



Effectiveness of Various Rhetorical Appeals in Waste Management Campaigns in Armenia

Digital Presentation of Final Capstone Project

By Artur Aslanyan
American University of Armenia
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Outline

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Introduction

The primary purpose of this study is to examine the effectiveness of rhetorical appeals utilized in waste management campaigns in Armenia. More specifically, the research will analyze the usage of fear appeals and positive appeals while showing the previous studies and comparing them with the current ones.

Research Questions

Main Research Question: What kind of rhetorical appeals in environmental campaigns can effectively change Armenians' behavior to sort and recycle

Sub-question: Through which modalities, it would be more effective to utilize different rhetorical appeals and why?



Methodology

- Research of previous studies
- 2 Online surveys (total 255 participants)
- In-person interviews (10 people)
- Interview with the Acopian Center for the Environment (ACE)

Key Research Findings

265

People participated in the survey and interviews

93.2%

Of the respondents have never recycled any type of litter

85.2%

Do not know where they can recycle the litter

Recommendations: Bin design



Recommendations: Billboard design



Recommendations: Monthly budget for implementation

Type	Location	Monthly Price
Billboard	Arabkir, Baghramyan - Proshyan	270K AMD
Billboard	Kentron, Teryan-Moskovyan	250K AMD
Billboard	Kentron, Northern Avenue	150K AMD
Social Media	Facebook & Instagram	95K AMD
Billboards & Social Media	-	765K AMD