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Polyphony, rhetoric and pluritextuality in 21st century brand communication: A systematic literature review

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Abstract: In the 21st century, brand communication has been significantly transformed through the interaction of users and artificial intelligence (AI), who co-create and recreate texts in digital environments. This evolution challenges traditional disciplines and roles, opening new perspectives for textual production on multiple platforms. The study examines the current state and application of the textual component in brand communication, exploring its disciplinary foundations, rhetorical traces, and research methodologies. To this end, a content analysis of 97 relevant publications from 2000 to 2024 was conducted, selected for their impact on the field of brand communication and following the guidelines established in the PRISMA statement. The results identified three sources of textual creation: Organization, users and algorithms. In addition, persuasion and sentiment take precedence at the rhetorical level, while data mining stands out in message analysis. In conclusion, the advertising text, which previously prevailed in brand communication with corporate authorship, formal prefiguration and a closed entity, now expands in a media and networked context. This text originates from a multiplicity of human and automated sources, overlapping rhetorical phases and fluid textualities. The shift implies a transition from unidirectional communication, characterized by repeated impacts, to multidirectional communication with spiraling trajectories and iterative adjustments. This challenges the boundaries of genres and formats, merging the persuasiveness of rhetoric and the imagination of storytelling. This situation demands commercial policies that integrate new professionals and roles, in partnership with the educational sector, and that address copyright with AI and users.

Keywords: digital communications; text transmission; advertising; marketing; persuasion

1. Introduction

In brand communication, the textual component plays a fundamental role in interactions among stakeholders, whether in B2C, C2B, B2B, or C2C contexts. This element serves as a vehicle that reflects the diversity of message sources, influences recipients' attitudes, and is formally structured through rhetoric, shaping the brand in a dynamic interaction environment facilitated by media convergence.

The objective of this study is to analyze the characteristics, strategies, and methodologies related to the textual component in brand communication during the 21st century, aiming to identify disciplinary patterns, rhetorical approaches, and trends in its treatment and application. The research seeks to address the question: How has the textual component in brand communication been approached between 2000 and 2024, and what are the main topics, rhetorical approaches, and methodologies employed in this field?

This study involves a systematic review and content analysis of 97 articles published between 2000 and 2024 that examine the formal conditions and production processes of the textual component in brand communication. The article presents the review findings, organizes the results based on the stated objectives, discusses possible future research directions, and provides well-grounded conclusions.

Theoretical framework

Integrated brand communication differs from Integrated Marketing Communication (IMC) by emphasizing the creation of brand awareness and preference, leading to a brand-building process that extends beyond merely promoting products and services (O'Guinn et al., 2013). This evolution is evident in both organization-generated content and user-created content, establishing a distinction between the strategic management of brand content by companies and the content generated by users on digital platforms (Burmah and Arnhold, 2008).

Changes in brand communication are reflected in the diverse sources of content, involving actors such as organizations, users generating content on social networks (User-Generated Content, UGC), and others interacting with this content (Voorveld, 2019). This phenomenon expands into the digital realm, where text is understood in relation to advertising and the digital environment. Additionally, digital text is not limited to written content; it interacts with other languages and adapts to web interactions, presenting a diversity of forms and genres that are constantly configured, reinterpreted, and reconfigured by organizations, AI, and users, opening new possibilities for interaction and nonlinear rhetorical structures (Helberger et al., 2020).

Brand communication involves a complex process in which diverse content creators participate, including specialists, automated platforms, and users. Traditional roles, such as advertising copywriter and corporate communicator, have evolved to adapt to technological transformations and the dynamics between organizations and consumers. Automated platforms, powered by artificial intelligence, generate content tailored to various situations and contexts. Users, in a more active role, contribute to the creation, amplification, and interaction with brand-related messages (Liu-Thompkins et al., 2020).

In this context, organizational specialists not only issue controlled messages but also generate content to interact with users at multiple touchpoints. Automated platforms provide personalized texts through artificial intelligence, while users contribute a variety of content, from texts to images and videos, enriching the brand communication landscape (Ford et al., 2023).

The textual component remains vital in the digital and hybrid environments of recent decades, despite the proliferation, versatility, and impact of other transmedia content. Far from being merely a complement or appendix to images and audio, it transcends its supportive role. Indeed, it prefigures other languages by serving as the foundation for audiovisual and multimedia scripts, as well as transmedia narratives. Moreover, it shapes messages exchanged through chat tools (or chatbots) and email, or those published on forums, social media platforms, and blogs.

Today, textual production faces challenges as it increasingly moves away from human handwriting or keyboard input, instead of being generated from sound and algorithms. In the former case, it emerges as text transcribed from voice or automatic subtitles (both multilingual and closed caption). In the latter, it manifests as advertisements (Chen et al., 2019), news, and even literary creations—all encoded by artificial intelligence (AI).

Furthermore, contrary to these developments, text also transforms into sound (e.g., audiobooks and reading devices) while simultaneously, through programming languages, it encodes, tags, and structures the form and presentation of web portals. Clearly, this component, while interacting with other languages, is also an image itself. As such, it functions as a signifier that dictates the hierarchy and arrangement of other elements within the message due to typographic design and layout. Additionally, it serves as a hyperlink that fosters interaction, reading, and the reticular journey of the transreader (Scolari, 2017), a multi-literate individual who engages simultaneously with various media in the dynamics of Media Multitasking (MMT) (Duff and Segijn, 2019).

The rhetorical disposition that prioritizes the textual component emerges through stylistic choices in lexicon and expressions, which align with the ideal interlocutor envisioned by the author. These choices are also influenced by web analytics that operate based on text positioning criteria and platform standards, as well as prevailing trends and popular topics. In general, this dynamic appeals to audiences, public discourse, and content circulation, relying on mechanisms that simultaneously evaluate message performance. Consequently, textual typologies and discourse genres—such as informational, educational, narrative, opinion, and entertainment—are subsumed within this logic, converging into complex rhetorical devices designed to achieve objectives, including commercial ones. Similarly, the author designs spaces for intentional transitions that coexist with overlapping user paths and the time readers dedicate to content consumption.

In brand communication, the textual component plays a critical role across various interactions involving stakeholders (B2C, C2B, B2B, and C2C). It functions as a device that expresses the diversity of message sources, influences interlocutors' attitudes, and formally encodes rhetorical strategies. This pluritextuality expands across languages, media, platforms, and devices, while simultaneously configuring the metatext through which the brand is represented. This occurs within a dynamic flow of interactive, networked, and conversational exchanges fostered by media convergence.

The contemporary digital ecosystem has transformed advertising by emphasizing technological interdependence and the redistribution of power among brands, consumers, and platforms. This transformation supports precise targeting, programmatic automation, and algorithmic decision-making based on data, integrating elements such as media convergence, social networks, datafication, personalization, and artificial intelligence (Araujo et al., 2020). Research into AI applied to advertising, though still limited, has evolved from 1990 to 2022 to address planning, effectiveness, trust in automated systems, and consumer engagement (Ford et al., 2023).

This ecosystem includes consumers, influencers, and digital platforms that regulate content visibility through algorithms (Araujo et al., 2020). It also encompasses emerging tech companies that automate advertising content creation and distribution via IoT devices (Helberger et al., 2020). The modern advertising industry integrates new content creators, media platforms, and technological infrastructure providers. Through Real-Time Bidding (RTB) algorithms and AI, it customizes advertisements in real time across platforms and devices (Helberger et al., 2020; Kumar and Gupta, 2016).

In computational advertising, Liu-Thompkins et al. (2020) delineate three user roles (non-exclusive) based on conceptual functions and the types of data generated: a) The creator, who produces original or derivative content, including multimedia, providing rich qualitative data. This category includes influencers, media outlets, other brands, and political actors; b) the metavoicer, who engages with content through comments, likes, or ratings, generating both qualitative and quantitative data that gains significance when tied to the original content; c) the disseminator, who shares others' messages, creates data intertwined with social network properties. Their decision to propagate content depends on its nature and the characteristics of the social network.

While these roles are active, passive users are also notable for their consumption patterns.

Each content creator generates messages associated with the brand. Organizational specialists craft content that transcends traditional advertising campaigns to reach all potential or existing consumer touchpoints. They distribute traditional controlled messaging (both online and offline) while simultaneously creating content to engage users, monitor social conversations, and proactively influence discussions related to the brand (Liu-Thompkins et al., 2020). The textual component encompasses the creation of diverse content, including interaction scripts, SMS and email messages, website copy, social media posts, advertising materials, press releases, e-commerce copy, and transmedia narrative bibles.

Automated platforms for conversational and content generation, driven by AI, provide personalized and human-like text for chatbots and emails, product descriptions, landing pages, article drafts, and blog posts. They also generate digital ads, rewrite content, and correct stylistic and grammatical errors. User-generated textual content for social media posts, chat groups, forums, ads, eWOM, and reviews exemplifies the omnipresence and translinguistic possibilities of the textual component. User-enriched content, such as images, videos, memes, games, online activities, and even fake news, further enhances this landscape (Liu-Thompkins et al., 2020).

In the 21st century, brand communication has assumed a significantly more substantial role, transcending its traditional function as a mere conduit for commercial messages. It has evolved into a pivotal instrument for influencing trade policies, fortifying sustainable enterprises, and catalyzing market development in a progressively dynamic and competitive global environment. The role of brands has evolved beyond the mere transaction of goods and services, and they now function as agents of transformation, adapting to the evolving challenges of the global market through the integration of diverse voices, perspectives and formats.

2. Materials and methods

The systematic literature review was conducted based on the recommendations outlined in the PRISMA 2020 guidelines (PRISMA, 2020). The search strategy focused on identifying articles related to the topic “textual treatment in brand communication” in databases such as Scholar, Redalyc, Latindex, ResearchGate, and Scielo. From this search, 17 documents were selected as a foundation for a secondary information search. Based on the analysis of prior studies, a search algorithm was developed using the following keyword combination: “Copywriting” and “brand communication” and “advertising” and “marketing” and “communication”.

The information search was conducted in the Scopus database, which provided the largest number of relevant documents. Following the methodology proposed by Gómez-Vargas et al. (2015), the analysis of the information involved a detailed reading of the selected texts and a comparison of documents using bibliographic and content matrices as reference frameworks.

The definition of specific inclusion and exclusion criteria ensured a systematic approach to evaluate and compare the selected documents, guaranteeing the relevance and pertinence of the studies to the research objectives. This process identified 407 publications, with three duplicates removed, resulting in 17 prior documents and 404 Scopus articles for further examination.

The wide variety of documents led to a rigorous content analysis. In the first phase, articles were screened based on their titles and abstracts, leading to the removal of 76 articles due to thematic irrelevance. A second phase involved a methodological quality review, resulting in the exclusion of 79 articles. Finally, 19 articles were discarded due to language-related issues. This meticulous screening process concluded with the elimination of 174 articles.

For the eligibility evaluation, 230 Scopus articles underwent full-text analysis, which led to the exclusion of 150 articles that did not directly contribute to the research objectives. The result was a total of 80 Scopus articles combined with 17 prior documents, yielding 97 articles analyzed in total (see **Figure 1**).

The analysis phase focused on developing an analytical content matrix and defining specific inclusion and exclusion criteria. This ensured a systematic approach to evaluating and comparing the selected documents, guaranteeing the relevance and pertinence of the studies for the research.

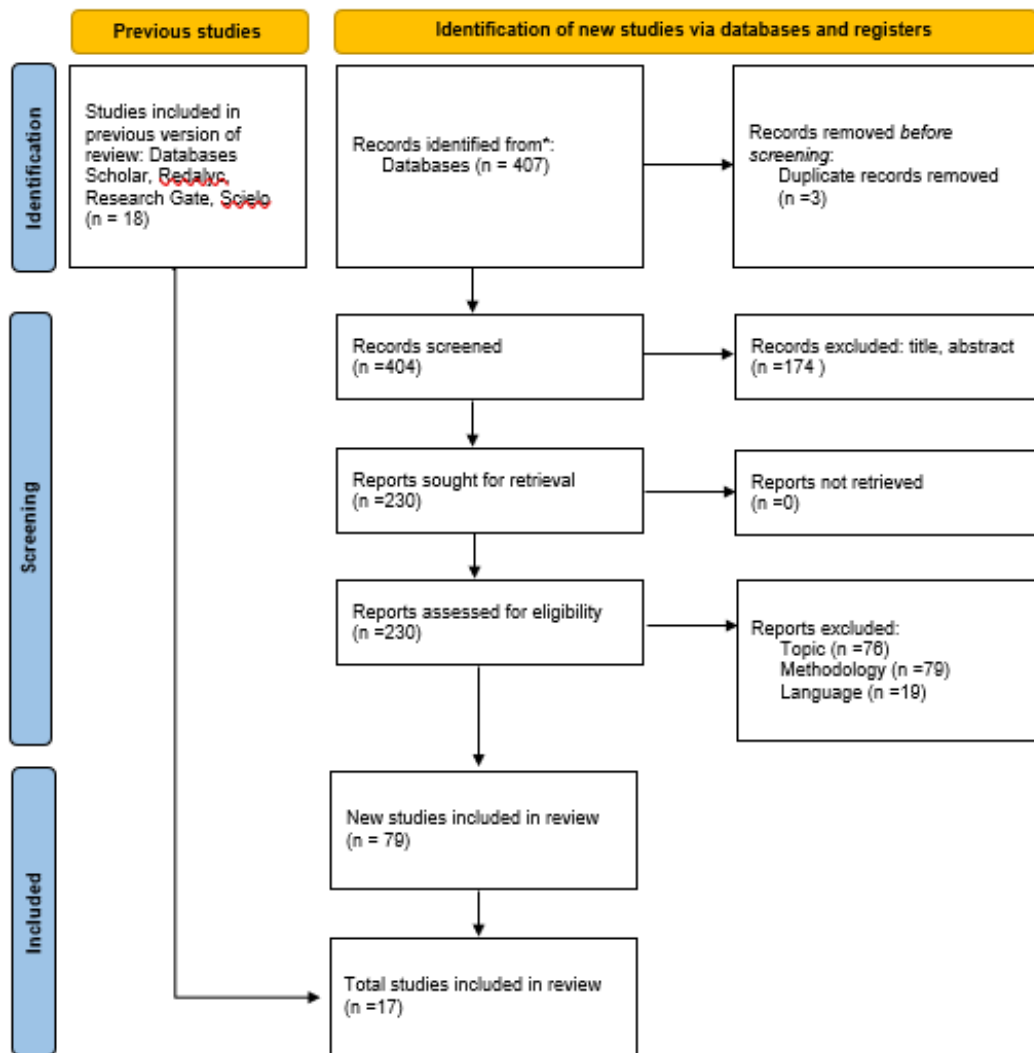


Figure 1. PRISMA 2020 flow diagram.

Figure 1 details the process of identifying and evaluating studies, from the removal of duplicates to the final selection, providing a clear flow of the review process.

During the study design and management phase, an initial universe of 230 articles was established, from which a representative sample of 97 texts was selected. An analytical content matrix was developed, and categories of analysis were defined to structure the review process. A detailed reading of the selected texts was then conducted, comparing documents using bibliographic and content matrices as reference frameworks.

Inclusion and exclusion criteria

The inclusion criteria applied comprised high-impact publications between 2000 and 2024, articles in English and Spanish addressing the textual component in brand communication, studies applying specific rhetorical categories to the textual component, and research involving textual components generated by organizations, users, AI, and other stakeholders.

Exclusion criteria included publications outside the defined temporal range, articles in languages other than English and Spanish, studies focusing on components other than text in brand communication, book chapters, theses, and conference abstracts.

3. Results

3.1. Disciplinary treatments

Text in brand communication and advertising copywriting, in its traditional form, is undergoing constant evolution, particularly in the digital era. The intersection of creative writing, technology, and user participation is critical for the effectiveness of marketing strategies. The disciplinary treatments reviewed encompass the adaptation of advertising copy to digital media and formats, the relationship between text and online consumer behavior, and the influence of artificial intelligence on the production of advertising content.

The findings regarding disciplinary treatments of the textual component in brand communication reveal a diversity of study areas, with a significant number of articles addressing each topic. In the area of advertising copywriting in digital environments, two articles focus on the evolution of globalized marketing and the use of AI in advertising. Firm-generated content (FGC) is explored in 18 articles, covering topics from the role of specialists to brand communication on social media, including content creation for digital platforms. Automated content production is addressed in six articles, with an emphasis on media convergence, AI, and programmatic creativity in advertising. User-generated content (UGC), analyzed in 39 articles, includes studies on user participation in content creation, consumer data analysis, online reviews, and electronic word-of-mouth (eWOM). Finally, narrative is the subject of three articles, focusing on the relationships between organizations, brands, and communication in crowdfunding campaigns (see **Table 1**).

Table 1. Disciplinary treatments of the textual component.

Study area	Authors	Total
Advertising copywriting in digital environments	Ashley and Oliver (2010); Lee and Cho (2020).	2
Firm-Generated Content (FGC)	Atarama-Rojas and Vega-Foelsche (2020); Bulmer et al. (2024); Cano-Tenorio (2019); Chan and Meng (2023); Chun et al. (2014); Cui et al. (2012); Huang (2019); Huang et al. (2020); Hung et al. (2022); Janssens et al. (2012); Kahya-Özyirmidokuz (2016); Kononova et al. (2020); Liu-Thompkins et al. (2020); Mayrhofer et al. (2020); Puntoni et al. (2009); Qin and Jiang (2019); Segev et al. (2014); Voorveld (2019); Zhang et al. (2020).	18
Automated content production	Araujo et al. (2020); Chen et al. (2019); Helberger et al. (2020); Hocutt (2024); Kim et al. (2022); Van Noort et al. (2020).	6
User-Generated Content (UGC)	Baek et al. (2012); Bulmer et al. (2024); Campbell et al. (2011); Chatzipanagiotou et al. (2023); Cui et al. (2012); Daugherty et al. (2008); de Pelsmacker et al. (2018); Fan and Miao (2012); Findlay (2018); Gunasekar et al. (2021); Ha et al. (2020); Huang et al. (2020); Kim and Song (2017); Kostygina et al. (2021); Kwak (2012); Lasmri et al. (2021); Li et al. (2013); Li and Ma (2020); Libai et al. (2010); Libai et al. (2010); Liu et al. (2017); Liu-Thompkins et al. (2020); Lou and Xie (2021); Malthouse and Li (2017); Mangiò et al. (2023); Maslowska et al. (2020); Mayrhofer et al. (2020); Muñiz and Schau (2007); Muntinga et al. (2011); Nam et al. (2017); Peng et al. (2018); Schivinski and Dabrowski (2016); Shulga et al. (2021); Steyn et al. (2011); Steyn et al. (2011); Watts (2018); Xu (2019); Xu et al. (2023); Yoo (2011).	39
Narrative	Hackley and Hackley (2019); Kuo et al. (2022); Woodide (2010).	3

3.2. Advertising copywriting in digital environments

Advertising copywriting in digital environments operates within the dynamics of globalized marketing and the transformation of consumer behavior, providing a foundation for its evolution. Furthermore, there is a noticeable shift toward digital advertising driven by data and powered by artificial intelligence, highlighting the growing importance of these technologies in shaping modern advertising strategies.

Brand communication in transmedia environments

Brand communication in transmedia environments revolves around three primary message generators: Organizational specialists, platforms, and users, showcasing the intricate and dynamic interplay within this ecosystem. Incidentally, Liu-Thompkins et al. (2020) states that: *“Together, users and advertisers are now intertwined in a two-way dynamic relationship, which has been likened to a pinball game or a reverberating echoverse”* (p. 394). Additionally, artificial intelligence, with a notable degree of autonomy, has emerged as a pivotal force in the creation of advertising texts and value-driven content, underscoring its transformative role in contemporary brand communication.

3.3. Firm-generated content (FGC)

Studies on firm-generated content (FGC) examine various dimensions of e-commerce, emphasizing online shopping and the strategies used to capture and maintain consumer attention. Key topics include the distinction between conversational writing and copywriting, highlighting the importance of adapting language in marketing communication. Writing advertisements for social media platforms like Twitter, Facebook, and Instagram is particularly relevant, as the coherence between ads and web page content proves crucial for campaign effectiveness. Moreover, studies explore brand communication on social media, with a particular focus on brand authenticity on platforms like Instagram, a key factor in fostering consumer trust and loyalty (see **Table 2**).

Table 2. Topics in studies on FGC.

Topics of study	Articles
Online shopping and e-commerce	Cui et al. (2012); Hung et al. (2022); Kahya-Özyirmidokuz (2016); Qin and Jiang (2019).
Conversational writing vs. copywriting	Chan and Meng (2023).
Social media advertising copywriting	Chun et al. (2014); Janssens et al. (2012); Kononova et al. (2020); Mayrhofer et al. (2020); Segev et al. (2014).
Brand communication and branded content on social media	Atarama-Rojas and Vega-Foelsche (2020); Bulmer et al. (2024); Voorveld (2019).

3.4. Automated content production

The analysis of automated content production has generated a growing body of research. This area addresses the impact of media convergence, social networks, and artificial intelligence (AI) on modern advertising, emphasizing how content generation is optimized through consumer data analysis. In this context, programmatic creativity plays a crucial role, integrating algorithms and machine learning to create more effective ads. Advertising is increasingly embedded in a

computational ecosystem where new commercial actors, such as content creators, media platforms, and ad tech providers, play a prominent role.

Moreover, the automated generation of “sales phrases” using AI and collaborations between humans and artificial agents are transforming online ad creation, enhancing personalization and efficiency in brand communication. For instance, Hocutt (2024) critically explores this collaboration, noting the challenges faced by ad writers: *“By centering human users in human/AI composing partnerships, ad writers can combat the potential de-centering forces of machine learning and generative AI”* (p. 14).

3.5. User-generated content (UGC)

Research on user-generated content (UGC) explores how computational advertising engages creators, metavoicers, and disseminators in spreading brand messages, leveraging users’ psychological traits to enhance content relevance and impact. UGC analysis connects with Big Data, offering valuable insights into online reviews, search phrases, and consumer needs. Key elements include keywords, such as hashtags, and trends that shape brand conversations. Electronic word-of-mouth (eWOM) and customer-to-customer (C2C) interactions are essential in co-creating the brand. Users not only share content on social media but also actively participate in constructing and disseminating the brand’s identity (see **Table 3**).

Table 3. Topics in studies on UGC.

Topics of Study	Articles
Computational Advertising and User Participation in Content Creation	Campbell et al. (2011); Daugherty et al. (2008); Huang et al. (2020); Kim and Song (2017); Lasmi et al. (2021); Liu et al. (2017); Liu-Thompkins et al. (2020); Mayrhofer et al. (2020); Muntinga et al. (2011); Muñiz and Schau (2007); Nam et al. (2017); Schivinski and Dabrowski (2016); Shulga et al. (2021); Steyn et al. (2011).
UGC and Research Opportunities in Big Data	Malthouse and Li (2017).
Online Reviews, Search Phrases, Consumer Needs, Keyword Analysis, and Trends	Baek et al. (2012); Bulmer et al. (2024); Cui et al. (2012); de Pelsmacker et al. (2018); Gunasekar et al. (2021); Ha et al. (2020); Kostygina et al. (2021); Li et al. (2013); Li and Ma (2020); Maslowska et al. (2020); Steyn et al. (2011); Watts (2018); Xu (2019); Yoo (2011).
Electronic Word-of-Mouth (eWOM) and Interpersonal Relationships like Customer-to-Customer	Chatzipanagiotou et al. (2023); Fan and Miao (2012); Findlay (2018); Kwak (2012); Libai et al. (2010); Lou and Xie (2021); Peng et al. (2018).

3.6. Brand co-creation

Recent studies emphasize the interaction between UGC and FGC in strengthening customer trust and online engagement. These studies identify dimensions and subtypes of content that positively impact user interaction. Current trends in advertising copywriting are also influenced by narrative approaches such as transmedia storytelling, storytelling techniques, and narrative-driven content creation, opening new avenues of research on the influence of literary strategies in marketing and advertising.

3.7. The rhetoric of the textual component

Studies on rhetorical traces in the textual component of brand communication address various key dimensions. The topic of *dispositio*, or rhetorical structure, which refers to the organization and arrangement of textual elements in communication, is discussed in five studies. Persuasion, focusing on methods and techniques of influence through language, is another prominent topic, with a total of eleven studies examining its various applications, particularly in social media and digital advertising. Additionally, emotionality in advertising texts, which explores how consumer emotions are appealed to create a deeper connection with the brand, emerges as the most discussed topic, with thirteen studies analyzing its impact on brand communication. These findings underscore the importance of rhetorical structure, persuasion, and emotionality in crafting effective messages in the realm of digital marketing (see **Table 4**).

Table 4. Rhetorical traces of the textual component.

Rhetorical traces	Authors of the studies	Total
<i>Dispositio</i> or Rhetorical Structure	Burns and Lutz (2006); Cheung (2010); Hocutt (2024); Labrador et al. (2014); Tajvarpour and Pujari (2022).	5
Persuasion	Ahn and La Ferle (2008); Cheung (2010); Kim and Benbasat (2009); Labrador et al. (2014); Malenkina and Ivanov (2018); M. Kim and Song (2017); Mayrhofer et al. (2020); Teng et al. (2014); Teng, Khong, Goh, Chong (2014); Voorveld (2019); Zhang and Choi (2017).	11
Emotionality	Atarama-Rojas and Vega-Foelsche (2020); Chakraborty et al. (2021); Chakraborty et al. (2021); Crollic et al. (2022); Deng et al. (2019); Lee (2021); Lasmi et al. (2021); Mukherjee and Banerjee (2017); Ni et al. (2020); Puntoni et al. (2009); Steyn et al. (2011); Voorveld et al. (2018); Wang et al. (2018).	13

3.8. The role of persuasion in brand communication

The analysis of messages in brand communication highlights the critical role of their organization and structure, as these elements directly influence audience response. Exploring rhetorical structure and persuasive language has been pivotal in understanding how messages shape audience perceptions. Persuasion in texts, particularly on digital platforms such as social media and electronic word-of-mouth (eWOM), has focused on how messages influence consumer decisions through theoretical models like the Elaboration Likelihood Model (ELM) and Toulmin’s Argumentation Model.

However, research by Mayrhofer et al. emphasizes that persuasion can be either intentional or unintentional, noting that: “*Persuasive messages on social media trigger users’ persuasion knowledge, if a brand is marked as their source. If, however, a user posts brand-related content, this can have persuasive effects without creating awareness for the persuasive potential*” (p. 181).

Additionally, studies have examined how persuasion transcends linguistic barriers, focusing on the transcreation of commercial advertisements. This approach enables messages to be effectively adapted to diverse cultural and linguistic contexts (see **Table 5**).

Table 5. Persuasion in studies.

Topics related to persuasion	Authors
Social media and electronic word-of-mouth (eWOM)	Kim and Song (2017); Mayrhofer et al. (2020); Teng et al. (2014); Teng, Khong, Goh, Chong (2014); Voorveld (2019); Zhang and Choi (2017).
Language and rhetoric (elaboration likelihood model and Toulmin’s argumentation model)	Kim and Benbasat (2009); Labrador et al. (2014); Teng et al. (2014).
Translinguistic persuasion and transcreation in commercial advertisements	Ahn and la Ferle (2008); Cheung (2010); Malenkina and Ivanov (2018).

3.9. Emotional influence in brand communication

The emotional influence in brand communication is a central topic in studies on how users respond to messages on social media and websites. Emotional appeal and the analysis of word meaning emerge as critical elements in generating positive attitudes among consumers. Additionally, the use of anthropomorphized chatbots and the personalization of messages through artificial intelligence (AI) have proven effective in enhancing customer satisfaction and improving interaction rates, such as click-through rates on advertisements. Studies on sentiment, motivation, and engagement on social media further highlight the importance of these variables in building more effective brand communication, emphasizing the need to create emotional experiences that deeply connect with users (see **Table 6**).

Table 6. Emotionality in studies.

Emotion-related themes	Authors
Positive user attitudes on social media, emotional appeal on websites, and emotional word meaning analysis	Lee (2021); Mukherjee and Banerjee (2017); Ni et al. (2020); Puntoni et al. (2009); Wang et al. (2018).
Effects of chatbot anthropomorphism and personalized AI-driven messages	Crolic et al. (2022); Deng et al. (2019); Chakraborty et al. (2021).
Sentiment, motivation, and engagement on social media	Atarama-Rojas and Vega-Foelsche (2020); Daugherty et al. (2008); Muntinga et al. (2011); Voorveld et al. (2018).

3.10. Methodologies and study techniques

In the study of the textual component in brand communication, quantitative methodologies dominate the research landscape. Text mining is highlighted as a key technique, utilized in 13 articles, serving as a common tool for extracting patterns and meanings from large volumes of textual data. Xu (2019) employed this technique “to analyze online customer textual reviews to overcome the information-overloading issues caused by the open structure and large number of words in the online textual reviews” (p. 150).

Data analysis emerges as another critical methodology, explored in four studies, enabling the processing of numerical information to derive relevant conclusions about consumer interaction with advertising texts. Experimental studies and simulations, featured in six articles, focus on how texts influence consumer behavior in various controlled contexts. Additionally, physical and online surveys, appearing in nine studies, are employed to capture consumer perceptions of brand messages.

Qualitative methodologies, though less prevalent, also play a significant role. Thematic, contextual, and image-text congruence analyses are discussed in six

articles, providing a deep understanding of how messages align with context and visual imagery. Linguistic and discursive approaches appear in five studies, offering a detailed perspective on the structure and use of language in brand communication. Moreover, text analysis on social media, examined in seven articles, underscores the importance of these platforms for disseminating brand messages. Other qualitative techniques, such as case studies and interviews, are employed in 11 articles, while literature reviews and analyses are mentioned in seven studies, consolidating the academic foundations of the topic (see **Table 7**).

Table 7. Methodologies and techniques in the study of the textual component.

Methodologies and study techniques	Authors and studies	Total
Quantitative		
Text mining	Ahn and la Ferle (2008); Baek et al. (2012); Berger et al. (2020); Casadei and Lee (2020); Chakraborty et al. (2021); Gunasekar et al. (2021); Huang et al. (2020); Kahya-Özyirmidokuz (2016); Lasmi et al. (2021); Liu et al. (2017); Mangiò et al. (2023); Nam et al. (2017); Xu (2019).	13
Data analysis	Cui et al. (2012); Gruss et al. (2020); Peng et al. (2018); Xu et al. (2023).	4
Experimental studies and simulations	Crolic et al. (2022); Huang (2019); Meeds (2004); Puntoni et al. (2009); Qin and Jiang (2019); Wang et al. (2018).	6
Physical and online surveys	Daugherty et al. (2008); Fan and Miao (2012); Mukherjee and Banerjee (2017); Schivinski and Dabrowski (2016); Shulga et al. (2021); Teng et al. (2014); Voorveld (2019); Voorveld et al. (2018); Wang et al. (2018).	9
Qualitative		
Thematic, contextual, and image-text congruence analyses	Ha et al. (2020); Janssens et al. (2012); Kononova et al. (2020); Mayrhofer et al. (2020); Segev et al. (2014).	6
Linguistic and discursive approaches	Chan and Meng (2023); Chun et al. (2014); Hackley and Hackley (2019); Labrador et al. (2014); Ni et al. (2020).	5
Text analysis on social media	Bashari and Fazl-Ersi (2020); Casadei and Lee (2020); Gruss et al. (2020); Kahya-Özyirmidokuz (2016); Lasmi et al. (2021); Lee (2021); Hung et al. (2021).	7
Other qualitative techniques (e.g., case studies and interviews)	Bulmer et al. (2024); Dahlen and Rosengren (2016); Hong and Pittman (2020); Kim and Benbasat (2009); Li et al. (2013); Maslowska et al. (2020); Muñiz and Schau (2007); Shulga et al. (2021); Steyn et al. (2011); Teng, Khong, Goh, Chong (2014); Voorveld et al. (2018).	11
Literature reviews and analyses	Chatzipanagiotou et al. (2023); Hackley and Hackley (2019); Helberger et al. (2020); Libai et al. (2010); Lou and Xie (2021); Malthouse and Li (2017); Teng et al. (2014).	7

3.11. Quantitative methods in brand communication

Quantitative methods in brand communication focus on analyzing large volumes of user-generated data, with text mining being one of the most prominent techniques. This methodology is employed to examine customer responses across various digital platforms, offering valuable insights into their opinions, attitudes, and behaviors. Additionally, text mining studies are often combined with Big Data techniques, such as topic modeling and sentiment analysis, enabling a deeper understanding of how consumers interact with brand messages. Furthermore, the integration of computer vision methods with automated text analysis has enhanced the automation and accuracy of interpreting extensive textual data, thereby identifying relevant patterns critical to communication strategy development.

In addition to text mining, other quantitative techniques include data analysis, which allows researchers to draw numerical conclusions regarding the impact of

communication strategies on target audiences. Experimental studies and simulations are utilized to assess how various types of advertising messages influence consumer behavior and group dynamics, providing robust evidence of campaign effectiveness. Surveys, particularly online ones, remain an essential method for gathering direct insights from consumers about their perceptions of messages and their relationships with brands. These methodologies collectively enable researchers to objectively measure the impact of communication tactics based on concrete data, significantly improving strategic decision-making in marketing and advertising.

3.12. Qualitative analysis in brand communication

In qualitative brand communication analysis, one key aspect is thematic congruence between advertisements and web pages. This approach examines how the visual and textual elements of advertisements align with the content presented on brand platforms, a vital factor for creating a coherent and appealing user experience. This type of analysis also involves evaluating the consistency and relevance of messages, particularly when advertisements are published across various contexts or platforms. By assessing thematic congruence, researchers aim to understand how brands effectively communicate their messages to consumers and how visual and textual elements in advertisements resonate with user expectations.

Another critical dimension of qualitative analysis is the use of linguistic and discursive approaches as foundational tools for studying brand communication. These approaches delve into intertextuality—the relationships among different texts and how they interconnect to generate meaning. Hackley and Hackley (2019) emphasize paratextuality in advertising, noting that “the zeitgeist of advertising in the convergence era—we are no longer sold to primarily through discrete and clearly identified ‘interruptive’ advertising spots, but through the brand intertexts that are present in the countless paratexts which populate consumer cultural experience” (p. 209).

The computational rhetorical analysis, which employs advanced technologies to study the structure and impact of texts, is also part of this domain. It enables a more precise evaluation of how advertising messages are constructed and how they relate to the interests and contexts of consumers. Additionally, the relevance of an advertisement within its specific context is analyzed, which involves studying how advertising messages adapt to different platforms and audiences, optimizing their impact in each environment.

Another crucial aspect of qualitative research in brand communication is the analysis of text in social media and online advertising. This analysis examines user interaction with advertisements and how advertising messages are distributed and received across different digital platforms. Particular attention is paid to the structure of social networks and how user interactions influence the dissemination of advertising content. Qualitative techniques also include immersion in online advertising platforms, case studies, and expert interviews, providing deeper insights into the practices and dynamics of digital marketing. Literature reviews play a significant role in exploring existing theories and approaches, such as the

Elaboration Likelihood Model (ELM) and electronic word-of-mouth (eWOM), which delve into persuasive strategies and communication on social media.

4. Discussion

4.1. Theoretical, methodological and professional aspects

The study's key findings highlight the evolution of text in brand communication and advertising copywriting within the digital context, where creativity, technology, and user participation converge. Disciplinary approaches reveal how advertising copywriting has been adapted to respond to new digital media and changes in consumer behavior (Ashley and Oliver, 2010; Atarama-Rojas and Vega-Foelsche, 2020). Moreover, the increasing influence of artificial intelligence in creating personalized advertising content and managing data is evident (Lee and Cho, 2020; Li, 2019). Studies on firm-generated and user-generated content underscore their role in e-commerce, brand interaction, and consumer behavior analysis (Kahya-Özyirmidokuz, 2016; Liu-Thompkins et al., 2020; Malthouse and Li, 2017). Key trends, such as the use of narratives to analyze and connect with audiences, were also identified (Hackley and Hackley, 2019; Woodside, 2010).

The rhetoric of textual components underscores the impact of persuasive language, emotion, and sentiment in brand communication, addressing models such as the Elaboration Likelihood Model (ELM) and transcreation to maximize the effectiveness of messages (Cheung, 2010; Labrador et al., 2014; Voorveld, 2019). Finally, the methodologies combine quantitative approaches, such as text mining and data analysis, with qualitative techniques like discursive and congruence analysis, emphasizing their utility in exploring the interaction between text, platforms, and audiences within the digital ecosystem (Baek et al., 2012; Hocutt, 2024; Janssens et al., 2012).

The analysis validates the centrality of text in brand communication within the contemporary transmedia ecosystem, corroborating the hypothesis that text is not merely a complement but a driver that shapes brand discourse and enhances interaction across platforms and audiences (Scolari, 2013, 2017). This finding reinforces the importance of text as the foundation of multimodal narratives and as an interactive tool capable of integrating with other languages and devices. The shift toward automated platforms and the role of artificial intelligence in content creation also expand the theoretical framework on the redistribution of communicative power, highlighting how these technologies have transformed traditional roles in content creation and distribution (Araujo et al., 2020; Ford et al., 2023).

The study also highlights how users play multiple roles, such as content creators and disseminators, which not only redefine the relationship between brands and audiences but also contribute to a dynamic and continuous interaction among actors in the digital ecosystem (Liu-Thompkins et al., 2020). Furthermore, textual components adapt to the demands of the digital market, aligning with consumer preferences and positioning techniques. This finding supports theories on the importance of stylistic and rhetorical decisions for success on digital platforms.

Additionally, the study broadens the understanding of text as a central axis in brand communication within transmedia environments. It redefines the role of text,

integrating it into a broader framework that transcends traditional copywriting, emphasizing its importance in dynamic and personalized interactions between brands and audiences (Hackley and Hackley, 2019; Helberger et al., 2020). Moreover, the research contributes to the intersection of different disciplines, opening new lines of inquiry that combine communication theories, computational advertising, and digital rhetoric.

From a professional perspective, the study offers strategies to optimize brand communication through the strategic use of text. It underscores the necessity of considering text as a persuasive resource, utilizing transmedia narratives, personalization, and emerging technologies to enhance consumer relationships (Malthouse and Li, 2017). Furthermore, it emphasizes the importance of training professionals to combine traditional writing skills with expertise in analytics, artificial intelligence, and digital rhetoric to meet the evolving demands of the digital ecosystem.

Methodologically, the study aims to expand previous approaches to textual analysis by integrating rhetorical, technological, and strategic aspects within transmedia contexts (Cheung and Thadani, 2012; Teng et al., 2014). It also provides a classification of results to evaluate the interdependence among creators, metavoicers, and disseminators, adopting a multidimensional perspective on participants within the communicative ecosystem (Liu-Thompkins et al., 2020).

4.2. Aspects associated with trade policy, business construction and market development

Trade policy: An analysis of the influence of brand communication on commercial policy reveals a significant impact, attributable to the robust integration of values such as sustainability, inclusion, and social responsibility within its diverse narratives. Exemplified by sustainable tourism in Bali, digital marketing has been shown to promote environmentally friendly practices and cultural and economic cohesion through strategies like community-based tourism (Oka and Subadra, 2024). To bolster these initiatives, it is imperative that business policies foster interdisciplinary teams that design cohesive content and promote linkages between organizations and educational systems, ensuring training adapted to the demands of the digital and sustainable environment. Furthermore, the integration of artificial intelligence (AI) in text generation poses the challenge of ensuring brand authenticity and compliance with the quality standards demanded by search engines such as Google. To address these challenges, business policies must ensure that brand values are reflected in copy, while also managing tensions arising from user-generated content. The establishment of clear guidelines on co-authorship and copyright is paramount to fostering symbiotic relationships between brands and users, thereby driving loyalty and innovation.

Brand building: Brand communication, based on rhetoric and multi-textuality, is crucial to increase business competitiveness and promote economic development. By adopting a polyphonic approach that integrates multiple voices and perspectives, brands can attract and retain diverse audiences, responding to customer and stakeholder expectations. Studies such as Al-Alshare (2024) highlight how access to

digital tools and social networks optimizes customer interaction, improving customer experience, profitability and market share. Furthermore, Qirem et al. (2024) emphasize that investment in marketing strategies drives sustainable growth, fosters innovation and strengthens the ability of companies to generate value for their stakeholders. In sectors such as tourism, personalization based on data analytics has proven to increase customer loyalty and consolidate competitive advantage. In the contemporary context, consumers, enabled by artificial intelligence assistants, not only engage with brands, but also generate content that generates economic impact and reinforces their influence on public perception. This phenomenon redefines the relationship between brands and consumers, and underlines the importance of strategically collaborating with these key creators to foster creativity, maintain relevance in the digital ecosystem and ensure mutual benefit.

Market development: Achieving a balance between local cultural resonance and core identity is imperative for successful adaptation of brand communication to global markets. Polyphony and pluritextuality in brand communication facilitate adaptation to the particularities of the context, as evidenced by the growing importance of trends such as green marketing, which promote the construction of resilient infrastructures and circular economies that foster sustainable growth. As Calanchez et al. (2024) observe, the intricacies of green communication are of paramount importance in addressing environmental concerns and fostering connections with conscious audiences. The advent of artificial intelligence (AI) has profoundly impacted the realm of advertising and brand communication by optimizing every stage of the process, from conception to iteration and campaign evaluation. AI-driven tools facilitate the analysis of vast data sets to personalize messages, adjust them in real time, and optimize return on investment (ROI). In addition, AI enhances the accuracy of segmentation, ensuring consistent and personalized brand experiences. User-generated content (UGC) also plays a vital role, bringing authenticity and building trust in brands. Its strategic integration into advertising campaigns, facilitated by AI algorithms for sentiment and relevance analysis, allows brands to expand their reach and strengthen engaging relationships with consumers. This adaptive approach, combined with advanced technologies, ensures that brands remain competitive and relevant in ever-changing markets.

5. Conclusion

5.1. Summary of findings

Participants in brand communication employ transmedia and pluritextual rhetorical devices to adapt messages to various media, co-creating narrative universes with audiences (Burns and Lutz, 2006). This process demands collaboration between copywriters and other professionals, challenging traditional notions of authorship while accommodating oral traditions and human-robot interactions in the digital environment.

The study focused on the textual component, despite the dominance of multimedia formats, remains pivotal in the communication between organizations and their stakeholders. Text is shaped by the tensions among the writer, the medium,

and the audience, and is deeply influenced by rhetoric and persuasion in the context of digital sales.

The democratization of content creation, involving both specialists and users, is underscored by the emergence of dilemmas surrounding autonomous text production by algorithms. This shift, characterized by increased user participation and an emphasis on digital writing—particularly in social media and websites—highlights the growing complexity of brand communication.

The evolving dynamics of copywriting and textual components in brand communication reflect a significant transformation of the message. Once singularly authored by organizations, it has now become a polyphonic entity that adapts chameleon-like to different media and platforms. Technological proliferation, media convergence, and automation have enriched content, blending diverse languages and opening avenues for users and algorithms to generate messages and advertisements. This evolution challenges traditional creative control and necessitates a deeper interpretive understanding of messages within an ever-changing media landscape.

The methodologies employed include quantitative approaches, such as text mining and surveys, as well as qualitative methods, including semiotic and rhetorical analysis, which are essential for understanding textual production and digital interactions. These methods highlight the need for interdisciplinary research to address the complexity of textual content in the digital environment.

Although the conventional approach to copywriting continues to emphasize human creativity and persuasion as its main qualities, it is observed that these characteristics are increasingly shared with artificial intelligence (AI) and users. These traits emerge as essential features of the writing circulating in transmedia environments, bridging the organization and its stakeholders. Adapting messages to these environments demonstrates a capacity for constant flexibility and reinvention, necessary to maintain relevance in an information-saturated market (Atarama-Rojas and Vega-Foelsche, 2020).

Studies on the textual component of brand communication in the 21st century lack a clear delimitation of the object of study, common concepts, and adequate systematization. Research in this field has expanded fragmentarily and incrementally, in proportion to the rise of new digital media. There is a pressing need to develop a research agenda that draws clear lines, starting from the content creation sources and progressing toward co-creation in the dyadic or triadic relationships established among organizational experts, users, and AI (Hackley and Hackley, 2019; Helberger et al., 2020).

The current Interlocutor of advertising messages and Institutional writing has evolved into a skilled and critical creator, significantly influencing brand communication and the expansion of organizations' narrative universes. AI and data science underpin the creation, publication, and evaluation of texts produced by both organizational agents and users. These entities write not only for human audiences but also for search engines, reflecting a democratization of technical communication previously exclusive to specialized service companies (Killoran, 2010).

Conversely, the convergence of brand communication and market dynamics signifies a substantial metamorphosis in the manner in which brands interact with their audience and the extent to which they impact commercial policies and the

evolution of sustainable enterprises. The employment of tools such as artificial intelligence enables brands to enhance the creation and personalization of their messages, expeditiously adapt to evolving market demands, and refine their performance. Concurrently, the rise of user-generated content has emerged as a pivotal element in enhancing advertising strategies, fostering a more authentic and participatory relationship with consumers. This landscape underscores the necessity for multifaceted and adaptable brand communication, adept at integrating diverse voices and perspectives while preserving its coherent identity in a global context. Collaboration among brands, consumers, and emerging technologies will be instrumental in fostering sustainable growth and enhancing competitiveness in the market.

In summary, this review aims to provide a comprehensive vision of textuality in brand communication within 21st-century transmedia environments, following the orientation of similar review and analysis works (Hackley and Hackley, 2019; Helberger et al., 2020; Libai et al., 2010; Lou and Xie, 2021; Malthouse and Li, 2017; Teng et al., 2014). By expanding persuasive writing beyond the traditional notion of copywriting and applying a rhetorical approach, this study enables broader coverage of text as an omnipresent and fundamental element in the communication process. This perspective goes beyond studies focused on specific aspects of communication, such as those by Cheung and Thadani (2012) and Teng et al. (2014).

However, this focus on text confines the current study to brand communication, aligning with the framework proposed by Voorveld (2019). This research fits within the broader spectrum of advertising and marketing studies, such as those by Liu-Thompkins (2019); Knoll (2016); and Koiso-Kanttila (2004).

Despite this limitation, it partially diverges from the consumer-centric Brand Linguistics model proposed by Carnevale et al. (2017), which advocates for addressing the subject from the perspectives of psycholinguistics, sociolinguistics, and semiotics within the context of consumer brand psychology. Nonetheless, it aligns with studies examining how language influences consumer interactions with brands, particularly concerning emotional engagement.

This study significantly impacts the field of advertising and marketing by expanding the understanding of the role of text in brand communication within digital and hybrid environments. Its transmedia approach reinforces the importance of the interdependence between textual content, digital platforms, and user participation, contributing to a more comprehensive and strategic vision of brand communication. Moreover, by integrating perspectives on AI and personalization, it offers new opportunities to transform marketing strategies and enhance the emotional connection between brands and consumers.

5.2. Limitations

The study presents several limitations, including the lack of prior research specifically addressing the textual component in brand communication within transmedia contexts. While it draws on relevant works, the fragmentation of studies on textuality complicates a comprehensive and coherent understanding of the role of text in brand communication. Furthermore, the diversity of text types used in

transmedia environments and the variability of platforms make exhaustive categorization challenging. Additionally, the lack of a more focused approach to techniques such as SEO and algorithmic personalization may limit the applicability of the findings in certain digital marketing contexts.

5.3. Future directions

Despite the legacy of rhetorical, linguistic, and semiological approaches to 20th-century advertising, which distinguished and connected written text and imagery, the verbal component of advertising has, over the past two decades, become fragmented and subsumed in academic research, even as it has expanded into new digital media.

Brand communication in the 21st century integrates diverse voices, media, and advanced technologies, necessitating research into co-creation and emerging technologies' impact on text production and perception. Key areas include the role of specialists in developing multiplatform content; the influence of AI, big data, and neuroscience on traditional rhetorical processes; co-creation dynamics involving users and AI; and copyright issues. Additional focus areas are the adaptability of texts across formats and platforms, their integration with enriched message systems, their function within transmedia and interactive networks, the evolution of hybrid media formats, and the endurance of advertising language. Research should also examine texts' contributions to transmedia storytelling, their role in brand communication, and their place within advertising and communication disciplines in an increasingly collaborative and algorithm-driven landscape.

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