

# Marketing is Persuasion and Persuasion is Marketing

---

**Hrelja, Dalibor**

**Undergraduate thesis / Završni rad**

**2017**

*Degree Grantor / Ustanova koja je dodijelila akademski / stručni stupanj:* **University of Rijeka, Faculty of Humanities and Social Sciences / Sveučilište u Rijeci, Filozofski fakultet u Rijeci**

*Permanent link / Trajna poveznica:* <https://um.nsk.hr/um:nbn:hr:186:865937>

*Rights / Prava:* [In copyright](#)/[Zaštićeno autorskim pravom.](#)

*Download date / Datum preuzimanja:* **2025-01-11**



*Repository / Repozitorij:*

[Repository of the University of Rijeka, Faculty of Humanities and Social Sciences - FHSSRI Repository](#)



UNIVERSITY OF RIJEKA  
FACULTY OF HUMANITIES AND SOCIAL SCIENCES  
DEPARTMENT OF ENGLISH LANGUAGE AND LITERATURE

B.A. THESIS

MARKETING IS PERSUASION AND PERSUASION IS MARKETING

STUDENT: Dalibor Hrelja

MENTOR: dr.sc. Joseph Molitorisz jr.

Rijeka, September 4th, 2017

Submitted in partial fulfilment of the requirements for the B.A. in English Language and Literature and Croatian Language and Literature at the University of Rijeka.

#### STATEMENT:

This work was based on materials covered in our Critical Thinking course, especially on the part revolving around Edward Bernays' lasting effect on our lives. Our education also involved an introduction to text linguistics and a mention of it in multiple subjects, such as our introductory course to linguistics and readings in our language workshops. Marketing was a topic we also covered in our Critical Thinking class, as well as in readings and discussions in multiple language workshops throughout our B.A. education. Lastly, I spent an entire semester learning about persuasive speaking and marketing under the tutelage of our Fulbright scholarship exchange professor, James J. Kimble.

#### ABSTRACT:

Dietary supplements are getting increasingly popular nowadays. In this work, the mechanisms behind dietary supplement sales are explained, using communication and text linguistics as a framework. A brief account of history of persuasion is given, and Edward Bernays' contribution as a public relations agent is shown as an important step in the development of marketing. A physiological background is also established and connected to consumerist behavior. Creatine monohydrate is chosen as an example as it is an extensively researched supplement. Creatine advertisements are proven to be communicative. New media are shown as able to transfer texts.

**KEYWORDS:** supplements, marketing, Bernays, advertisement, communication

## TABLE OF CONTENTS

	PAGE
STATEMENT	i
ABSTRACT	i
KEYWORDS	i
TABLE OF CONTENTS	ii
INTRODUCTION	1
TEXT LINGUISTICS AND COMMUNICATION	3
EDWARD BERNAYS	4
RHETORIC	7
THE SCIENCE BEHIND PERSUASION	10
ON SUPPLEMENTS AND CREATINE	15
A CREATINE ADVERTISEMENT SEEN THROUGH THE SCOPE OF TEXT LINGUISTICS	20
CONCLUSION	24
REFERENCES - ONLINE	26
REFERENCES - HARDCOPY	27
REFERENCES - IMAGES	28
BIBLIOGRAPHY	28

## INTRODUCTION

In this work, I will expose the mechanisms behind dietary supplements promotion and sales.

I will first show the theoretical background communication is founded on. Communication is the first prerequisite for transfer of ideas, which sales and promotion in fact are. Next, I will show the development and subsequent influence of public relations on promotion and sales. I will then proceed to explain the nature of behavior in order to elucidate consumerist behavior patterns, and, finally, provide examples of nutrition supplements promotion.

We are all human. One of the foundations of our lives is communication. Without it, we would be barely able to survive, let alone have the ability to travel great distances in a mere couple hours or get medicine for the common cold. Our generation witnessed the shift from real to virtual communication. We, therefore, depend on communication and, through communication, we become dependant. When one speaks of dependence, one has to take power and interests into account. Conflicts might arise as well, getting us to the point where our animalistic nature takes precedence, and we either fight or flee. These behaviors are rooted in our physiology, as the release of various neurotransmitters is responsible for our actions.

In the context of this work, marketing will be presented as a process of informing the potential customer about a product or maintaining a relationship with an existing customer, with the ultimate goal of selling dietary supplements to them. The American Marketing Association defines marketing as "...the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large."<sup>1</sup> Marketing is a multidisciplinary science, working closely with psychology, sociology, anthropology and other social sciences. This kind of collaboration allows marketers to gain insight

---

<sup>1</sup> <https://www.ama.org/AboutAMA/Pages/Definition-of-Marketing.aspx>, last visited July 26, 2017

into trends and consumerist behaviors - into what one could tentatively call "the herd mind". Marketing could also be seen as a distilled and/or modern version of persuasion.

Persuasion can be defined as the act of communicating one's wishes and desires with a net positive result for oneself kept in mind. It is ages old – it was set forth by the Greek philosophers and remains used by all of us, every single day.

What most of us also rely upon, on a daily basis, are industries. An industry, in the context of this work, can be defined as the production and distribution of dietary supplements. Dietary supplements and recreational centers are parts of the fitness industry. Statistics show these are currently growing: "According to the report, the dietary supplement industry is a dynamic part of the U.S. economy, accounting for about \$121.59 billion in total economic output, or roughly 0.68% of GDP, based on 2015 GDP of \$18.2 trillion."<sup>2</sup> Fitness and recreational sports centers are a part of this: "2014 revenue of \$24.2 billion was also a sharp 7.4% increase over \$22.4 billion in 2013. According to the Bureau of Labor Statistics, these fitness and recreational sports centers employed 533,200 people in 2014, and jobs are expected to grow 8% by 2024."<sup>3</sup> We can conclude that people's interest in their health and well-being has seen a sharp increase and will likely remain that way, if these expectations are to be believed and are met.

---

2 [http://www.nutraceuticalsworld.com/contents/view\\_online-exclusives/2016-06-10/supplement-industry-contributes-122-billion-to-us-economy/](http://www.nutraceuticalsworld.com/contents/view_online-exclusives/2016-06-10/supplement-industry-contributes-122-billion-to-us-economy/) retrieved May 13, 2017

3 <https://www.franchisehelp.com/industry-reports/fitness-industry-report/> retrieved May 13, 2017

## TEXT LINGUISTICS AND COMMUNICATION

Communication is an act which underlies many, if not all, social interactions. It is based upon signs which are coded by the emittent, the person sending a message; and decoded once they reach the recipient, the person receiving the message. This process of coding and decoding is based on prior and transmitted knowledge, and the link between the emittent and the recipient is called the communication channel. It is important to note that either of the two people can take the role of emittent and recipient, and switch their roles as needed. This reciprocity allows them to create a dialogue and ultimately, allows for creating a lasting social interaction, or a series of smaller social interactions – in other words, it allows for the two people to get to know each other and become friends. Or foes.<sup>4</sup>

An approach pioneered by Wolfgang Dressler and popularized by Robert de Beaugrande called text linguistics allows us to more easily understand the complex process of human communication. They define a text as a communication occurrence, and the seven standards of textuality<sup>5</sup> must be fulfilled in order for something to be called a text. Conversely, if these standards are not met, it is a non-text due to it not being communicative.

Discourse analysis is an approach used to explain any semiotic event. As an advertisement, especially a contemporary one, can be seen as a (complex) sign in and on itself - one can treat it as a semiotic event. Therefore, an advertisement might be defined as a "complex semiotic structure"<sup>6</sup>, meaning it is encoded on multiple levels and the recipient/persuadee is required to either have or obtain the knowledge necessary to decode it. This is exemplified in contemporary inventions such as reality tv<sup>7</sup> or product placement, which are either direct inventions of or divulged from the teachings of Edward Bernays.

---

4 <https://tipa.revues.org/1691> last visited May 24, 2017

5 They are: cohesion, coherence, intentionality, acceptability, informativity, situationality, intertextuality. Dressler, Beaugrande: Introduction to Text Linguistics, 1981

6 D. Stolac, A. Vlastelić: Jezik reklama, Hrvatska sveučilišna naklada, Filozofski fakultet u Rijeci, 2014

7 [http://www.tandfonline.com/doi/abs/10.1207/s15405710pc0201\\_1](http://www.tandfonline.com/doi/abs/10.1207/s15405710pc0201_1), last visited May 28, 2017

## EDWARD BERNAYS

Bernays, the father of public relations and spin, was an influential writer and public relations agent. In his book "Crystallizing Public Opinion" he primarily discusses people and the relationship between them. However, an underlying stratification, one he never mentions overtly, is pertinent to his proposition; to the relationship between the public (or the public mind) and the minority. He makes a clear distinction between the people and the powers-that-be. He devoted an entire section of the book to "The Group and the Herd"<sup>8</sup>, and notes how "the counsel on public relations, after examination of the sources of established belief, must either discredit the old authorities or create new authorities by making articulate a mass opinion against the old belief or in favor of the new".<sup>9</sup> He also calls upon the research of his contemporaries, most notably Walter Lippmann's stereotypes<sup>10</sup> as a "shorthand" used to minimize effort. In other words, people act the way they act and are unwilling to act in a different manner due to the effort put into creating and maintaining any given state. Later, he gives a succinct restatement of this in a single sentence: "The crowd is a state of mind which permeates society and its individuals at almost all times."<sup>11</sup> Homogeneity is of utmost importance as a means of control of the public opinion. It is created through careful planning and information gathering, with full attention given to the precise execution of the plan.<sup>12</sup> The media, in a well orchestrated manner, are to serve as a conduit through which the information is to be distributed straight to the masses, the herd, the people. In this process, the main role of public relations is to make sure everything goes as planned.

An example of this is the event of the Easter Sunday Parade in New York, where Bernays instructed a group of debutantes, discriminating against the less attractive ones, to light cigarettes upon his cue. He also hired professional photographers and made sure the news would be spread through all

---

8 Based on William Trotter's "Instinct of the Herd in Peace and War", with a special note that the term "herd" is not a derogatory one, but one stemming from biology

9 Bernays, E.: Crystallizing Public Opinion, page 68

10 1921 Public Opinion

11 Bernays, E.: Crystallizing Public Opinion, page 104

12 Bernays, E: Engineering Consent, page 7



channels available. The results of this procedure were increased sales of cigarettes to women and a drastic and overnight change in public opinion on women smoking in public.

Bernays' resume is full of similar stunts. Overthrowing Guatemalan politicians; using bar soap as sculpting material; bringing hairnets or the color green back into vogue; making people buy shares by lending money from the banks he represented; are just some of his well written plays. What Shakespeare did in literature, Bernays did in reality.

While his major success could be attributed to his own skill, it is the teachings of his uncle that helped him analyze, understand and bend the public mind to his own will. His uncle was Sigmund Freud. Psychoanalysis was in its infancy in the United States and cross-Atlantic communication was slow. Bernays had to enlist the help of A. A. Brill in his aforementioned cigarette campaign. Brill's analysis, based on Freud's "Essays on the Theory of Sexuality", framed the cigarette taboo as an oral fixation, marking cigarettes a symbol of male power which women were to take and purposefully make into a symbol of their own freedom. It took more than a single event, though. Multiple actresses had to be seen smoking in public, and television played a major role as it was the media through which promotional materials depicting women smoking in their households, looking happy and fulfilled, were spread. And the resulting surges in sales proved Bernays right. As Part 1 of the documentary "Century of the Self" states: "By satisfying people's inner selfish desires, one made them happy, and thus, docile." "Through analysis of dreams and free association, powerful urges and drives, long ago hidden beneath the surface of society and civilization, could be unearthed.<sup>13</sup> After "torches of freedom", many other torches were lit, as many a corporation had sought help from this well-educated magician. Paul Mazur of Lehman Brothers was one of them, and he, allegedly, was the one of the first to solidify and verbalize the thought that America must shift from a needs-based to a wants-based economy. Otherwise, the surpluses made possible by technological advancements would remain unused, and perhaps more importantly, unsold.

This prompted Bernays to enter the think-tank once again, to carefully consider the path to the

---

<sup>13</sup> BBC: Century of the Self, part 1

hidden depths of the public mind. His solution was one that remains eerily present almost a century later. He would hire actresses to promote certain products, put advertisements into women's magazines; he thus started product placement into movies; would order "scientific" research to be done and the results would end up in prestigious publications before further simplified and disseminated through the media he had kept close. Therefore, now, a woman might have bought a blouse to show off her feminine side and her unique characteristics; whereas a man could buy a car to show off his masculinity, his pride. And size did matter as "...individuals project themselves on to products. In buying a car they actually buy an extension of their own personality (Dichter, 1964: 86-7)"<sup>14</sup> This also proves Bernays was right – when buying a car, one is buying power. Another good example of this is the size of an average American home increasing year by year. Once again, a show of power.<sup>15</sup>

This way, the masses could be controlled or led by the minority. Fear of irrational, bestial occurrences would be alleviated. And Bernays' daughter would call this state "enlightened despotism". Group dynamics were of interest to both Freud and Bernays. Freud would link them to libido through identification, the process of relinquishing a part of one's identity for the greater good. This meant libido would get projected from the individual onto the leader. Bernays would, on the other hand, wonder "whether he might make money by manipulation of the unconscious".<sup>16</sup> And so he did. But not before leaving the entire world his legacy: a consciousness controlled by the few select ones, a lack of critical thought; and lastly, money and acquisition of goods as the sole goals of not only the elites but the masses, the blind followers of any and all trends – ironically, set by people with a similar outlook, demeanor and behavior like Bernays'.

However, this body of knowledge was not Freud's and Bernays' invention. It is based on rhetoric.

---

14 Marilyn A. Stone, John Desmond: Fundamentals of Marketing; 2007, Routledge, New York, pg 50

15 <http://www.aei.org/wp-content/uploads/2014/02/housing11.jpg>, last visited June 5, 2017

16 BBC, Century of the Self, part 1

## RHETORIC

In ancient Greece, rhetoric was one of the key disciplines, usually taught together with grammar and logic. Rhetoric, logic and grammar were later named the trivium, a body of knowledge which was to serve as the foundation upon which higher arts - namely music, astronomy, arithmetic and geometry, also known as the quadrivium - were to be taught. Altogether, these seven were the liberal arts of classical antiquity. Aristotle defines rhetoric as the discipline "we look upon as the power of observing the means of persuasion on almost any subject presented to us"<sup>17</sup>. He also states that "rhetoric may be defined as the faculty of observing in any given case the available means of persuasion. This is not a function of any other art."<sup>18</sup> Cicero is credited with first identifying the five canons of rhetoric:

inventio – the brainstorming process of finding data relevant to one's speech;

dispositio – the arrangement of the pieces (with particular effort given to the impact of the speech or certain parts thereof);

elocutio – practice of delivery of certain parts using rhetorical devices and similar procedures;

memoria – the practice of memorizing a speech in order to deliver it without notes;

actio – delivery of the entire speech, practice of tone, speed, inflections, as well as non-verbal cues such as facial expressions, movement or other (creative) uses of space.

20th century teachings on rhetoric remained on the same course and left us with a definition of persuasion as "communication intended to influence choice"<sup>19</sup>. Owing to Freud and Bernays, there was a rather observable shift to communication directed toward the unconscious parts of the mind. This communication could be done through means other than direct advertising – for example, the aforementioned channels like various media.

Let us take, for example, a situation in which natural attraction for a member of the opposite sex

---

17 Aristotle: Rhetoric, book 1, chapter 2

18 Ibid.

19 Brembeck, Winston Lamont & Howell, William Smiley: *Persuasion : a means of social influence*, 2nd edition, Prentice-Hall, Englewood Cliffs, N.J, 1976

creates an imprint in one's mind. This imprint would contain information on the subject of one's desire, including their clothes. Their clothes might be branded and, due to one's attraction to the other person, one is compelled to act by reaching for clothing of the same brand name at a later point in time. Actions such as these can be seen as either peer pressure, symbols of achievement<sup>20</sup> or both. The main takeaway is that the initial sexual attraction, when combined with branding, influences our choices at a later point in time. This would also concur with Larson's definition of persuasion as "the process of cocreating a state of identification between a source and a receiver that results from the use of verbal and/or visual symbols".<sup>21</sup> These symbols can be anything. Green dresses, cigarettes, clothes or even words. To summarize, Larson provides us with a list of prerequisites for successful persuasion: communication intended to change another in some way, perhaps successful in its intention; both parties' participation; the sender's adaptations in order to facilitate successful persuasion; and the possibility of an outcome differing from the intended one.<sup>22</sup> Or, just as Aristotle said: "It is clear, then, that rhetorical study, in its strict sense, is concerned with the modes of persuasion."<sup>23</sup>

Just as the *signifiant* had changed from "propaganda" to "public relations counsel", the Pandora's Box Freud and Bernays opened is now called marketing. Lately, due to increased competitiveness in any given field, marketing as a discipline has come to play a major role in almost every human endeavour. At the heart of this science, however, lies a much older discipline, perhaps as old as civilization itself. It is persuasion. Charles U. Larson cites Advertising Age magazine making an approximation of over 5000 persuasive appeals made daily to each person.<sup>24</sup> Highly personalized appeals, especially online, are custom tailored thanks to tracking our own habits. Therefore, if one were to browse a website offering a service or goods of any sort, it would be reasonable to expect to see these same goods on a completely unrelated website, in a small part of the website relegated to

---

20 O'Cass, Frost: Status brands: examining the effects of non-product-related brand associations on status and conspicuous consumption

21 Charles U. Larson: Persuasion: Reception and Responsibility, 10th edition, Wadsworth/Thomson Learning, 2004,

22 Ibid, pg. 13

23 Rhetoric, book 1, chapter 1

24 Charles U. Larson: Persuasion: Reception and responsibility, Wadsworth/Thomson Learning, 2004. page 7

advertisements. Cookies, small files put on our computers with our own consent, are sending data to their owners. This loss of privacy also leaves us more vulnerable to marketing appeals as it is easier to sell someone a thing or service they already desire. In other words: "As social class has become less useful as a means of segmenting markets, so marketers have turned to lifestyle, to the values which people share in common and the sorts of activities they like to engage in as a new basis for segmentation. Advances in technology have enabled marketers to build massive databases containing all sorts of marketing information regarding the purchase behaviour of individuals."<sup>25</sup>

This means that our favorite cereal brand might show up as an advertisement on a website about fishing, or that a trip to Venice might be offered to someone who was searching the Internet for specific information about Venice, regardless of their intention to go there.

One can conclude that persuasive appeals are all about finding common ground between the persuader and the persuadee. The more you know about a person, the easier you can sell them something.

One of the best ways to find common ground with someone is to invoke good feelings in the persuadee. This can be done in a multitude of ways, and it is founded on science, on chemical reactions in our brain.

In the next part, we will take a look into the science behind persuasion, rhetoric and advertising.

---

25 Marilyn A. Stone, John Desmond: Fundamentals of Marketing; 2007, Routledge, New York, pg 27

## THE SCIENCE BEHIND PERSUASION

As already mentioned, we are all human. Glorified animals. Most of our behaviors begin as random, inconclusive and unguided. Reinforcement (rewarding stimuli) and punishment (aversive stimuli) are processes through which our behavior is directed. The so-called extinction of a behavior is the neutral process, in which the behavior is terminated due to a lack of stimulus of any kind.

The concepts of choice and free will are closely linked to and intertwined with persuasion and/or influence. In this part, we will look at some of them and explain how they relate to persuasion strategies in marketing.

The main notions related to free will are control, choice and action. From Aristotle onwards, these were almost inextricably linked to ethics. While many thinkers still opine over it, recent advancements in neuropsychology shed new light on the subject matter and present facts that change the way we perceive our decision making processes and their effects. One of them was the delay between the conscious decision to press a button and the Bereitschaftspotential (readiness potential), which could be summed up as the involuntary changes in our brain before the action is decided upon. The time stated is close to half a second.<sup>26</sup>

Although further tests have both verified and have negated these findings, they still remain important as they open entirely new possibilities and questions. As "Volition consists of a series of decisions regarding whether to act, what action to perform and when to perform it."<sup>27</sup> scientists also wanted to find out whether we could change the course of action and, perhaps, "veto" the action. Right inferior prefrontal cortex and medial prefrontal cortex seem to be areas responsible for this ability. Also, "... results suggest that humans can still cancel or veto a movement even after onset of the RP. This is possible until a point of no return around 200 ms before movement onset. However,

---

26 <https://academic.oup.com/brain/article-abstract/106/3/623/271932/TIME-OF-CONSCIOUS-INTENTION-TO-ACT-IN-RELATION-TO?redirectedFrom=fulltext>, last visited May 15, 2017

27 <https://www.nature.com/nrn/journal/v9/n12/full/nrn2497.html>, last visited May 15, 2017

even after the onset of the movement, it is possible to alter and cancel the movement as it unfolds."<sup>28</sup> Others also conclude "that the perceived onset of intention depends, at least in part, on neural activity that takes place after the execution of action."<sup>29</sup> Therefore, it is reasonable to conclude that we do not have full control over the entirety of our behavior.

One of the ways behaviors are reinforced in human physiology is dopamine. Dopamine is a neurotransmitter, a chemical substance released in order to transfer information from one nerve cell to another. "In vivo studies suggest however that the main overall effect of dopamine may be to control noise levels and to selectively enhance the signal-to-noise-ratio of neural processing. This action may behaviorally lead to an improvement of working memory and to better selection of goal-directed actions."<sup>30</sup> One of the brain parts related to dopamine is the ventral striatum, further divided into nucleus accumbens and the olfactory tubercle. The adjunct dorsal striatum, comprised of caudate nucleus and the putamen, governs, among others, stimulus-response behaviours and motor control. These regions of the brain work synergistically to imprint behaviour patterns, especially those motor-related, necessary for future reward acquisition. For example, these parts control the movement of a fork when bringing food to the mouth. The other related parts of this limbic system are the ventral pallidum and ventral tegmental area. The latter is, according to current research, responsible for the efficacy of neurostimulating drugs like cocaine, amphetamine and nicotine.<sup>31 32 33</sup>

These influence our brain - and the way we perceive the world. One could say our perception of the world is at its most tangible when we have to make a choice.

---

28 <http://www.pnas.org/content/113/4/1080.full>, last visited May 15, 2017

29 <http://www.mitpressjournals.org/doi/10.1162/jocn.2007.19.1.81#.WrnextwIHtQ>, last visited May 15, 2017

30 <http://emotion.psychdept.arizona.edu/pubs/Dopamine-HBTNN2e-preprint.pdf>, last visited May 13, 2017

31 Heather L. Kimmel, Wenhe Gong, Stephanie Dall Vechia, Richard G. Hunter and Michael J. Kuhar: Intra-Ventral Tegmental Area Injection of Rat Cocaine and Amphetamine-Regulated Transcript Peptide 55-102 Induces Locomotor Activity and Promotes Conditioned Place Preference *Journal of Pharmacology and Experimental Therapeutics* August 2000, 294 (2) 784-792

32 E. Carboni, A. Imperato, L. Perezani, G. Di Chiara: Amphetamine, cocaine, phencyclidine and nomifensine increase extracellular dopamine concentrations preferentially in the nucleus accumbens of freely moving rats, *Neuroscience Volume 28, Issue 3*, 1989, Pages 653-661

33 William A. Corrigall, Kathleen M. Coen, K. Laurel Adamson: Self-administered nicotine activates the mesolimbic dopamine system through the ventral tegmental area, *Brain Research Volume 653, Issues 1-2*, 8 August 1994, Pages 278-284

The aforementioned occurrences form one of the underlying issues we are dealing with in this work: that of body, health, strength and aesthetics. Our bodies are vessels hosting the spirit and have been both an inspiration (Laocoon or Michelangelo's David serve as fine examples) and a source of infinite grief as, according to some of the currently available statistics, more than two thirds of USA citizens are either obese or overweight<sup>34 35</sup>; and when it comes to the world population, the numbers for adults<sup>36</sup> are closing in on 40%. Obesity poses an issue as it is characterized by an increased chance of disease, be it of cardiovascular nature, some types of cancer, diabetes or musculoskeletal diseases<sup>37</sup>, the risk of which increases proportionally with BMI<sup>38</sup>. Alleviation of such symptoms may be caused by a conscious effort to improve two things: diet and exercise.<sup>39</sup> These work together to alleviate pain and reduce aforementioned risks. In Henry Rollin's essay on the philosophy of weightlifting, "Iron and the Soul"<sup>40</sup>, the author states he "learned that nothing good comes without work and a certain amount of pain." Herein lies the crux of the obesity epidemic. With an increasing number of ways and ease through which our dopamine pathways can be accessed, be it by shopping, consuming mass media, eating - or doing any combination of the three at the same time - people are, without any guidance, left to the mercy of the multinational companies, who pay close attention to their habits and attempt to force upon the unsuspecting customer their agenda: to sell. To sell the goods, mass produced ones, more often than not imported from developing countries, produced in questionable conditions. Not only that, but to create in the consumer the desire for new things – a completely artificial need.

---

34 <https://www.nhlbi.nih.gov/health-pro/guidelines/archive/clinical-guidelines-obesity-adults-evidence-report>, last visited May 16, 2017

35 <http://jamanetwork.com/journals/jama/fullarticle/1104933>, last visited May 16, 2017

36 "39% of adults aged 18 years and over were overweight in 2014, and 13% were obese."  
<http://www.who.int/mediacentre/factsheets/fs311/en/>, last visited May 16, 2017

37 Ibid.

38 Body Mass Index, a person's weight in kilograms divided by the square of their height in meters (kg/m<sup>2</sup>).

39 <http://www.leangains.com/2011/03/intermittent-fasting-for-weight-loss.html>, last visited May 16, 2017

40 <http://www.oldtimestrongman.com/strength-articles/iron-henry-rollins>, last visited May 16, 2017



In 2009, the BBC aired a show called "How to Control the Nation" in which Derren Brown, a renown magician and psychology enthusiast, used multiple strategies, including but not limited to persuasion, suggestion and neurolinguistic programming in order to get a subject to do something to his liking. In one of the experiments shown on the show, a young lady had been brought to a shop filled with toys and was subsequently led through the store by Derren, who showed her each floor and instructed her to choose "any toy" she wants. What she did not know was that she was forced into choosing the giraffe, by the virtue of his subliminal cues, be it hand gestures upon first meeting, verbal cues, visual cues like the giraffe print on the escalator sides, or the ultraviolet ink on the front pages of books he pointed at.

In *The Paradox of Choice*<sup>41</sup>, the author notes how increasing choices do not necessarily lead to happiness. If anything, they cause anxiousness.<sup>42</sup> He also mentions experiments conducted on the turn of the century, where two jam stands were installed, one with 6 and the other with 24 different jam choices. People who stopped by either table were gifted a 1\$ redeemable coupon. Ten times more people from the table with less options redeemed the coupon, 30% vs 3%. Similar experiments were carried out by other scientists and the findings were, for the most part, similar. However, the authors note that in case a person has prior knowledge of a field and/or pre-set conditions something they want must meet, when presented with a broader choice, their satisfaction increased. This is the reason these studies feature either exotic (for example, the chocolates) or mundane items (e.g. pens).

Also, during the 1960s and 1970s, Stanford University's Walter Mischel and Ebbe Ebbesen conducted an experiment in which 4-year old children would either be given tips on how to behave or merely left in the room, either with the prizes in sight or obscured from them. The findings show

---

41 B. Schwartz: *The Paradox of Choice (Why More Is Less)*, Harper Perrenial, 2004

42 B. Scheibehenne, R. Griefeneder, P. M. Todd: Can There Ever Be Too Many Options? A Meta-Analytic Review of Choice Overload, *JOURNAL OF CONSUMER RESEARCH*, Vol. 37, October 2010, page 410, §2

that the children who were most successful when it came to delaying gratification were the ones who were either instructed to come up with games or spontaneously did so. A major contribution to their success was a visualization technique where they would swap the desired object with an abstract picture of it in their mind. The most successful children, those who would wait the longest, would in 10 years be described as excelling both academically and socially.<sup>43</sup>

These examples show that, first, a person can be led to believe something was their choice when it was, in fact, not. Second, the choices we face when they are presented by someone else are playing to our weaknesses and desires in order to elicit a response. Third, one can successfully fight against these artificial urges by educating oneself and using visualization to decrease the extent to which the persuasive appeal impacts them.

This is a constant battle fought inside our minds. The world is full of people who want to persuade us that the very thing or procedure they are offering is necessary for our success or survival. This is the case with the health and beauty industry much more than it is with any other. Let us turn, then, our attention to a small part of these industries: dietary supplements.

---

43 [http://depts.washington.edu/shodalab/wordpress/wp-content/uploads/2015/05/1990.DelayChildren\\_Shoda.pdf](http://depts.washington.edu/shodalab/wordpress/wp-content/uploads/2015/05/1990.DelayChildren_Shoda.pdf), last visited May 28, 2017

## ON SUPPLEMENTS AND CREATINE

Dietary supplements are additions to a diet. Their purpose is to even out the rough edges, i.e. to help one get the recommended daily values of a certain nutrient. Usually, they are isolated components of whole foods, in which case they are called extracts. Or they might be synthesized in a laboratory. They might also be chemicals found in our bodies. Typical examples are a multivitamin pill or vitamin C powder. Less typical examples include protein concentrates or isolates, and there are illegal ones, e.g. steroids. A relatively new branch are nootropics, performance enhancing drugs for the brain. Most of them are currently legal, but not thoroughly tested.

From the above, it is obvious, then, that to fit an overview of all available dietary supplements in the constraints of this work would be almost impossible, not only due to an ever-increasing number of companies eager to compete in this growing industry, but also due to widely varying results in scientific studies pertaining to some supplements. Therefore, in order to choose supplements I will be looking at, I have consulted the Journal of International Society of Sports Nutrition and their recommendations based on currently available research.<sup>44 45 46</sup>

---

44 <https://jissn.biomedcentral.com/articles/10.1186/1550-2783-7-7>, last visited May 24, 2017

45 <https://jissn.biomedcentral.com/articles/10.1186/1550-2783-4-6>, last visited July 26, 2017

46 Ibid.

Table 3

Summary of categorization of dietary supplements based on available literature.

Category	Muscle Building Supplements	Weight Loss Supplements	Performance Enhancement
Apparently effective and generally safe	Weight gain powders Creatine Protein EAA	Low-calorie foods, MRPs, and RTDs  Ephedra, caffeine, and salicin-containing thermogenic supplements taken at recommended doses in appropriate populations (ephedra banned by FDA)	Water and sports drinks Carbohydrate Creatine Sodium phosphate Sodium bicarbonate Caffeine B-alanine
Possibly effective	HMB (untrained individuals initiating training)  BCAA	High-fiber diets Calcium Green tea extract Conjugated Linoleic Acids	Post-exercise carbohydrate & protein EAA BCAA HMB Glycerol

The choice of effective supplements, without even taking different brands into consideration, is, as evident from the table, wide. Carbohydrates and protein are two categories of macronutrients readily available from whole foods – ingested daily by virtually every person - so we will be focusing on creatine, one of the most effective ergogenic aids, with a large body of data supporting its beneficial effects in both performance enhancement and muscle building.

Creatine is a non-protein nitrogen, 95% of which is distributed in skeletal muscle and the rest is in the brain and testes. It is mainly used to replenish phosphate groups used as fuel in rapid contractions of the muscle it is located in. This means a fast movement, such as pushing away an attacker, will use ATP (adenosine triphosphate) as a power source, changing the molecule into ADP (adenosine diphosphate). Our body endogenously produces around 1 mg/day of creatine, and through an omnivorous diet, on average, another 1 mg/day is ingested. Supplemental creatine intake

brings benefits ranging from increased power output to neurological improvements.<sup>47</sup> Beside muscle building and performance enhancement, it is often cited as an aid for the elderly as a neuroprotective substance<sup>48</sup> - it can help preserve cognitive functions and make everyday activities easier.<sup>49</sup>

Speaking of everyday activities - many dietary supplements are sold in convenience and department stores, like a typical multivitamin drink or, on occasion, a protein enriched drink. One can order a multivitamin drink in a bar. Some dietary supplements are freely available in specialized shops, like preworkout formulas. Some are available as a medical aid (TRT – testosterone replacement therapy). Lastly, some are completely illegal and therefore not available through legitimate channels.<sup>50</sup>

There are two main ways of selling supplements: online and brick-and-mortar shops. Online shops are becoming increasingly popular as they have lower profit margins owing to the fact they need a warehouse, a shipping partner and less staff when compared to brick and mortar operations, which also have to pay salespeople, rent or taxes for the property where the shop is located and any other assorted expenses.

Sales of dietary supplements in this information age are usually done online, and people who buy them are, for the most part, well educated in terms of effects these supplements have. Information is freely available online, be it in scientific journals or online communities. Scientific journals are supposed to be unbiased and provide people with either newest developments or solidify older findings. Online communities usually follow the group mind, sets of instructions presented by the

---

47 <https://jissn.biomedcentral.com/articles/10.1186/1550-2783-4-6>, last visited May 24, 2017

48 <https://www.ncbi.nlm.nih.gov/pubmed/19230121>, last visited May 24, 2017

49 <https://www.ncbi.nlm.nih.gov/pubmed/21394604>, last visited May 24, 2017

50 As an interesting sidenote, Leopold Ruzicka recieved a Nobel prize in 1939 for showing that androsterone is synthesized from cholesterol. Andtosterone is a naturally occuring chemical in our body and is the substance usually ingested as a steroid and obtained illegally.

founding members - whose authority is oftentimes unquestioned. More often than not, freely available advice will be in close vicinity of a persuasive appeal of some kind. This might mean an online shop will have articles on nutrition or training, or that an advertisement will feature a famous sports person. If Youtube is in question, there will be products positioned in the video, either adjacent to or in front of the salesperson, or the person might wear a garment with prominent branding, whilst providing the audience with an affiliate link, which is a link to a shop that will allow the salesperson to be paid for their referral and the buyer to receive a small discount. The latter also shows us prices are artificially inflated, not only to allow the seller to earn more but to manipulate the buyer into thinking that the product is worth more due to the price tag (in addition to an artificially created scarcity linked to the high price). An added bonus is this discount making the buyer believe they are getting a much better or at least a fair deal when this is clearly not the case.

Creatine is, as I have already demonstrated, a substance with substantial scientific research done regarding its efficacy and effects. The downsides are virtually nonexistent, there is a plethora of upsides, and it is one of the most affordable dietary supplements. These all help sell the product. Creatine is not only sold separately, but is a part of preworkout formulas, postworkout formulas and, on the rare occasion, mixed with whey protein concentrate. Every single sales pitch for creatine includes the data mentioned above. Online advertisements for creatine will usually provide the user, the tentative buyer, with a list of benefits devised from, or even citing, the aforementioned research and resources. Brick and mortar sales will be done by salespeople reciting these same benefits, while offering bundles and persuading customers to buy unnecessary products.

An example from personal experience: when I walked into a sports nutrition shop to check the pricing on a completely unrelated item, the salesperson tried to sell me a supplement - a blend of zinc, magnesium and vitamin B6, stating it is the best price I will get. Once I ignored the first sales

pitch and started reading the nutrition facts on the bottle, I had to gesture to the salesperson to be quiet and let me read. The ingredients were the cheapest and least bioavailable, which meant two things: one, I could get the same thing twice to three times cheaper from a convenience store, and two, only about a tenth of the supplement could actually be drawn into my bloodstream. Needless to say I said thanks and explained this same thing. And we started a brief back-and-forth. I gave some information. I received some information. We started communicating.

## A CREATINE ADVERTISEMENT SEEN THROUGH THE SCOPE OF TEXT LINGUISTICS

The process of transferring information is called communication. On a typical example of a creatine supplement advertisement, we will examine whether the standards of textuality are met, and therefore, whether the advertisement is communicative.

---

**100% Creatine** consists of 100% undiluted creatine. Creatine is crucial to the body's metabolism. It enables rapid increase in muscle volume and strength, making it the supplement of choice amongst elite athletes. **100% Creatine** is suitable for those looking to improve their strength, up their endurance and increase muscle size.


- + Rapid muscle growth
- + Improve your recovery
- + Improve stamina, strength and explosiveness.

One of the greatest challenges we face in training is the depletion of our energy reserves -- this puts frustrating limits on our workouts. Creatine is responsible for keeping these energy reserves in functional order. This is a gift from nature: it is found in the body, and can be increased by consuming meat and fish. Unfortunately, this is insufficient, given the intense nature of workouts.

Supplementing your diet with **100% Creatine** supercharges your muscles by constantly replenishing those energy reserves for strength, stamina, explosiveness and increased muscle volume.

Creatine is one of the oldest supplement for active individuals and have decades of research proving its safety and effectiveness. Scientific studies have proven that all athletes achieve increased strength and endurance, tolerate lactic acid better, recover faster and perform better in their sport with creatine.

**100%**  
DOPING  
FREE

  
MICRONIZED  
FORM

---

This advertisement is cohesive, even though the advertisement itself is poorly written ("... and have decades..." in the penultimate row is a grammatical mistake). Examples such as "it" in the second sentence referring to creatine, "those" and "their" in the third sentence make it cohesive. Coherence is the result of anaphoric and cataphoric elements, of which the same "it" in the second sentence is a good example. They provide the recipient with a logically sound, continuous and inductive sequence, which any capable English user can decode and, therefore, understand. Intentionality is clearly geared towards selling a product, and the emittent is using cohesion and coherence to have the recipient more easily understand the intended message. In terms of acceptability, as the target demographic, those who are interested in creatine and its effects, is an informed one, it is likely that



they will respond positively to a persuasive appeal related to creatine. Informativity is the next standard of textuality, and it relates to the amount of known or unknown information in a persuasive appeal. In this case, most of the information is known. It is often only the price and packaging amount that are unknown. Situationality does not play a major role as the context is always one of a "quid pro quo" nature – one person is buying and the other is selling, and usually, both sides have access to the same information prior to purchasing. Intertextuality, however, is of utmost importance as it allows the text producer to use footnotes linking to various studies to create at least a perception of scientific backing when there is a paucity of currently available evidence.

We can conclude that this advertisement, grammatical mistakes notwithstanding, is communicative as it has met all of the seven criteria of textuality and is, therefore, a text.

While a Youtube video might not be the first thing one would think of if asked about a text, it can be considered one as it fulfills the same criteria. Youtube content is of particular interest due to its novelty<sup>51</sup> and the amount of intertwined notions. I have already touched upon product placement, that is, showing a product somewhere on the screen, which serves to link the product with the authority the person or institution emitting the message have. This is nothing more than a reenactment of Bernays' product placement in movies, where, for example, in-the-movie billboards along the road would show real brand names, or a bottle of a particular drink might have found its way onto the kitchen table of a family (in the movie). As we do not process this information consciously (or through central routes of persuasion), it is much easier to create a link between said product (creatine, in this case) and the result (a body with visible muscle) in the subconscious part of our mind (i.e. use the peripheral pathway). This way, the information is emotionally charged and, as such, will provoke a reaction much easier than if we were served factual data.

---

<sup>51</sup> Another novel facet of online sales are cookies. Cookies are small text files put on a user's computer. Their main job is to provide their creator with information about our habits. This is also why we have to agree to cookies use when we first visit a website. Through cookie use, when we visit a website, or multiple, in order to find the best price of a good, we then get offers for this exact product at a later time, on a completely unrelated website. Our surfing habits are exposed to not only the Internet service providers, but the cookie creators as well.

Many techniques originating from Bernays are used in supplement sales. Where Bernays would create or modify events and would script them to the minute detail, dietary supplements are sold through scripted advertisements. Videos with testimonials, reminiscent of photographs Bernays would order, are nothing more than a fragile replica of real life. This replica will show what is possible and at the reach of one's hand, be it to become a person with a lot of visible muscle (in case of creatine) or have freedom of expression (lighting "torches of freedom"). A consumer will identify with a fraction of this replica by finding similarities with the people shown on a screen. Simultaneously, the proposed reality will be accepted and the possibility of existence of other avenues of reaching the same goal will not be mentioned and, therefore, forgotten. And the logical consequence of this is an emotionally charged reaction. The consumer reacts by buying the supplement. This technique allowed Bernays to increase cigarette sales.

Also, Bernays knew one of the biggest motivators is any deep-rooted fear. A fear of missing out, or one of being insufficient. Consuming a dietary supplement that promises bigger muscles and improved performance (creatine) can be equated with, in Bernays' case, the social status granted to the owner by the virtue of owning a new, big, shiny car. Bigger muscle or a new car would allow a person to be "better" than their neighbour. Bernays knew this very well and capitalized on it, just like dietary supplement salespeople do.

He would also order "scientific" research to be done and have the results be presented as fact, even if they were at odds with other research carried out. This is the case with dietary supplements, where companies fund research in order to be able to cite it in their sales pitches. Usually, the funding for certain research is the key to understanding the ulterior motives behind the undertaking and their relation to the results and the presentation of these results. Sadly, unanimous results are

not often seen in the realm of sports nutrition research. A lack of integrity and questionable ethics are issues outside the scope of this work, but important nonetheless as a sense of both integrity and ethics is a prerequisite for critically processing available data.

Thanks to Bernays opening the can of worms of touching emotion through mass communication, consumers see supplements much in the same way as consumers of yore saw a big car or a big home – as a means of identification with similar people and a means of showing off their ability to earn resources in the form of money – that is, a way of signaling their position in the society.

Therefore, Bernays' heritage is repeated ad infinitum, every time a sales pitch flies out of the mouth of any of the billion salespeople roaming the world.

## CONCLUSION

In this work, I have exposed the mechanisms dietary supplements promotion and sales are based upon by first providing the theoretical background – text linguistics – and then showing how communication works on the example of a creatine supplement advertisement. I have proven that an advertisement is a text, due to it being communicative. This principle can thus be further applied to any form of communication, and the definition of a text will encompass any new media that might emerge.

I demonstrated how marketing relates to persuasion as a discipline by using Edward Bernays' work as one of the earliest and most pivotal examples of using these techniques on a bigger scale.

The provided examples of nutrition supplements promotion in the contexts of brick and mortar sales and online sales, reinforced with the aforementioned examples, especially those by Edward Bernays, prove that persuasion, a technique as old as mankind, has a new name – marketing.

I also explained the nature of consumerist behavior patterns by showing multiple experiments, each of which pertains to a specific part of our physiology.

It turns out we are nothing but primates able to communicate in a slightly more sophisticated way than others. Our animalistic nature determines and envelops us in a myriad of ways, even though others, who want to influence us, tell us otherwise - tell us we are special or unique in so many ways. Their agenda is something we can fight by being conscious about what is happening around us and by knowing ourselves, as well as by being honest about our own deepest insecurities and wishes. That way, we will be able to resist artificial urges and decrease the effect our own imperfect nature has in the decision making process. Otherwise, people like Edward Bernays will use their

intimate knowledge of human nature and further orchestrate our behaviour. In a way, Bernays and his ilk might be seen as virtuosos. On humans.

Adopting a third person perspective on one's life or current situation allows for an objective assessment and grants one the ability to fight the sway emotions are known to cause. However, such knowledge is confined to select avenues of human endeavour and successfully evades the public mind exactly because it would be detrimental to the goals Bernays had - and PR experts nowadays have. To sell. As much as possible.

During my research, a number of questions were raised and, while they were outside the scope of this work, we would benefit from more concise explanations and answers. Further avenues of research on the topics herein discussed might include:

- 1) comparing the amount of knowledge a perspective buyer had prior to obtaining a supplement to the stages after obtaining it and after having used it for two different time periods. This would allow us to see whether most people have to spend money in order to get educated or they educate themselves prior to spending their money.
- 2) exploring the relationship between repeat dietary supplement sales and texts used. This would be a very narrow topic, but it would shed light on repeat customers' relationship to the text that sold them the supplement in the first place, as well as their reactions to new texts for the same product.
- 3) researching whether a supplement loses its appeal when it is proven to work. This avenue might be of particular interest as it would be definite proof of both the existence of the "allure of the new" and the shift from a needs-based to a wants-based economy.
- 4) a comparison of texts in Edward Bernays' time and now would show us how persuasion, propaganda or marketing evolved, or rather, what the name it bore at a time was.
- 5) a comparison of dietary supplement sales to drugs in terms of addiction. This would allow us to understand whether or not using one supplement predisposes people to usage of multiple others.

## REFERENCES – ONLINE:

- <https://www.ama.org/AboutAMA/Pages/Definition-of-Marketing.aspx>
- [http://www.nutraceuticalsworld.com/contents/view\\_online-exclusives/2016-06-10/supplement-industry-contributes-122-billion-to-us-economy](http://www.nutraceuticalsworld.com/contents/view_online-exclusives/2016-06-10/supplement-industry-contributes-122-billion-to-us-economy)
- <https://www.franchisehelp.com/industry-reports/fitness-industry-report>
- <https://tipa.revues.org/1691>
- [http://www.tandfonline.com/doi/abs/10.1207/s15405710pc0201\\_1](http://www.tandfonline.com/doi/abs/10.1207/s15405710pc0201_1)
- <http://www.aei.org/wp-content/uploads/2014/02/housing11.jpg>
- <https://academic.oup.com/brain/article-abstract/106/3/623/271932/TIME-OF-CONSCIOUS-INTENTION-TO-ACT-IN-RELATION-TO?redirectedFrom=fulltext>
- <https://www.nature.com/nrn/journal/v9/n12/full/nrn2497.html>
- <http://www.pnas.org/content/113/4/1080.full>
- <http://www.mitpressjournals.org/doi/10.1162/jocn.2007.19.1.81#.WrnextwIHtQ>
- <http://emotion.psychdept.arizona.edu/pubs/Dopamine-HBTNN2e-preprint.pdf>
- <https://www.nhlbi.nih.gov/health-pro/guidelines/archive/clinical-guidelines-obesity-adults-evidence-report>
- <http://jamanetwork.com/journals/jama/fullarticle/1104933>
- <http://www.who.int/mediacentre/factsheets/fs311/en/>
- <http://www.leangains.com/2011/03/intermittent-fasting-for-weight-loss.html>
- <http://www.oldtimestrongman.com/strength-articles/iron-henry-rollins>
- [http://depts.washington.edu/shodalab/wordpress/wp-content/uploads/2015/05/1990.DelayChildren\\_Shoda.pdf](http://depts.washington.edu/shodalab/wordpress/wp-content/uploads/2015/05/1990.DelayChildren_Shoda.pdf)
- <https://jissn.biomedcentral.com/articles/10.1186/1550-2783-7-7>
- <https://jissn.biomedcentral.com/articles/10.1186/1550-2783-4-6>
- <https://www.ncbi.nlm.nih.gov/pubmed/19230121>

<https://www.ncbi.nlm.nih.gov/pubmed/21394604>

#### REFERENCES - HARDCOPY:

- Dressler, W., Beaugrande, R. de: Introduction to Text Linguistics, 1981, Longman, London and New York
- D. Stolac, A. Vlastelić: Jezik reklama, Hrvatska sveučilišna naklada, Filozofski fakultet u Rijeci, 2014
- Bernays, Edward: Crystallizing Public Opinion, Liveright Publishing Corporation, New York, 1961
- Bernays, Edward: Engineering Consent, essay, 1947.
- Marylin A. Stone, John Desmond: Fundamentals of Marketing; 2007, Routledge, New York
- Aristotle: Rhetoric
- Brembeck, Winston Lamont & Howell, William Smiley: Persuasion : a means of social influence, 2nd edition, Prentice-Hall, Englewood Cliffs, N.J, 1976
- O'Cass, Frost: Status brands: examining the effects of non-product-related brand associations on status and conspicuous consumption
- Charles U. Larson: Persuasion: Reception and Responsibility, 10th edition, Wadsworth/Thomson Learning, 2004
- Heather L. Kimmel, Wenhe Gong, Stephanie Dall Vechia, Richard G. Hunter and Michael J. Kuhar: Intra-Ventral Tegmental Area Injection of Rat Cocaine and Amphetamine-Regulated Transcript Peptide 55-102 Induces Locomotor Activity and Promotes Conditioned Place Preference  
Journal of Pharmacology and Experimental Therapeutics August 2000, 294 (2) 784-792
- E. Carboni, A. Imperato, L. Perezani, G. Di Chiara: Amphetamine, cocaine, phencyclidine and nomifensine increase extracellular dopamine concentrations preferentially in the nucleus accumbens of freely moving rats, Neuroscience Volume 28, Issue 3, 1989, Pages 653–661

- William A. Corrigall, Kathleen M. Coen, K. Laurel Adamson: Self-administered nicotine activates the mesolimbic dopamine system through the ventral tegmental area, Brain Research Volume 653, Issues 1–2, 8 August 1994, Pages 278–284
- B. Schwartz: The Paradox of Choice (Why More Is Less), Harper Perrenial, 2004
- B. Scheibehenne, R. Griefeneder, P. M. Todd: Can There Ever Be Too Many Options? A Meta-Analytic Review of Choice Overload, JOURNAL OF CONSUMER RESEARCH, Vol. 37, October 2010, page 410, §2

#### REFERENCES - IMAGES:

[battery-nutrition.com](http://battery-nutrition.com)

[jissn.biomedcentral.com](http://jissn.biomedcentral.com)

#### BIBLIOGRAPHY:

[www.leangains.com](http://www.leangains.com)

[www.reddit.com/r/bodyweightfitness](http://www.reddit.com/r/bodyweightfitness)

[www.reddit.com/r/leangains](http://www.reddit.com/r/leangains)

[www.reddit.com/r/cheatmode](http://www.reddit.com/r/cheatmode)

[www.reddit.com/r/gettingshredded](http://www.reddit.com/r/gettingshredded)

[www.reddit.com/r/weightroom](http://www.reddit.com/r/weightroom)

[www.reddit.com/r/fitness](http://www.reddit.com/r/fitness)

[www.silverhydra.com](http://www.silverhydra.com)

[www.examine.com](http://www.examine.com)

[www.bodybuilding.com](http://www.bodybuilding.com)