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Research Paper

"Simply Lemonade, Honestly Simple": A Comparative Study of Persuasive Language in English and Persian TV Advertisements

Shahrzad Behjat

Department of English Language and Literature, Faculty of Letters and Humanities, Shahid Chamran University of Ahvaz, Ahvaz, Iran;

behjat.shahrzad@yahoo.com

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Abstract

Knowing that advertising discourse might vary cross-culturally, this study qualitatively investigated English and Persian TV advertisements with regard to the realization of persuasive language. The data were recorded from global TV channels for a period of one month and, following the Systemic Functional Grammar, the appraisal framework was the analytical tool grounding the data analysis. The data were categorized and then the representations of the evaluative resources via persuasive strategies were distinguished. As the findings of the study revealed, Persian TV advertisements tend to employ repetition and explanation through instances of appreciation, monoglossic positions and representations of force while English advertisements exploit more diverse strategies through different appraisal resources. Accordingly, it is argued that compared to English TV advertisements, Persian advertisements pursue a pattern in which they manifest less variety and creativity.

Keywords: Advertising; TV Advertisement; Persuasive Strategies; Appraisal Model.

1. Introduction

As changing people's behaviors and beliefs has been a crucial factor in human history in order to gain power or financial benefits, these days the role of persuasion in advertising is becoming more significant (O'Shaughnessy & O'Shaughnessy, 2004). Mills (2000) defines persuasion as the process through which people attempt to change others' attitudes, beliefs, or behavior. Accordingly, a successful advertisement should be capable of influencing the public's decisions in choosing particular goods, which implies that in addition to an appealing product, having the potential to gain the trust of future buyers is an essential element (Kenechukwu, et al., 2013).

Theories of persuasion with an eye toward advertising are numerous (e.g., see Shrum, et al., 2012). An appropriate model under which the system of persuasion can be systematically explored and explained, is the appraisal model that is claimed to deal with "the subjective presence of writers/speakers in texts as they adopt stances toward both the material they present and those with whom they communicate" (Martin & White 2005, p.1).

Despite the influential role of persuasion in English advertising discourse and the focus of many studies on various aspects of persuasion (e.g., Borg, 2009; Garcia Pastor, 2005; Ray & Batra, 1983; Yang & Smith, 2009), persuasion in media regarding other languages, including Persian, remains to be adequately addressed. Accordingly, the major, if not all, organizations of persuasion are English-based, which entails the reservations involved in applying the existing persuasive categories to other cultures and contexts. As a result, comparative studies provide us with insights into the categorizations of persuasion in non-English advertisements.

On the other hand, the existing cross-linguistic studies (English vs. Persian) have aimed at highlighting various aspects of advertisements including multimodality and persuasion (Jalilifar & Yazdani, 2015), politeness strategies and markers as persuasive tools (Pishghadam & Navari, 2012), and rhetorical structures of advertisements (Jalilifar, 2010; Khodabandeh, 2007). Nevertheless, studies that address Persuasion in media advertisements in the light of the

interactional meaning by exploiting the Systemic Functional Linguistics (SFL) model of language for analysis seem to be scarce.

Hence, informed by the SFL and the appraisal framework, which is utilized for analyzing the interpersonal meaning, the present study aims at comparing persuasive devices (techniques) used in English and Persian TV advertisements to see the differences and similarities between the two languages in attempting to persuade consumers. Thus, results will yield an understanding of how the discourse of the two languages may differ regarding persuasion as viewed from an SFL perspective. The distinguishing point is that despite many approaches which consider language as a mental process, the SFL is closely related to sociology and tries to examine the discourses we produce with regards to the contexts within which we produce them (Halliday & Webster, 2009). Accordingly, this study intends to address the following questions: What persuasive techniques do English and Persian TV-classified advertisements utilize? What are the differences and similarities?

2. Methodology

2.1. The Model of Analysis

Systemic Functional Linguistics is an approach proposed by Halliday during the 1960s and is the theoretical framework informing this study. Halliday and Webster (2009) consider language as a channel through which people socialize by performing meaningful actions in different situations (Biber & Conrad, 2009). According to SFL, the discourses or texts we produce are the results of speaking or writing and these texts are comprised of three metafunctions, each responsible for presenting a specific function (Barker & Galasinski, 2001). These metafunctions, which are referred to as ideational, interpersonal and textual, operate simultaneously within written or spoken texts (Halliday & Webster, 2009). The interpersonal aspects of the SFL can be traced using the appraisal model (Martin & White, 2005). This study is mainly based on the appraisal model developed by Martin and White (2005). The appraisal model is a functional model for analyzing the interpersonal meaning exchanged systemically between the speaker/listener and the writer/reader. It is associated with the general framework of the SFL and is comprised of three main systems: attitude, engagement and graduation (Hood & Martin, 2007). Thompson and Hunston (2006) argue that “the appraisal model is developed as a model for analyzing evaluative meanings in textbooks, but it has been expanded to become a tool for mapping the values through which a culture makes sense of its experiences” (p. 308). Consequently, the appraisal model appears to be fundamentally involved with how people judge others’ opinions and how they take stances toward those who hold different or similar ideas (Martin & White, 2005). As the aim of a TV advertisement is persuading the audience, the appraisal model can reveal how the advertisers attempt to show their attitudes toward a product in order to influence the potential customer (Wu, 2013).

Attitude is the first system of the appraisal model and it is comprised of the three categories of *affect*, *judgment* and *appreciation*. Affect refers to our state of feelings and emotions, and our reactions toward things we desire. Judgment relates to our attitude toward the people with whom we communicate and their behavior, while appreciation deals with how we value things (Hood & Martin, 2007; Martin & White, 2005). The second system is engagement which addresses options to indicate the degree to which the writer approves the utterances of others. The two main options provided by engagement are monogloss and heterogloss. Monoglossic utterances consider the existence of a single voice whereas heteroglossic utterances intentionally indicate the existence of other voices by providing references in the dialogism (Chattrjee, 2008; Hood & Martin, 2007). Graduation is the third system of the appraisal model which deals with grading, sharpening or softening attitudinal meanings. It is realized via the two systems of force and focus by generally exploiting modifiers (Hood & Martin, 2007; Martin & White, 2005). With regard to gradable resources, force modifies the gradation of one’s evaluation—is how strong or weak the impression is. On the other hand, focus makes the meaning of an utterance either more precise or less precise (Martin & White, 2005). The systems of appraisal and their categorizations help the realization of the persuasive techniques (A’Beckett, 2010).

2.2. Persuasive Techniques

Utilizing various persuasive techniques is the key to a successful advertisement. These techniques (or devices) grasp the audience’s attention and move them from the position of being careless into a position of familiarity with the goods and services advertised (Ejupi, et al., 2014). Statistical evidence, narratives and anecdotes, descriptions, visual evidence, comparisons and contrasts, analogies and classifications are all persuasive techniques which are broadly

exploited in advertising (O'Shaughnessy & O'Shaughnessy, 2004). Adjectives, emotional language, alliteration, repetition, simile, generalization, exaggeration, examples, metaphors and humor as well as rhetorical appeals are also used as powerful devices for influencing people's attitudes and behaviors quickly and lastingly. Besides, using signs, symbols, and images, which are occasionally preferred for coaxing, is another way of achieving this goal (Hogan, 1998; Huggard, et al., 2006; Kenechukwu, et al., 2013; Mills, 2000). In the present study, the techniques employed in the advertisements were identified and the most preferred techniques by the advertisers were selected as examples to be described.

2.3. Data and Procedure

For the purpose of data collection, English and Persian TV advertisements were recorded from English and Persian state-owned TV channels. The English channels from which the advertisements were recorded included HBO Family, HBO Comedy, CBS Action, CBS TV, NBC, BC1, the History Channel, Telethon, the Discovery Channel, the Food Channel, Animal Planet, HGTV and CTV. The Persian channels included IRIB1, IRIB2, IRIB3, IRIB4, IRIB5, Mostanad, Amoozesh, Khoozestan, Nasim, Varzesh, iFilm, Isfahan, Khorasan, Fars, Namayesh, Yazd, Busheher and Hamoon. The reason underlying the selection of these 26 channels was that they are all considered to be among the most viewed worldwide or in a specific country (Bell Media, 2015; Fars News Agency, 2015; TV Line, 2014).

The advertisements were, overall, 76 hours and consisted of various types and focused on different themes. Accordingly, to facilitate the analysis of the advertisements in both languages, the collected data were classified into the categories of services, foods, detergents and brands. The category of services consists of the advertisements which focus on public services, banks, insurances, lawyers and public places. The category of foods includes sandwiches (fast foods), restaurants, chocolate, cheese and other edibles in addition to animals' foods. Detergents include soap, shampoo, moisturizers, and diapers while brands consist of distinct fashion lines, stores, cars and cell phones. Finally, all the English and Persian advertisements were transcribed; however, the Persian transcription was accomplished via International Phonetic Alphabet symbols.

Within the time span allocated to data collection, a number of advertisements were repeated. After discarding the repeated ones in both Persian and English, 139 Persian and 123 English advertisements remained for further analysis. To make sure that the analysis complied with the research questions, a pilot study was conducted at the outset using 15% of the advertisements. Coding reliability, using Spearman's correlation coefficient, indicated the consistency of the analysis (0.929 and 0.930 for inter-coding; 0.929 and 0.893 for intra-coding in Persian and English, respectively). As the analysis bore some degree of uncertainty, we highlighted those concepts which were contentious and resolved the points of discrepancy through negotiation.

3. Findings

The data were carefully analyzed to discover the persuasive techniques and the representations of the subsystems of the appraisal model, via which the persuasive language is realized in Persian and English TV advertisements. For the purpose of comparing the two languages, two sets of English and Persian advertisements promoting similar products are presented from each category. The whole texts of the English and Persian advertisements are presented first, followed by the details regarding any differences or similarities in utilizing the persuasive techniques. Additionally, the realization of the persuasive techniques via the appraisal resources is illustrated in each example. Each word or sentence which is understood as an example of the appraisal resources is underlined and specified through the tags stated in brackets.

3.1. Detergents

In the first set of examples, description is employed as a persuasive technique; however, using a slogan assists the Persian advertisement in the process of persuasion as well:

- (1) Reveal a whiter [force] smile with the latest [force] collection from Crest [monogloss]. Clean [appreciation], white [appreciation] brilliant [appreciation] toothpaste and boost [appreciation] after brushing hard [appreciation] exclusive [appreciation] boost [appreciation] polishes your smile and whitens [appreciation] with 3 times [force] stain lifting [appreciation] ingredient [monogloss]. For a smile that dazzles [appreciation], only [focus] use Crest 3D white [monogloss]. (BC1)

- (2) /hæɹ [force] dændən ɹ [force] xæmi:r dændən pi:ʃgi:ri: [appreciation] æz pu:si:degi:je dændən væ tæʃki:le dʒerm kəheʃe [appreciation] eltehabate læse væ sefi:d kə:nændegi:je [appreciation] dændənha [monogloss] meri:dent sælmæti: ærʒeʃmænd [appreciation] æst [monogloss]. (iFilm)

(A toothpaste for every tooth. Preventing tooth decay and formation of tooth germ, decreasing the gum swelling and teeth bleaching. Merident, health is valuable.)

Both advertisements above describe the toothpaste through mentioning its protection and whitening power through exploiting various verbs and adjectives which are examples of appreciation within the system of attitude; however, the English advertisement underlines the brand using the gradable resources--force and focus--to double the influential role of the description while the Persian advertisement reports a slogan through a short expression by exploiting instances of graduation to signify that this toothpaste is the best choice because it is appropriate for each and every type of tooth:

- (3) /hæɹ [force] dændən ɹ [force] xæmi:r dændən/
 (ə [force] toothpaste for every [force] tooth)

As Goddard (1998) suggests, one of the keys to success in advertising is to grasp the viewers' attention by showing how much you care about them. The last sentence of the Persian advertisement intends to impress the audience by valuing their health which indicates how much the producers care about the viewers' wellbeing. This is simply expressed through the system of attitude and engagement, using a positive and evaluative adjective which is regarded as appreciation within a monoglossic expression:

- (4) /sælmæti: ærʒeʃmænd [appreciation] æst [monogloss]/

Consequently, the construed similarity between the two texts is the realization of the description through homogeneous appraising expressions. On the other hand, the difference is interpreted as relying on a single strategy by the English advertisement, while the Persian one is developed by utilizing two strategies, which are providing description and using a slogan. However, another difference refers to how both advertisements suggest the toothpaste. The English one admits that you have a beautiful and white smile, but you can reveal a whiter one using our toothpaste, while the Persian just relies on health issues and says that if you want to avoid tooth problems, you should purchase our toothpaste. As a result, the English advertisement makes the audience feel confident along with displaying the confidence that exists in the product.

The second set of examples deal with promoting toothbrushes via describing the product's capabilities, announcing details regarding the product's structure as well as presenting statistical evidence:

- (5) Introducing the new [appreciation] angle on clean [appreciation] [monogloss]. The oral B for 7000 has unique [appreciation] cross action [appreciation] resource and removes [appreciation] up to 33% more [force] plaque in hard-to-reach areas that some [force] appear unable [appreciation] [monogloss]. It gives you an amusing [appreciation] dentist clean [appreciation] feeling [monogloss]. (Foods)
- (6) /dændənhaʒe æqæbi: 2 bærabær [force] bi:ʃ [force] æz sʌjere dændənha dɔ:ʃfære pusi:degi: [appreciation] mi:ʃævænd [monogloss] tænhə [focus] mesvake si:gnal dərɑʒe [appreciation] jek gærdæne bɔ:lænd [appreciation] bə sɑxtare felezi:je [appreciation] dæxeli: [appreciation] æst [heterogloss] ke æz æbzare dændən pezeʃkan elhɑm gerefte [appreciation] tɑ behtær [force] be dændən haʒe æqæbi: dæstresi: dʌʃte bʌʃæd [heterogloss] mesvake si:gnal tærɑhi: ʃɔ:de bæraʒe dæstresi: be æxæri:n [force] dændən [monogloss]/ (IRIB3)

(Back teeth are more susceptible to tooth decay than the front ones. Only Signal toothbrushes are prepared with a long interior metal arm that is inspired by dental instruments to access the back teeth more easily. Signal toothbrushes are designed in a way to reach the very back teeth.)

Both of these advertisements are almost similar in terms of the systems of appraisal through which persuasion is communicated. They have introduced characteristics related to back teeth brushing, using instances of appreciation to present the superiority of the product. Also, the word hard-to-reach, in the English advertisement, is an equivalent to back teeth, in the Persian advertisement. However, the English advertisement only relies on the monoglossic expressions while the Persian text deploys heteroglossic expressions as well to demonstrate the potential of the tooth brush:

(7) /æz æbzare dændan pezeʃkan elham gerefte [appreciation] [monogloss] tʌ behtær [force] be dændan haje æqæbi: dæstresi: dʌʃte bɑʃæd [heterogloss]/

(Inspired [appreciation] by the dental instruments [monogloss] to [heterogloss] access the back teeth more [force] easily.)

Statistical evidence within an advertisement can strengthen its authoritative impact on the audience (O'Shaughnessy & O'Shaughnessy, 2004). A distinctive feature concerning the English advertisement is benefiting from the statistical evidence that is presented via the system of graduation, in contrast to the Persian advertisement, which has deployed resources of graduation as a means of improving the product's quality; however, the two advertisements appear to be similar in illustrating the products through mentioning the ability of the toothbrushes to access the hard-to-reach areas:

(8) Removes up to 33% more [force] plaque in hard-to-reach areas that some appear unable.

(9) /tʌ behtær [force] be dændan haje æqæbi: dæstresi: dʌʃte bɑʃæd/

(To access the back teeth more [force] easily.)

Furthermore, the Persian advertisement expresses persuasive language, exploiting instances which construe various subsystems of the appraisal model, while the English advertisement utilizes resources of the attitudinal system, specifically appreciation.

Moreover, in relation to the advertised product, the English advertisers' opinions are more firmly held comparing to the Persian ones. The English advertisement states that their toothbrush should be used because it has some unique characteristics that previous toothbrushes lacked, but the Persian advertisement declares that their toothpaste is only better than the previous ones, without highlighting new characteristics. As a result, the English advertisement seems to draw the audience's attention to the product more successfully than the Persian advertisement which has little new to present.

Generally, persuading the audience via description along with benefiting from the realizations of appreciation and force seem to be the major characteristics regarding the advertisements of the so-called category.

3.2 Foods

Of the advertising strategies, repetition and alliteration are believed to increase the probability of remembering a product (O'Shaughnessy & O'Shaughnessy, 2004). The first strategy is observed in the Persian advertisement through the repetition of the brand and the second strategy is employed in the English advertisement:

(10) We're not [heterogloss] the type to go around saying Simply is the best [force] lemonade ever [force], but [heterogloss] it's fine [appreciation] by us if others say it [monogloss]. Never [heterogloss] concentrated [appreciation], always [force] delicious [appreciation]! Fresh [appreciation] taste guaranteed [monogloss]. Simply lemonade, honestly [force] simple [appreciation]! (Discovery)

(11) /gɔ:lʃæn benuʃ [monogloss] gɔ:lʃæn nɔ:bær [appreciation] benuʃ [monogloss] gɔ:lʃæn tʌze [appreciation] benu:ʃ [monogloss] gɔ:lʃæn xɔ:næk [appreciation] benu:ʃ [monogloss] gɔ:lʃæn xɔ:frænge [appreciation] gɔ:lʃæn xɔ:ftæm [monogloss] benu:ʃ bɑ gɔ:lʃæn nɔ:bæreʃ: [appreciation] avɔ:rɪ:m [monogloss]/ (IRIB1)

(Drink Golshan, Golshan. Drink first fruit. Drink fresh, Golshan. Drink cool, Golshan. Perfect color, Golshan. Amazing-taste, Golshan. We have the best.)

There is a difference in how each advertisement introduces the product. The English advertisement states that the product is "always delicious" based on the feedback they have acquired and not their own. The Persian advertisement, on the other hand, introduces the product through describing it as "amazing-taste". Accordingly, the English advertisement benefits from the consumers' complements, something that the Persian advertisement lacks.

Negative structures or words are avoided in an advertisement to reduce the probability of any negative impression (Kannan & Tyagi, 2013). However, the English advertisement draws the audience's attention to the product by starting with a negative sentence which is considered as a heteroglossic expression. On the other hand, the Persian advertisement flows on a number of positive adjectives which are conveyed through short imperatives that relate to the systems of attitude and engagement – basically appreciation and monoglossia– to facilitate the recollection:

(12) We're not [heterogloss] the type to go around saying Simply is the best [force] lemonade ever [force].

(13) /nɔ:bær [appreciation] benu:ʃ [monogloss] ɡɔ:lʃæn tʌze [appreciation] benu:ʃ [monogloss] ɡɔ:lʃæn/
(Drink [monogloss] first fruit [appreciation]. Drink [monogloss] fresh [appreciation], Golshan.)

The ending of the English advertisement is emphasized by alliteration through stressing on consonants S and L, which is regarded as a stylistic literary device and is capable of exciting the audience toward listening more attentively (O'Shaughnessy, O'Shaughnessy, 2004). This is delineated via mentioning a positive adjective which sounds similar to the brand in addition to functioning as a means of accentuating the product's benefits, hence regarded as appreciation. Exploiting resources of graduation to strengthen the assertion has facilitated the strategy as well:

(14) Simply lemonade, honestly [force] simple [appreciation]!

Furthermore, the English advertisement utilizes the resources of graduation to enhance the degree of confidence and feature the brand, a characteristic that the Persian advertisement lacks, as shown in examples 15 and 16:

(15) always [force] delicious [appreciation]!

(16) /xɔ:ftæm [appreciation] benu:ʃ [monogloss]/

(Drink [monogloss] amazing-taste [appreciation].)

In addition to the strategies mentioned above, metaphorical language, simile and personification are among the advertising strategies which are exploited as persuasive techniques by the advertisers (O'Shaughnessy & O'Shaughnessy, 2004). Below are two examples of Persian and English cookie advertisements representing instances of the above-mentioned techniques:

(17) Crunchy biscuit meets Belgian Chocolate [monogloss]. New [appreciation] Deli Choc, the commotion of McVitie's. Sweet [appreciation]. (Animal Planet)

(18) /bi:skui:ti: næhɑn [appreciation] dær ʌbʃɑre [force] bæstæni: [monogloss] aqeʃte [force] be karamele
æbri:fæmi: [appreciation] dær læfæfeɪ: [force] æz ʃɔ:kɔ:lat bi:skɔ:mi:s mæhsu:li: dʒædi:d [appreciation] æz
bæstæni:je ru:z [monogloss]/ (IRIB2)

(A cookie hidden in a waterfall of ice-cream. Saturated with silky caramel. Slightly chocolate covered. Biscomis, a new product of Rooz ice-cream.)

The first statement of the English advertisement, as presented in example 19, expresses the persuasive language through personification, which is concisely and creatively delivered via a simple sentence. This is implemented parallel to the visual advertisement in which the two types of cookie meet each other. However, the metaphorical expressions of the Persian advertisement grasp the audience's attention by forcing them to ponder over what has been advertised. Furthermore, the metaphorical expression adds to the euphonic and poetic aspect of the advertisement and is a part of text writing style upon which the advertisement is built. It is also rooted in the culture of text writing. Both strategies are engaged using instances of appreciation. Nevertheless, one of the distinctive points construed is using clauses by the Persian advertisements and the preference for using sentences by the English advertisements, though both are realized through monoglossia:

(19) Crunchy biscuit meets Belgian Chocolate [monogloss].

(20) /bi:skui:ti: næhɑn [appreciation] dær ʌbʃɑre [force] bæstæni: [monogloss]/

(A cookie hidden [appreciation] in a waterfall [force] of ice-cream [monogloss].)

Metaphor and personification have added to the creativity of the advertisements; however, the English advertisement is easier to understand at first glance compared to the Persian advertisement, which has employed graduation resources that are incompatible with describing cookies:

(21) /dær ʌbʃɑre [force] bæstæni: dær læfæfeɪ: [force] æz ʃɔ:kɔ:lat:/

(in a waterfall [force] of ice-cream, slightly [force] chocolate covered)

Finally, in addition to the utilization of the figures of speech in both English and Persian, persuasive language is also expressed through attitudinal as well as engagement resources similarly in both advertisements. Another worth-mentioning similarity is the concise presentation of the product within short utterances that is preferred by the advertisers in both languages:

(22) New Deli Choc, the commotion of McVitie's sweet.

(23) /dær abʃare bæstæni: aqeʃte be karamele æbri:ʃæmi: dær læfafei: æz ʃɔ:kɔ:lat/

(in a waterfall of ice-cream. Saturated with silky caramel. Slightly chocolate covered.)

Principally, advertisements promoting foods seem to rely on those persuasive strategies which are literary and present them mainly via adopting monoglossic positions and instances of appreciation. The reason is that taking monoglossic positions allows the advertisers to introduce the products through raising facts related to them, rather than engaging the alternative voices through modals, justifications, comparisons or negative statements. Accordingly, any probability of remembering a similar product would be diminished and the exclusivity of the suggested product would be ameliorated.

3.3. Services

The language of advertising is built on positive expressions which provoke positive emotions toward the advertised brand. Expressing power and confidence in the advertisement is a solution to garner the audience's attention and win their trust. The following examples are presented to illustrate the point:

(24) Since 1961 Pearle Vision has provided the neighborhood with expert [appreciation] eye care [monogloss], that was Dr. Stanly Pearle's Vision [monogloss], and we still proudly [judgment] carry on his legacy [monogloss]. Today, doctors like Lisa Hamilton perform eye exams [monogloss] that can [heterogloss] help [appreciation] detect [appreciation] diabetes because [monogloss] we care for you and your eyes. This is genuine [appreciation] eye care in your neighborhood [monogloss]. This is Pearle Vision [monogloss]. (HGTV)

(25) /safi:je kæfe pa xare paʃne zæf væ pa dærd zæxme paje di:jabeti:k ʃekæstegi: væ dær ræftegi: hæmi:n emru:z [focus] be fekre dærmæne paje xɔ:d baʃi:d [monogloss] mærkæze dærmæne bi:mari:haje pʌ/ (IRIB5)

(Flat feet, Calcaneal Spur, foot ache, Diabetic Ulcer, strain or broken foot. Consider your foot problems now. The foot problems healing center.)

The English advertisement is detailed in case of the service expansion guaranteeing excellent medical experts, whereas the Persian advertisement simply focuses on the importance of people's well-being. As an introduction, the English advertisement focuses on the history of the clinic and frames the neighborhood. It gives a diachronical aspect to the presentation of the clinic as a value. A quick look at the lines of the English advertisement indicates many positive attitudinal expressions such as expert, proudly, genuine, legacy, help, and care. On the other hand, listing all types of pains and diseases by the Persian advertisement covers a broad range of audience for the aim of drawing their attention to what is being advertised. Another distinguishing feature of this advertisement is the use of engagement resources to justify the perfection of the clinic and convey their caring for their clients' well-being:

(26) Today, doctors like Lisa Hamilton perform eye exams [monogloss] that can [heterogloss] help [appreciation] detect [appreciation] diabetes because [heterogloss] we care for you and your eyes.

On the other hand, the Persian advertisement employs graduation resources to encourage the audience to approach the clinic; otherwise, it would be hazardous to their health:

(27) /hæmi:n emru:z [focus] be fekre dærmæne paje xɔ:d baʃi:d [monogloss]/

(Consider [monogloss] your foot problems now [focus].)

As a result, the main difference construed is the variation in the preferred points of view. The English advertisement conveys the message that their clinic should be visited because it is the best, while the Persian advertisement communicates the notion that because one's health may be in danger, they had better refer to their clinic. The perspectives taken in examples 26 and 27 for presenting the expertise are different as well. Example 26 states that the clinic works

with the doctors who can perform eye exams that others cannot while example 27 offers no evidence regarding the medical team.

Giving explanations and raising questions are regarded as persuasive techniques which are generally exploited in advertising (O’Shaughnessy & O’Shaughnessy, 2004). These explanations attract the audience by providing them with information that is unknown to them and they may find useful. The following examples intend to familiarize the audience with mobile applications:

(28) Buying a car [heterogloss]? Get the free [appreciation] Auto Trader app [monogloss]! You can [heterogloss] search for any [force] car, anytime [force], anywhere [force]! And with our comparison tool, you’ll be sure [affect] to get the best [force] deal [monogloss]. Anyone [force] can [heterogloss] buy and sell like a pro [appreciation] with AutoTrader.ca

(29)/emru:ze dɔ:nja dɔ:njaje ertebatate [appreciation] [monogloss] vɛ i:n hæqe ʃɔ:mast [heterogloss] ke be sɔdegi: [appreciation] bɑ tæmame [force] dɔ:nja ertebat bærqærar kɔ:ni:d [heterogloss] i:nke betu:ni:d [heterogloss] dær hæɾ [force] dʒai: bɑ hæɾ [force] fæksi: vɛ be hæɾ [force] zæbani: sɔ:hbæt kɔ:ni:d vɛ dær sæfærhaje tedʒaræti: [appreciation] zi:ʒaræti: [appreciation] vɛ si:jahæti: [appreciation] betu:ni:d [heterogloss] bɑ aramef [appreciation] ertebat bærqærar kɔ:ni:d mɔ:tærdʒeme sɔ:xængu:je [appreciation] vi:ra hæmrahe besjɑr [force] mɔ:næsebi: [appreciation] dær hæmeje [force] sæfærhaje ʃɔ:mast ʃɔ:ma mi:tu:ni:d [heterogloss] æz 1 mætn æks begi:ri:d .../

(Today’s world is the world of communications and you have the right to be able to communicate with people all over the world; anywhere, with anybody, using any language. In business, religious and tour travels, you would be able to have a chat calmly. The Vira speaking translator is a perfect companion to your travels. You can take a picture of a text...)

Comparing these two advertisements, the first point which comes to mind is the difference in their length. The Persian advertisement provides more details and explanations, whereas the English advertisement tends to be as brief as possible. Starting an advertisement with a question provokes a feeling of having some shared feelings or thoughts with the audience, or involving them and asking for their opinions, as in the English example (O’Shaughnessy & O’Shaughnessy, 2004).

The Persian advertisement, though, begins with a claim that wants to position the listener in a high place and evoke a feeling that the audience possesses special rights. Both of the advertisements employ resources of engagement to convey the meaning, while the Persian advertisement increases the degree of certainty through graduation resources as well:

(30)/emruze dɔ:nja dɔ:njaje ertebatate [appreciation] [monogloss] vɛ in hæqe ʃɔ:mast [heterogloss] ke be sɔdegi [appreciation] bɑ tæmame [force] dɔ:nja ertebat bærqærar kɔ:nid/

(Today’s world is the world of communications [appreciation] [monogloss] and you have the right to [heterogloss] to commune easily [appreciation] with all [force] over the world.)

The whole structure of the text in both advertisements (31 & 32) demonstrates similarities in terms of the word choice and the structure of the sentences. Both advertisements utilized words *can*, *anywhere* and *any car or language* within simple sentences:

(31) You can search for any car, anytime, anywhere! Anyone can buy and sell like a pro.

(32)/dær hæɾ dʒai: bɑ hæɾ fæksi: vɛ be hæɾ zæbani: sɔ:hbæt kɔ:ni:d ʃɔ:ma mi:tu:ni:d [heterogloss] æz 1 mætn æks begi:ri:d/

(Communicate with people all over the world; anywhere, with anybody, using any language. You can take a picture of a text.)

Moreover, the appraisal resources, via which the meaning is communicated, appear to be highly similar. Two examples are presented below to clarify the point:

(33) You can [heterogloss] search for any [force] car, anytime [force], anywhere [force]!

(34)/fɔ:ma mitunid [heterogloss] æz 1 mætn æks begirid væ be zæbune delxahetun [affect] tærdʒɔ:me kɔ:nid [monogloss] væ pæjamæk ha væ imejletun rɔ: be hær [force] zæbani ke du:st dari:d [affect] tærdʒɔ:me væ ersal kɔ:ni:d [monogloss]/

(You can [heterogloss] take a picture of a text and translate it [monogloss] to any [force] language you wish [appreciation] and translate your text messages and emails to any [force] language you wish [affect] and send [monogloss].)

Furthermore, these extracts are communicating almost similar points via describing the distinguishing characteristics of the applications within which the system of attitude is similarly engaged:

(35) And with our comparison [appreciation] tool, you'll be sure [affect] to get the best [force] deal [monogloss].

(36)/mɔ:tærdʒeme sɔ:xængu:je [appreciation] vi:ra mɔ:sælæt [appreciation] be 19 zæbane zendeje dɔ:nja væ 50000 dzomleje pi:færze [appreciation] engeli:si: be farsi: væ belæks [monogloss]/

(The Vira speaking [appreciation] translator is capable [appreciation] of speaking in 19 languages and is equipped with 50 thousand pregenerated [appreciation] sentences from English to Persian and vice versa [monogloss].)

In general, those strategies which are exploited in relation to offering services deal with explaining the characteristics of the product and how it works through positive expressions with the aim of emphasizing the excellence of the product. Also, taking monoglossic as well as heteroglossic positions is a major characteristic of the advertisements of this category which reveals that such products are presented through highlighting their characteristics as well as providing facts about them.

3.4 Brands

The last category to be discussed is brands and the first set of examples introduces cars. As using slogans is regarded as a persuasive technique, the following advertisements aim to influence the audience through slogans (Goddard, 1998):

(37) Canadians have chosen [heterogloss] to make Nissan the fastest [force] growing [appreciation] automotive brand. The highest [force] ranked compact [appreciation] car in initial [appreciation] quality [monogloss]! JD power has recognized [heterogloss] the Sentra with its highest [force] initial [force] quality award in the U.S., and it's been chosen [heterogloss] by the IIHS as the top [appreciation] safety pick [appreciation]. For 5 days only [focus] ...! (CTV)

(38)/fɔ:ru:fe vi:zeje [appreciation] mæhsu:late saipa be mɔ:nasebæte erde sæi:de fetr [monogloss] tæshi:late estesnai: [appreciation] bedu:ne [focus] zamen væ karmɔ:zd [monogloss] su:de mɔ:farekæte bɑ:lɑ [appreciation] ba tæxfi:fe vi:ze [appreciation] [monogloss] mæhsu:late mɔ:tenæve [appreciation] ba færajete fɔ:ru:fe mɔ:tefavet [appreciation] [monogloss] tæhvi:le fɔ:ri: [appreciation] be hæmrahe bi:me bædæne [monogloss] servi:se ædvari: be hæmrahe emdade pɔ:fti:bane raijgʌn [appreciation] bæraje kæsbe etelaa:te bi:ftær be næmajændegi: hʌje mɔ:dʒaze gɔ:ru:he xɔ:drosazi:je saipa mɔ:radʒe kɔ:ni:d [monogloss] saipa dær ændi:fei: mɔ:tefavet [appreciation] [monogloss]/ (Mostanad)

(Saipa's extraordinary Fetr Eve sale. Special offers without the need for warrantor and wage. High profit sharing with special discount. Different products with different sale offers. Quick delivery, Vehicle insurance. Regular car service and free roadside assistance. For more information call the selling agencies of Saipa car manufacturer. Saipa thinks differently.)

Positive adjectives like *growing*, *special*, *exclusive* and *different* are exploited in both of the examples as means of attraction to induce a sense of excellence in the viewers' minds. Utilizing such positive adjectives implies that both of the advertisements involve appreciation:

(39) Canadians have chosen to make Nissan the fastest growing [appreciation] automotive brand.

(40)/tæshi:late estesnai: [appreciation] tæxfi:fe vi:ze [appreciation] mæhsu:late mɔ:tenæve [appreciation] ba færajete fɔ:ru:fe mɔ:tefavet [appreciation]/

(Special [appreciation] offers, special [appreciation] discount. Different [appreciation] products with various [appreciation] sale offers.)

Another distinguishing feature about the first advertisement is how the advertisers proclaim the brand's superiority in the light of the consumers' opinion, which is an instance of heteroglossia. They creatively involve the audience's opinion in the beginning of the advertisement and announce that they are superior, because people have credited their brand:

(41) Canadians have chosen [heterogloss] ...

The English advertisement reveals an extent of creativity by employing emotional language to deliver the brand's slogan, which entails the presence of affect as an attitudinal resource through the text. However, the Persian advertisement expresses a slogan using an adjective, which is realized as appreciation:

(42) Nissan, innovation that excites [affect]!

(43) /saipa dær ændi:fei: mɔ:tɛfavet [appreciation]/

(Saipa thinks differently [appreciation].)

In order to communicate the superiority of the brand and enhance the value of the opportunity offered, the English advertisement utilizes graduation and engagement resources which result in heteroglossic expressions accompanied by force and focus, whereas the Persian utterances are realized through monoglossia and appreciation along with force and focus:

(44) JD power has recognized [heterogloss] the Sentra with its highest [force] initial [force] quality award in the U.S.

(45) /tæʃi:late estɛsnɑi: [appreciation] bɛdu:nɛ [focus] zamen væ kɑrmɔ:zd [monogloss] su:de mɔ:fɑrekæte bɑlɑ [appreciation] bɑ tæxfi:fe vi:zɛ [appreciation] [monogloss]/

(Special [appreciation] offers without [focus] the need for warrantor and wage [monogloss]. High [force] profit sharing with special [appreciation] discount.)

Another distinguishing point to consider is how each advertisement declares the time span for offering a special discount. The English advertisement draws people's attention to the deadline using the word only, which is an example of focus within the graduation system. This excites a feeling of expedience in the mind of the audience in order not to lose the opportunity while the Persian advertisement simply announces the discount time span:

(46) For 5 days only [focus] from July 14th to July 18th

(47) /fɔ:ru:ʃɛ vi:zɛje mæhsu:late saipa bɛ mɔ:nasɛbæte erde sæi:de fetr/

(Saipa's extraordinary Fetr Eve sale.)

Within the wide range of persuasive advertising techniques, exaggeration and celebrity endorsements are observed in the following advertisements. The last set of examples present different products; the English advertisement suggests a battery and the Persian advertisement promotes a baby safety lock.

(48) When Kevin Jorgeson needs light [monogloss], he trusts [affect] only [focus] Duracell Quantum [monogloss], because [monogloss] it lasts [appreciation] longer [force] in 99% [force] of devices. Duracell Quantum, trusted [appreciation] everywhere [force] [monogloss]. (CBC Action)

(49) /bɑz kærdæne dærbe kɔ:mɔ:d ja kabi:net tævæsɔ:te ku:dækane kɔ:ndʒkav hæmi:ʃɛ [force] jek dærdɛsære bɔ:zɔ:rg [appreciation] bu:de [monogloss] æmɑ [heterogloss] di:ge negæran næbɑfi:d [heterogloss] bɑ mɔ:hafɛze pu:ja mi:tu:ni:d [heterogloss] dærbe ænvæe kɔ:mɔ:d kabi:net jæxtʃɑl mi:ze telvi:zi:ju:n væ dærpʊ:ʃɛ tu:vɑlet rɔ: æz dæstræse ku:dækɑn xærdʒ kɔ:ni:d mɔ:hafɛze pu:ja bɑ kɑrbɔ:rɔ:di: fɔ:qɔ:lɑde [force] mɔ:tenæve [appreciation] væ næsbe særi: [appreciation] væ ɑsqɑn [appreciation] bɑ sɛfɑrɛʃɛ hær 4 bæste mɔ:hafɛze pu:ja 1 ædæd mɔ:hafɛze dærbe pu:ja hædjɛ begi:ri:d [monogloss]/ (Nasim)

(Opening the cabinet and dresser doors by curious children has always been a huge problem. But don't be worried anymore! Pooya baby safety lock stops opening of the door of cabinets, refrigerator, TV desk and toilet lid by children. Pooya baby safety lock with peculiar function, high variety, quick and easy installation. Order 4 and get 5.)

Celebrity endorsement, in the English advertisement, is employed via mentioning Kevin Jorgeson, who is a famous American rock climber. This delivers the idea that if you really wish to use a flawless product, then you may follow what Kevin Jorgeson prefers to use. These messages are announced through monoglossic expressions along with appreciation and focus to add to the superiority of the brand. A justification is similarly offered to validate the superiority of the product which is considered to be an instance of heteroglossic proposition:

(50) When Kevin Jorgeson needs light, he trusts [affect] only [focus] Doracell Quantum [monogloss], because [heterogloss] it lasts longer [force] in 99% [force] of devices.

The Persian advertisement, however, relies on exaggeration by depicting a conundrum and explaining how serious it is. Following this, the product is introduced, mentioning how life could be easier with the baby safety lock. This is implied via force, appreciation and heteroglossia:

(51) /bɑz kærdæne dærbe kɑ:mɑ:d ja kabi:net tævæsɑ:te ku:dækane kɑ:ndʒkɑv hæmi:f [force] jek dærdesære bɑ:zɑ:rg [appreciation] bu:de [monogloss] æmɑ [heterogloss] di:ge negæran næbɑʃi:d [heterogloss]/

(Opening the cabinet and dresser doors by curious children has always [force] been a huge [appreciation] problem [monogloss]. But [heterogloss] don't [heterogloss] be worried anymore!)

Encouraging the viewers to choose the advertised product via involving them in lotteries is a persuasive technique which is highly exploited in Persian advertisements. However, it is observed differently in the last sentence of the second advertisement which aims to excite the audience toward purchasing the product, so that they will both benefit and save money:

(52) /bɑ səfærfɛ hæɾ 4 bæste mɑ:hæfeze pu:ja 1 ædæd mɑ:hæfeze dærbe pu:ja hædje begi:ri:d [monogloss]/

(Order 4 and get 5 [monogloss].)

The English advertisement is as precise as possible, while the Persian text attempts to be as clear as possible by explaining how and where the product is used. The essential messages in both of the texts are illustrated by means of the engagement resources, though the first advertisement prefers monoglossic and the second advertisement adopts heteroglossic propositions.

On the whole, in relation to brands, the advertisers attempt to influence the audience through slogans and adjectives. Nevertheless, introducing a brand by considering the people's opinion can be influential as well. Such strategies seem to be largely realized through monoglossia and instances of appreciation.

4. Discussion

This study was set out with the aim of addressing the persuasive techniques as well as the similarities and dissimilarities between English and Persian advertisements in using those techniques. The results of the study indicated that English and Persian advertisements seem to greatly benefit from adjectives. Looking from the appraisal perspective, adjectives belong to the system of attitude and may fall into the category of appreciation or judgment (Martin & White, 2005). Considering the fact that the subjects of the advertisements are mostly products and objects, these adjectives are widely considered as appreciation.

A strong relationship between utilizing positive statements and persuading the audience has been reported in the literature stressing the use of positive statements rather than negative statements as an influential persuasive technique (Kannan & Tyagi, 2013); however, the English advertisements employ negative statements in a few cases, as in example 10, to illustrate a unique product holding no negative features. The results of this study indicate that emotional language, which submits examples of affect, appears to be of less interest to the advertisement producers. Nevertheless, affective expressions are utilized in the slogans accompanying the English advertisements, as shown in example 42, while they appear in the regular descriptions of the products in the Persian advertisements, as specified in example 34. Raising questions in the beginning of an advertisement is a method for engaging the viewers to watch the whole advertisement to the end or to develop their perspective in a way which is in line with the aim of the advertisement (O'Shaughnessy & O'Shaughnessy, 2004); however, the current study found that this method was inadequately observed in both English and Persian advertising texts. Within the appraisal model, rhetorical questions are recognized as instances of heterogloss in the system of engagement (Martin & White, 2005, p 98), and the little treatment of the questions in the advertising texts is proof for the little application of heteroglossic expressions throughout the advertisements. Another important finding

was that although heteroglossic instances are relatively utilized throughout the advertisements, they are exploited in English advertisements more than in the Persian.

The most interesting finding was that providing descriptions and explanations concerning the advertised product was predominantly observed in the texts as a method of persuasion and presentation within which instances of engagement were recognized (see examples 1, 2, 28 and 29). Also, despite the little observance of the heteroglossic utterances, there seems to be a great willingness toward exploiting monoglossic expressions by employing imperatives or raising facts rather than engaging the alternative voices within both discourses. In many cases, there was also a justification following the imperative which resulted in the existence of heteroglossic propositions as well.

Surprisingly, no differences were found in English and Persian with regard to the two sub-categories of the graduation system as they were occasionally encountered within the advertisement texts of both English and Persian to position the product superlatively and express the power and confidence existing in it (see examples 8, 9, 14, 21, 28, 29, 44 and 45).

One unanticipated finding was that Persian advertisers rely less on creativity, presenting short simple sentences through repeated persuasive techniques without adding enough spice to the text, or using figures of speech, i.e. designing the advertisement via simple, ordinary sentences and phrases that are encountered in daily conversations, (see example 11), while there were instances of figurative speech and humorous language spotted in the English advertisements which presented them as being more creative in language (see example 10). The findings of the current study are consistent with those of Jalilifar and Yazdani (2015) who found that the Persian spam letters tend to be lengthier than the English ones and rely on repetition as a rhetorical figure for presenting the product.

One possible explanation for these differences can be made by reference to certain requirements or patterns which are selected by the advertisement producers to draw the audience's attention, and this emanates from their awareness of the context of situation concerning the persuasive techniques that appear to be more successful in encouraging the audience to apply for the advertised product. However, with a small sample size, caution must be applied, as the findings might not be transferable to all types of advertisements and all types of media.

Principally, with regard to the Persian advertisements, repetition and explanation were among the most frequent strategies, regardless of the advertised product and the advertisement theme, and were presented through appreciation, monoglossic expressions and force. The English advertising discourse, however, indicated willingness toward employing a variety of strategies which were realized via resources of attitude, engagement and graduation and were perceived to be common. It is therefore likely that such connections exist between the choice of the persuasive strategies and the frequency of the appraisal resources via which the products are introduced. Thus, the present findings seem to contribute to the future research with an eye toward the advertising discourse. Additionally, the findings appear to be beneficial to the novice advertisers who need to become familiar with the advertising discourse of Persian or English and the structure of the advertisements within these two languages to be able to develop successful persuasive advertisements. Also, the expert advertisers become informed of the differences regarding the persuasive strategies utilized in English and Persian which results in raising novel ideas for developing productive advertisements.

5. Conclusion

Given that advertising in Iran is regulated by Islamic values, Persian advertisers should observe such limitations as not displaying women's physical attributes to advertise a product. Thus, they have to keep certain things in mind when designing advertisements that the English advertisers are not concerned with, hence facing invariable persuasive strategies, as repetition and explanation, dominating Persian advertising which results in producing less varied advertisements. The analyses also unveiled that Persian advertisers rely on lengthier advertisements but shorter sentences while the reverse is favored by English advertisers (see examples 37, 38, 48, 49, 28 and 29). As the analysis disclosed, Persian advertisements are projected through those strategies which require less complexity and creativity and are realized via instances of appreciation, monoglossic positions along with resources of force. On the other hand, disentangled from the limitations which are imposed on Persian advertising discourse, English advertising discourse does not undertake any specific pattern which results in generating a varied range of advertisements.

On the whole, cultural variations influence various aspects and layers of societies, such as language and images. This is also supported by a similar study that compared English and Persian advertisements focusing on multimodality

(Jalilifar & Yazdani, 2015). In fact, advertising triggers the audience's persuasion and to be successful, it has to take heed of the cultural values as well as the audience's expectations (Kalliny & Gentry, 2007). Subsequently, the similarities and differences which exist across different discourses can be justified through reference to the cultural variations and the characteristics of the communities. Notwithstanding, there is always room for advancement and reformation of the weaknesses through comparisons.

The findings of this study can benefit those majoring in business English, advertising, as well as those individuals who are interested in business and advertising. They may also facilitate the potential studies within the advertising discourse. Further research can survey the commonness of the present findings in other types of media. Moreover, the findings of this research may be applied to further comparative studies of promotional discourses. Additionally, comparing the advertising discourses of English and Persian in terms of the cultural values can lead us toward meaningful variations.

Despite the perceived advantages, the advertisements were only recorded from a single medium, from the most-watched English and Persian global and national TV channels and were recorded for a period of one month which resulted in obtaining a restricted corpus and a less generalizable conclusion. Additionally, the visual modes and the appearance of the advertisements, which were investigated in previous multimodal studies, were not explored in the present study. Consequently, similar studies need to be conducted tracing the present findings in order to arrive at a generalizable conclusion.

Conflict of Interest

The authors have no conflicts of interest to declare.

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Appendix

	monophthongs				diphthongs			
	i:	ɪ	ʊ	u:	ɪə	eɪ		
VOWELS	sheep	ship	good	shoot	here	wait		
	e	ə	ɜ:	ɔ:	ʊə	ɔɪ	əʊ	
	bed	teacher	bird	door	tourist	boy	show	
	æ	ʌ	ɑ:	ɒ	eə	aɪ	aʊ	
	cat	up	far	on	hair	my	cow	
CONSONANTS	p	b	t	d	tʃ	dʒ	k	g
	pea	boat	tea	dog	cheese	June	car	go
	f	v	θ	ð	s	z	ʃ	ʒ
	fly	video	think	this	see	zoo	shall	television
	m	n	ŋ	h	l	r	w	j
	man	now	sing	hat	love	red	wet	yes

Phonemic Chart
voiced
unvoiced

The International Phonetic Alphabet (Gebhardt, 2010)



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