis” is “ocean.” It’s probably related to the belief that the world was flat in those days. According to that belief, the ocean surrounded all land. So, his name means something along the line of “the ruler of the world.” This powerful ruler invaded China and as far as Europe. Wherever he went, he would give the people the opportunity to surrender. If they surrendered, they would be spared. But if they did not, he would kill every one of them. It is believed that he killed about 40 million people.

[Death toll through the ages]

[Credit: waitbutwhy.com]

The death toll of the Mongol [c]onquests was almost as high as in WWII. *Sigh.* It was an atrocity. It’s incredible that a man on a small Mongolian horse almost conquered the whole world. But no one can escape death. Genghis Khan died

in 1226. His rule was passed on to his descendants. And later in the 1300s, the Mongol Empire fell. Everything and everyone in this world must perish eventually. So, that's the story of Genghis Khan.

The vlogger shares the story of Genghis Khan to illustrate power and decisiveness. Khan was steadfast and decisive on every battlefield, killing approximately 40 million people as he fought for power. His story is still remembered to this day. The way the YouTuber introduces the subject further highlights Khan's determination and supremacy. Viewers would likely be absorbed by Khan's story; when the audience becomes emotionally involved and understands the abstract ideas being presented, it suggests that personalization plays a role in their engagement.

The Most and Least Common Types of Persuasive Elements

This section describes the results of the second research question: What are the most and least common persuasive elements of electronic eloquence used in English subtitles on Thai travel vlogs? The data are analyzed and presented in percentages, as shown in Table 4.

Table 4: The Most and Least Common Types of Persuasive Elements Used in English Subtitles on Thai Travel Vlogs

Characteristics	YouTube Channel			Total	Percentage (%)
	I Roam Alone	Go Went Go	Go Went Gone		
Conversational tone	85	71	77	233	49.89
Visual dramatization	79	75	47	201	43.04
Verbal distillation	5	3	9	17	3.64
Self-disclosure	5	2	5	12	2.57
Personalization	1	-	3	4	0.86
Total	175	151	141	467	100

The analysis reveals that conversational tone is the most common type of persuasive element used in the three YouTube Channels (49.89%), while personalization was the least (0.86%). Meanwhile, visual dramatization was the second-most common (43.04%), whereas verbal distillation and self-disclosure were seldom found (3.64% and 2.57%, respectively).



CHAPTER V

CONCLUSION AND DISCUSSION

This chapter outlines the research conclusions and discusses the results. It is divided into five parts: conclusions, discussion, implications of the study, limitations of the study, and recommendations for further studies.

Conclusion

The purpose of this study was to investigate the persuasive elements of English subtitles on Thai travel vlogs in order to answer two research questions: 1) What persuasive elements of electronic eloquence are used in English subtitles on Thai travel vlogs? and 2) What are the most and least common persuasive elements of electronic eloquence used in English subtitles on Thai travel vlogs? The researcher used a qualitative approach to explore the persuasive elements of the selected samples. Using criterion sampling, The researcher collected the subtitles of 75 episodes of three Thai travel vlogs: I Roam Alone, Go Went Go, and Go Went Gone. After adapting coding guidelines from Jamieson's (1988) electronic eloquence model, the researcher used them for content analysis. Then the researcher transformed the subsequent results into percentages using frequency statistics. The findings revealed that the English subtitles contained all five persuasive elements: conversational tone, visual dramatization, verbal distillation, self-disclosure, and personalization (Jamieson, 1988). Conversational tone was the most common persuasive element (49.89%), whereas personalization was the least common (0.86%).

Discussion

The goal of this study was to determine which persuasive elements were used in the English subtitles of Thai travel vlogs and how often. The data analysis showed that all five persuasive elements mentioned in Jamieson's (1988) electronic eloquence model were found in the travel vlog subtitles of the three selected Thai YouTube channels. The results of this study align with Ab Rashid (2016), Ithnin et al. (2020), and Srijongjai

(2019), all of which applied Jamieson's (1988) electronic eloquence model to examine persuasive elements in digital content. Ab Rashid et al. (2016) detected all five persuasive elements on six websites that promoted fitness programs. Ithnin et al. (2020) identified all five persuasive elements in a Malaysian influencer's posts on social media. Similarly, Srijongjai (2019) found these elements in Thai students' Facebook posts. This suggests that current digital content is designed to engage target audiences as much as possible. As noted by Marwick (2015), people rely on internet platforms for shopping, product reviews, and inspiration from social media influencers. It is possible that creators can incorporate the female oratory characteristics noted in Jamieson's (1988) electronic eloquence model to convince their audiences to take specific actions.

The results also demonstrated that the most common persuasive element used in the English subtitles of Thai travel vlogs is conversational tone, followed closely by visual dramatization. This indicates that the two common elements are often combined to create even more convincing content. However, the current study diverges from others that applied the electronic eloquence model to different digital formats or platforms. For example, Ab Rashid et al. (2016) demonstrated that visual dramatization plays a primary role in fitness program websites, but conversational tone played the main role in the recent study. Cyphert (2019) found that visual dramatization and self-disclosure are often used in business presentations in the digital age. Kedrowicz and Taylor (2016) reported that merging self-disclosure with a powerful visual appearance helps students to increase their presentation skills and comprehend public speaking. These results can be explained by noting that the subjects of these studies were images or visual representations that relied mainly on the use of images. Travel vlogs are different in that they are presented in a narrative style that employs both spoken language and moving images. The informal language used compels the audience to feel more relaxed and comfortable. In addition, because YouTube vlogs are often accompanied by online communities, creators frequently adopt a conversational tone to encourage interaction (Burgess & Green 2018).

Furthermore, this study's findings indicate that personalization rarely appears in English subtitles of Thai travel vlogs. One possible explanation is that this persuasive element is difficult to use in travel vlogs. As Jamieson (1988) illustrated, politicians often use the personalization technique in an attempt to explain abstract ideas to audiences, which suggests that it might not match the narrative style of travel vlogs. Aran et al. (2013) reported that most travel vlogs are conversational in nature; the vloggers speak to the camera while showing off their surroundings. Hence, they rarely need to personify abstract ideas to help their readers understand their narratives.

Implications of the Study

The findings of this research have several implications. In terms of theoretical inferences, the results confirm that Jamieson's electronic eloquence model can be applied when analyzing persuasive elements of digital media. The results also offer vital information that enables YouTubers to better understand how to use persuasive elements when creating content that can build or engage their audiences. However, viewers may now be aware of these persuasive elements and may not be as easily influenced. In addition, the findings benefit people who work in social media marketing, as they indicate how persuasive elements can be incorporated into their content to generate more influential one. In terms of investigating persuasion encoded in English subtitles on vlogs, which are a relatively new media technology, the findings contribute to the field of rhetorical studies and can inspire new ideas and encourage more research in this area.

Limitations of the Study

One significant limitation of this study is that Jamieson's (1988) electronic eloquence model encompasses only five persuasive elements: personalization, self-disclosure, conversational tone, verbal distillation, and visual dramatization. Therefore, it might not address every aspect of persuasive communication. In addition, because the researcher selected the sampled vlogs from a limited pool of three Thai YouTube channels, the results might not be able to be generalized to travel vlogs on other

platforms, including Facebook, Instagram, and Twitter, or even to different types of vlogs on YouTube, such as educational vlogs or technological reviews. As the study's data were pulled only from travel vlogs found on three YouTube channels, the results cannot be generalized to other vlogs of other channels.

Recommendations for Further Studies

The research findings illuminate several recommendations for further studies. First, because the researcher employed the qualitative approach to investigate, further research using the quantitative or mixed-method approaches to determine if they yield similar results should be conducted. Moreover, this study provides a foundation of background knowledge on persuasive elements based on the electronic eloquence model; future research could incorporate other designs related to digital communication. Furthermore, researchers should carry out future social media studies to evaluate whether all five elements of Jamieson's (1988) electronic eloquence model provide the similar or different results. Finally, vlogs from other online platforms should be examined in order to increase the variety, efficiency, and reliability of the present study.

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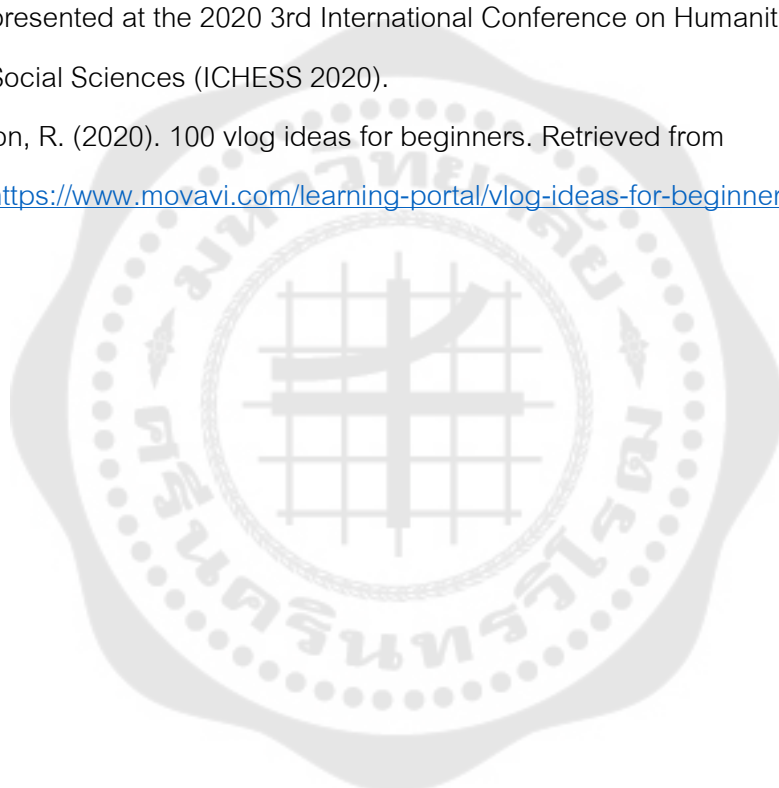
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VITA

NAME THANAWARNKAMOL SALEE

DATE OF BIRTH 17 AUGUST 1992

PLACE OF BIRTH BANGKOK

INSTITUTIONS ATTENDED 2014 - Bachelor of Arts (English for International
Communication)
From Rajamangala University of Technology Krungthep

HOME ADDRESS Ban Chang Lor, Bangkok Noi, Bangkok, 10700

