

LINGUISTIC PECULIARITIES OF CALL-TO-ACTION PHRASES IN DIGITAL DISCOURSE

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Abstract: *This study investigates Call-to-Action (CTA) phrases in digital discourse, focusing on their linguistic characteristics that aim to elicit specific responses from audiences. In the context of online marketing, where digital communication has a significant influence on consumer behavior, CTAs serve as crucial tools for engagement and conversion. The investigation, employing methods of discourse analysis and linguistic analysis, demonstrates that CTA phrases utilize direct action verbs, concise structures, and elements of urgency, such as buy now or limited time offer, to capture attention and prompt immediate action. Furthermore, effective CTAs are tailored to the target audience, taking into account their interests and motivations. By elucidating the linguistic mechanisms underlying CTA phrases, this research offers insights into optimizing digital marketing strategies for greater impact and responsiveness.*

Keywords: *audience engagement, call-to-action phrases, digital discourse, digital marketing, linguistic features*

Introduction

As technology progresses and social influences evolve, businesses are increasingly dependent on digital channels, particularly social media, for engagement and growth. Beyond operational strategies, language itself plays a critical role in business success, serving as a tool that can open numerous opportunities. Digital discourse has a significant and wide-ranging impact on language usage in the ever-

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evolving world of digital communication. The focus on immediacy and economy in digital conversation has resulted in the creation of emoticons, emojis, and textual abbreviations as shorthand means of communication. Given the growing prevalence of digital communication in the age of the internet and social media, Call-to-action (CTA) has become a prominent and persuasive element in online advertisements, social media content, and other web-based communication forms. However, while numerous marketing studies have explored the psychological or behavioral effects of CTAs, few have examined their linguistic construction and functional variation across digital contexts. This study seeks to fill that gap by analyzing the linguistic features that make CTAs persuasive and effective in online environments.

CTA phrases are effective phrases that aim to provoke a certain behavior from the target audience, such as clicking on a link or making a purchase. CTAs are essential to influencing user behavior, increasing conversions, and fulfilling communication goals since they are deeply embedded in digital discourse. These phrases can be found on every website, app, digital advertisement, video, and so on. They use a unique linguistic structure designed to issue commands, prompt swift action, or deliver persuasive appeals through emotive language. This diversity in grammar allows CTAs to convey a sense of urgency, relevance, or persuasion, depending on the context. Understanding these grammatical nuances is key to deciphering how CTAs work and how they influence user behavior online. They play a vital role in digital discourse by shaping how we interact with content and make decisions in digital communication.

The findings of this study are expected to contribute to existing literature by providing insights into the linguistic construction of Call-to-Action (CTA) phrases in digital discourse. These insights can guide communication specialists, digital marketers, and educators in understanding how language functions as a persuasive tool within online environments. The study further highlights the role of linguistic structure and discourse context in influencing user behavior, offering a comprehensive understanding of how language choices in CTAs can enhance engagement and conversion. By uncovering the linguistic mechanisms underlying CTAs, this research also contributes to digital discourse studies, enriching interdisciplinary perspectives on language use in media-driven communication.

Literature Review

Digital discourse refers to language use in computer-mediated environments, encompassing interactions on websites, social media, and messaging platforms. It

is characterized by multimodality, interactivity, and immediacy - features shaped by the technological affordances of *new media* platforms that facilitate participatory, user-generated communication (Grewal, Herhausen, Ludwig, & Villarroel Ordenes, 2022; Jenkins, Ford, & Green, 2013).

Digital discourse has different functional aspects based on the platform, context, and communication goals. One of the features of digital discourse is its multimodality. In the study of discourse, multimodality is becoming recognized as a core concept (Jewitt, 2014; Kress & van Leeuwen, 2001), bringing attention to the ways in which language interacts with other semiotic systems and is only given meaning through these interactions. While digital technologies are becoming more and more multimodal due to the combination of messages, images, sounds, and other semiotic modes, it is important to note that all human communication is multimodal (Norris, 2004). Ignoring the fact in the examination of digital genre practices (which involves studying various forms or types of communication in digital contexts) leads to incomplete descriptions of communication within them. Thus, “the concepts of multimodality and multi-semioticity” are “central to current research on language and digital media” (Georgakopoulou & Spiliotti, 2016, p. 3). In this context, CTA phrases often appear embedded within multimodal formats such as clickable buttons, banners, or voice prompts, where their linguistic form interacts with design, color, and placement to heighten persuasive appeal.

A CTA is a term used to describe a word or phrase designed to encourage a specific action from a reader or visitor to a website. It is a marketing device designed to elicit an immediate response or encourage engagement, forming an essential component of many websites (Steinberg, 2005). Essentially, it offers guidance to prompt interaction or decision-making. Baines, Fill, and Page (2013) mentioned that when it comes to increasing engagement with larger audiences, CTA is thought to have a significant influence on their perceptions of brands, value, and behaviour. Although a call-to-action might consist of straightforward text, it is frequently accompanied by a link or button, aiming to lead the visitor towards a desired outcome, typically a conversion. The CTA is part of the logical progression of a landing page or website. This principle is rooted in psychology. It is called the perceptual set theory. Allport (1955) defined perceptual set as a perceptual bias or predisposition, or readiness to perceive particular features of a stimulus. According to Vernon (1955), perceptual set operates in two ways: first, the perceiver holds specific expectations and directs attention toward certain elements of sensory input, a function referred to as the “Selector.” Second, the perceiver possesses the ability to categorize, interpret, and label the chosen

information, as well as to draw conclusions from it, a function described as the “Interpreter.”

Language appears as a type of figure-ground illusion in the real-world contexts of digital discourse, switching into and out of focus at different moments. Language can seem to be everywhere at times or nowhere at others; it can be high-profile and dominant one minute, low-key and almost invisible the next. And this is becoming increasingly true as our technologies continue to grow and converge, to some extent, face-to-face contact with all its complexity, variety, and immediacy.

The language of digital media can be viewed as a threat to language; for instance, we hear that English is somehow disappearing or that society is losing control over “good”, “proper”, or standard English (Tagliamonte & Denis, 2008; Thurlow, 2006). According to reputable news sources, new communication technologies “ruin grammar” and “beat up” or “corrupt” languages. And this way of talking about digital discourse is fairly persistent, even despite evidence to the contrary (Tagliamonte, 2016; Thurlow, 2012). In CTA phrases, the need for adaptability, blending traditional syntactic structures with informal tone, emotive cues, and even non-verbal elements like emojis or typographic emphasis to persuade effectively in context, is reflected.

Functional features of Digital discourse also include orality, compensation, and economy (Androutsopoulos, 2007). Conceptual orality encompasses all elements of written discourse that indicate informal spoken language. Emojis, acronyms for different kinds of laughter, and repetitions of letters and punctuation to imitate emotive prosody are examples of compensatory techniques. Any argument used to shorten a message is included in the third theme, linguistic economy. This issue is most obviously based on the consequences of technology, which are attributed to the need for speed in synchronous exchanges, to financial limits, or to constraints on the size of messages. CTA phrases, in particular, rely heavily on this principle: they often compress complex intentions into minimal linguistic units while preserving persuasive power. Their reliance on brevity and clarity further ties them to linguistic economy, where the goal is maximum effect with minimal text.

The term *linguistic orality* describes the qualities of spoken language, especially as it relates to written or digital communication. It includes things like slang, informal language, and the application of emphasis or intonation to communicate tone or meaning. Linguistic orality in digital discourse can be observed in text-based communication that resembles spoken language, including the usage of emoticons, informal phrases, and acronyms to imitate spoken language nuances. CTA phrases often employ elements of linguistic orality, such as

imperative structures (*Swipe now, Don't miss out*) that mimic spoken commands. They also use compensatory techniques such as repetition, punctuation, and emojis to convey urgency or emotion that would typically be delivered through prosody in spoken language.

In summary, the literature highlights the interplay between multimodality, linguistic economy, and orality in shaping digital discourse and persuasive communication online. However, existing studies tend to treat these features in isolation or within marketing frameworks rather than through a detailed linguistic analysis of CTA phrasing. Moreover, relatively few works integrate recent findings on multimodal interaction and digital persuasion across platforms (Ludwig, Herhausen, Grewal, Bove, Benoit, De Ruyter & Urwin, 2022; Kubler, Colicev & Pauwels, 2020). Adopting a multimodal discourse analysis perspective (Kress & van Leeuwen, 2001; Kress & van Leeuwen, 2021), this study addresses that gap by examining the linguistic construction of CTA phrases through the lens of digital discourse theory, emphasizing how language, design, and immediacy interact to motivate user engagement.

Methodology

This study examines Call-to-action (CTA) phrases within digital discourse, with particular emphasis on their linguistic features and functional roles across diverse online platforms. From a methodological standpoint, this research employs a qualitative, descriptive approach based on digital discourse analysis (DDA) and linguistic analysis. The approach focuses on identifying recurrent linguistic features in CTA expressions and interpreting their communicative functions.

The methodological framework combines digital discourse analysis and linguistic analysis. Digital discourse analysis is employed to investigate the broader communicative structures in which CTAs appear, focusing on the unique multimodal and interactive features of online environments. Digital discourse analysis refers to the study of language use in the new media, such as emails, chat logs, social media posts, blogs, and online forums, social networking sites, and instant messaging platforms. It not only problematizes and challenges our tendency to overdraw the concept of languages but also our assumptions about the discrete character of language itself. Digital Discourse Analysis (DDA) is an interdisciplinary field of study that explores how language is used in digital communication (Moshinsky, 2022). Researchers often use DDA to explore how people develop their identities, establish relationships, and manage power dynamics in online spaces through language use. People are communicating more

frequently and in various forms than ever before, due to the development of digital communication technology. As a result, new kinds of language have developed, such as the use of emojis, acronyms, and other forms of digital shorthand.

The linguistic analysis is applied to identify specific lexical, syntactic, and stylistic patterns within CTA phrases. Each CTA is examined within its immediate textual context to assess its persuasive strategies and functional impact.

The study focuses on ten carefully selected call-to-action phrases from diverse digital platforms, chosen to represent a range of industries, modalities, and persuasive strategies. Although this sample size is limited, it provides clear insights into the key linguistic features of CTAs. Future research could expand the dataset to include a larger corpus to further validate these findings and examine additional patterns across platforms. The research corpus data were collected between January 2024 and August 2025 from 10 commercial websites representing different domains (e-commerce, non-profit, service, and entertainment). Each website was selected based on high traffic rankings and active CTA use.

Results and Discussion

Call-to-action phrases (CTAs) are the link that makes any online endeavor profitable by bridging the gap between a passive browse and an active involvement. They can illuminate the way for the audience, pointing them in the right direction and encouraging them to take an active role in the discussion rather than just being passive bystanders. CTAs are the waypoints in a world full of content. Imagine a music streaming website encouraging you to *Listen Now* or a vacation blog with a call-to-action to *Book Your Trip*. These examples encourage action and engagement.

Phrasings that are marked with a *Call-to-Action* are essential in digital discourse because they provide strong cues to users to take particular actions. CTAs have been intentionally created to increase conversions, inspire engagement, and direct user behavior in the fast-paced and competitive world of online communication. Effective CTAs may have a big impact on the success of digital campaigns, whether they are encouraging readers to buy something, join up for a newsletter, or share material on social media. CTAs make it simpler for visitors to interact with the content and complete the intended action by giving detailed instructions. CTAs can effectively direct customers through the digital journey and motivate them to take important actions by using compelling language, clarity, urgency, and personalization.

Calls-to-action may take several different shapes, but to be considered effective, they must have three important characteristics. Three requirements for a call to action are:

- **Value Proposition:** Why should the user click on the call to action? It is essential to emphasize the benefits that they will receive by continuing with the next step of customer experience.
- **Powerful Language:** When it comes to CTAs, it is best to use short, sharp words that demand action. It is best to be as straightforward and empowering as possible.
- **Personalization:** Building a relationship with the consumer by treating them like the only person in the world is an excellent technique to establish brand-buyer relationships.

Creating appealing call-to-action (CTA) text is essential for enhancing the user experience and encouraging desired behavior. Here is a categorized list of the CTA phrases:

Category	CTA Examples
Direct Action	<i>Follow this, Join today, Sign me up now, Click for more, Take a look, Click button, Find out more, Try it today, Contact us, Join us, Read reviews, Check out, Look at, Please see, Watch for, Get more info here, Discover, Find more, Learn more, Get it here</i>
Urgency	<i>Don't miss, Don't forget to, Don't wait, Hurry, Call today, Download now, Shop now, Buy and save, Act now</i>
Benefit-Oriented	<i>Get free, Save money, Get yours, Pay less, Get a gift, Find savings</i>

The fundamental linguistic characteristics of Call-to-action phrases are:

1. **Linguistic Economy:** Call-to-action phrases are most effective when they are as concise as possible. Linguistic economy, or the tendency toward brevity, is a fundamental principle of language. Rooted in communication's primary goal, it favors convenience and minimal effort at the phonetic, lexical, morphological, and syntactic levels. The concept, formulated as a linguistic law by American linguist and philologist George Kingsley Zipf (1949), outlines several dynamic principles of speech. This principle reflects a balance, often a compromise between desirable but sometimes conflicting qualities: simplicity and clarity. Examples of linguistically economical CTAs include *Subscribe now, Listen now, Sign up, Act now, and Try it free*. These concise and direct expressions clearly identify the primary action while immediately capturing the user's attention.

2. **Use of Action Verbs:** Action verbs express what the subject of a sentence is doing, whether the action is physical or mental. Unlike other word types, action verbs convey a unique sense of immediacy and strength, offering the reader clear and precise information about the subject's activity. Examples include *run*, *organize*, *divide*, *merge*, and *sign*. In call-to-action phrases, the use of action verbs prompts the reader to respond instantly, making the intended action both explicit and compelling.

3. **Use of Personal Pronouns:** Research indicates that consumers are more likely to respond positively to CTAs framed in consumer-focused rather than firm-focused terms (Ku & Wang, 2025). Incorporating personal pronouns in call-to-action phrases makes them more direct and personalized. Words such as *you*, *your*, *us*, *we*, and *our* can create a sense of closer connection between the brand and the customer. For example, the organization *One Drop* employs the CTA *Together, we turn water into action* – a phrase that not only encourages engagement but also motivates the user toward the desired action. Such phrasing helps build trust and strengthens the relationship between the brand and its audience (URL: <https://www.onedrop.org/en/>).

4. **Emotional appeal:** In marketing, emotional appeals have the power to develop powerful connections between consumers and brands. Marketers can reach consumers' deepest desires, needs, and fears by appealing to their emotions. When a call-to-action incorporates an emotional appeal (Petty, Fabrigar, & Wegener, 2003), its effectiveness increases, as emotions influence decision-making and can lead to both new and repeat customers making purchases. This aligns with the observations of Bashinsky (2016) and Baines et al. (2013), who emphasize the role of emotional appeals in advertising and CTAs within digital media. Human decision-making is driven more by emotion than logic, as our brains instinctively assess emotional impact before applying rational thought. Emotions such as love, joy, and fear influence behavior, making emotional appeals in marketing powerful tools for creating a connection between consumer and brand. By tapping into these feelings, marketers can inspire urgency and relevance, motivating immediate action. For example, the CTA *Change the world for animals – take action now* evokes purpose and empowerment, appealing to the human desire to make a positive impact (URL: <https://www.peta.org/>). The phrase *Change the world* frames action as transformative and meaningful, while *Take action now* adds urgency, prompting an immediate response.

5. **Imperative Mood:** The imperative mood is a defining characteristic of many call-to-action phrases, as it conveys direct commands that are difficult to contest. By using concise and forceful verbs, often accompanied by adverbs of

immediacy such as *now* or *today*, CTAs generate a heightened sense of urgency and prompt instant engagement. For example, *Buy now*, *Subscribe today*, *Click here*, *Join us*, *Download now*, *Shop our sale*, *Donate today*, *Sign up now*, *Discover more*, and *Visit our website* are all structured to eliminate hesitation and compel the audience toward the desired action. This linguistic strategy is effective because it frames the action as both necessary and immediate, thereby increasing the likelihood of user response.

Building on the theoretical concepts discussed, the analysis has examined selected call-to-action phrases from prominent brands, organizations, applications, and websites, evaluating them in light of the identified linguistic and functional features.

- *Find out more* is a succinct and direct CTA that prompts the user to seek additional information about the brand. It is action-oriented, employing an action verb to actively encourage user engagement. Due to its versatility, this phrase can direct website visitors to various sections, such as product details, promotional offers, or brand history. Comprising only three words, it is easily comprehensible and quickly processed by the audience (URL: <https://www.kitkat.co.uk/>).

- *Start free month* is a strategically designed CTA intended to capture the user's attention and prompt immediate engagement with a subscription-based service. The use of the action verb *start* renders the phrase action-oriented, encouraging active participation rather than passive reception of information. The message is unambiguous, clearly communicating the idea that users can begin a free trial immediately and enjoy a month of Spotify Premium at no cost. Additionally, the verb *start* contributes to a personalized tone, directly addressing the visitor and fostering a sense of individual involvement (URL: <https://accounts.spotify.com/>).

- *Don't miss a drop, subscribe to our newsletter* is a compelling CTA that employs vivid and metaphorical language to capture the audience's attention. This opening phrase conveys urgency by suggesting that valuable opportunities or information could be lost if the reader fails to act. In this context, the *drop* metaphorically refers to *water*, evoking imagery that emphasizes the importance of each individual *drop* of content. This figurative framing generates anticipation and positive emotions such as curiosity and enthusiasm regarding the benefits of subscribing. Furthermore, the use of the pronoun *our* in *Subscribe to our newsletter* adds a personalized element, fostering a sense of connection between the sender and the recipient (URL: <https://www.onedrop.org/en/>).

- *Get instant access* is a directive CTA employing the imperative verb *get* to prompt immediate user action. The adjective *instant* conveys urgency and assures the audience that access will be granted without delay, appealing to the desire for immediate gratification. This choice of wording also creates a sense of exclusivity and immediacy, enhancing the appeal of the offer. Notably, the phrase demonstrates linguistic economy by delivering a clear and persuasive message in just three words, maximizing impact while minimizing length (URL: <https://copyposse.com>).

- *Save Now* is a concise CTA prominently featured in promotional banners on Bed Bath & Beyond's website. It employs the imperative verb *save*, directly prompting users to act, while the adverb *now* introduces immediacy and reinforces urgency. The phrase appeals to the consumer's desire for financial benefit, creating a positive emotional response associated with reward. With only two words, it demonstrates linguistic economy, delivering a clear, persuasive message that is quickly processed and highly impactful. This CTA effectively combines imperative mood, action-oriented language, and brevity to motivate immediate user engagement, in line with the linguistic and functional principles outlined in the theoretical framework (URL: <https://www.bedbathandbeyond.com/>).

- *Yes, I want the FREE template now* is a highly personalized and persuasive CTA that integrates affirmation, urgency, and direct engagement. The opening word *Yes* signals agreement and readiness, setting a positive and action-oriented tone. The use of the first-person pronoun *I* personalizes the message, creating the impression that the audience is actively speaking and committing to the action, thereby fostering a sense of ownership. The verb *want* conveys clear intent and desire, strengthening the motivational appeal. The inclusion of the capitalized *FREE* emphasizes the value proposition, drawing immediate attention and appealing to the consumer's preference for no-cost offers. Finally, the adverb *now* introduces a temporal urgency, encouraging immediate action. Structurally, the phrase eliminates ambiguity by combining an explicit statement of intent with a clear directive, in line with the persuasive and linguistic principles discussed earlier (URL: https://www.globalfromasia.com/employeecontractchina/?utm_source=convertful)

- *Now offering free design help. Learn more* is a two-part CTA that combines immediacy with clear direction. The first part, *Now offering free design help*, captures attention through the adverb *Now*, which emphasizes urgency and timeliness, encouraging the audience to act promptly. The phrase *free design help* highlights a valuable benefit, appealing to the user's interest in gaining assistance without cost, thus enhancing motivational appeal. The second part, *Learn more*,

uses an action verb in the imperative mood, providing concise and direct instruction that guides the audience to the next step. Overall, the CTA demonstrates linguistic economy and persuasive strategy by delivering both value and direction in a brief, clear, and engaging format, aligning with the theoretical principles of effective CTA construction (URL: <https://www.luluandgeorgia.com/pages/shop-by-room>).

- The phrase *Order now* starts with an imperative sentence giving the audience a command. It is used to motivate immediate action. The action verb *order* indicates the intended action that the viewer is encouraged to carry out. It is brief and simple; this linguistic economy makes it easy to understand and memorable for the audience, reducing any uncertainty about the intended action. The adverb *now* gives the CTA a sense of urgency by suggesting that it should be done right away (URL: <https://www.starbucks.com/>).

- *Try free for seven days* utilizes the imperative verb *try* to clearly direct the audience toward the intended action of testing a product or service. The adjective *free* highlights that no payment is required during the trial period, increasing the offer's attractiveness while minimizing perceived risk. By integrating an imperative verb with descriptive adjectives, numeric information, and a temporal reference, this CTA effectively prompts user engagement. Its concise, action-oriented construction exemplifies the principles of linguistic economy and immediacy discussed earlier, demonstrating how brevity and clarity enhance persuasive impact (URL: <https://yogainternational.com/membership/>).

- *Sign up to save* begins with the imperative verb *Sign up*, directly urging the audience to take action by registering or creating an account with Uber. The verb *save* communicates the benefit of completing the action, implying that users can reduce costs on transportation services by signing up. Although the pronoun *you* is not explicitly stated, the CTA is clearly directed at the audience, creating a sense of personalization and engaging the reader more effectively (URL: uber.com).

To sum up, call-to-action (CTA) phrases are effective tools in digital communication since they encourage readers or website visitors to take certain actions. They direct how users engage and make decisions, which frequently results in the conversions that are intended. The CTA uses language techniques – including imperative mood, action verbs, personal pronouns, emotional appeal, and linguistic economy – to successfully express messages. CTAs guide user flow, boost engagement, and encourage desired actions by using clear, action-oriented language. They also provide clear direction and prompt desirable behaviors. CTAs connect with the audience and generate a sense of urgency that motivates quick action by using strong language and personalization. Furthermore, customers are

sensitive to emotional appeals in CTAs because they use these universal human emotions to build relationships and inspire action. The effectiveness of CTAs is further increased by imperative mood verbs and personalized wording, which guide user behavior and reinforce brand messaging.

Conclusion

This study highlights the pivotal role of call-to-action (CTA) phrases in digital discourse, demonstrating their influence on user engagement and behavioral response. CTAs leverage linguistic features such as imperative mood, action verbs, personal pronouns, emotional appeal, and linguistic economy to elicit immediate and meaningful user actions. Their conciseness and clarity maximize effectiveness, enabling marketers to establish stronger cognitive and emotional connections with audiences. Based on our research findings, we have determined that:

- CTAs function as the basis of effective digital marketing, guiding users toward desired actions while sustaining interest and engagement.
- Persuasive language and personal messages create urgency, prompting actions such as purchases, subscriptions, or joining communities.
- Emotional appeals enhance effectiveness, motivating consumers through empathy, excitement, or anticipation, and fostering closer brand-consumer relationships.
- Use of imperative verbs and personalized pronouns strengthens clarity and relevance, leaving no doubt about the intended action (e.g., *Join Us; Subscribe Today; Buy Now*).
- Linguistic economy ensures brevity and clarity, compressing complex intentions into short, impactful phrases that capture attention and drive action.

Nevertheless, the study is limited by a small dataset, which may not fully capture the linguistic diversity of CTAs across digital contexts and industries. Future research should analyze larger corpora and consider multimodal features, including visual design, placement, and color, to better understand how textual and non-textual elements interact to influence user behavior.

The findings highlight the structural and functional characteristics of CTAs, showing them to be linguistically economical, action-oriented, and emotionally resonant. CTAs guide users toward meaningful interactions and prompt desired actions, shaping online experiences and engagement. Their linguistic features - including brevity, imperative mood, personalization, and emotional appeal - directly affect effectiveness, user interaction, and conversion outcomes. Careful

design of CTAs with these elements can enhance digital marketing strategies and optimize persuasive communication.

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Հ. Առաքելյան, Ա. Ալեքսանյան – Գործողության մղող արտահայտությունների լեզվական առանձնահատկությունները թվային խոսույթում. – Հոդվածում հետազոտվում են գործողությանը մղող արտահայտությունները (CTA) թվային դիսկուրսում՝ կարևորելով դրանց լեզվական առանձնահատկությունները, որոնց շնորհիվ ակնկալվում են օգտատերերի կոնկրետ արձագանքներ: Առցանց մարքեթինգի համատեքստում, որտեղ թվային հաղորդակցությունը նշանակալի ազդեցություն է ունենում սպառողի վարքագծի վրա, CTA-ները օգտատերերի ներգրավման կարևոր գործիքներ են: Վերլուծությունը ցույց է տալիս, որ գործողությանը մղող արտահայտությունները օգտագործում են բայերի ուղիղ ձևեր, կարճ կառուցվածքներ և շտապողականություն առաջացնող տարրեր, որպեսզի ուշադրություն գրավեն և առաջացնեն անմիջական պատասխան գործողություններ: Բացի այդ, արդյունավետ CTA-ները հարմարեցված են թիրախային լսարանին, և հաշվի են առնում նրանց հետաքրքրություններն ու նպատակները: Գործողության մղող արտահայտությունների լեզվական մեխանիզմների բացահայտումը հնարավորություն է տալիս լավարկել թվային մարքեթինգի ռազմավարությունները ավելի մեծ ազդեցության և արձագանքման համար:

Բանալի բառեր. *լսարանային ներգրավվածություն, գործողության մղող արտահայտություններ, թվային խոսույթ, առցանց մարքեթինգ, լեզվական առանձնահատկություններ*

Г. Аракелян, А. Алексанян – Лингвистические особенности призывающих к действию фраз в цифровом дискурсе. – Данное исследование посвящено призывающим к действию фразам (CTA) в цифровом дискурсе, с целью выявления их лингвистических особенностей, направленных на получение конкретной реакции аудитории. В контексте онлайн-маркетинга, где цифровая коммуникация оказывает значительное влияние на поведение потребителей, CTA выступают важным инструментом вовлечения и конверсии. Анализ показывает, что призывающие к

действию фразы используют прямые глаголы действия, краткие конструкции и элементы срочности, например «купить сейчас» или «ограниченное предложение», чтобы привлечь внимание и стимулировать немедленное действие. Кроме того, эффективные СТА адаптируются под целевую аудиторию, учитывая её интересы и мотивацию. Выявление лингвистических механизмов СТА позволяет оптимизировать стратегии цифрового маркетинга для повышения эффективности и отклика аудитории.

Ключевые слова: *вовлеченность аудитории, призывающие к действию фразы, цифровой дискурс, онлайн-маркетинг, лингвистические особенности*