Advertisement Techniques: A Comparative Study of Iranian and English Language Institutes Advertisements

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This paper reports on a qualitative study designed to investigate the discoursal differences among advertisement techniques by Iranian and English language institutes; in fact, the study is an attempt to scrutinize similarities and differences between English and Persian advertisements. To do so, five Persian advertisements about English language institutes were selected and were compared with their English counterparts. Using DA, the researchers have actually tried to analyze the variability of the advertising techniques used by such institutes. The syntactic and pictorial, as well as all semantic features have been taken into account. It was concluded that in both, encouraging words, which are highly frequent, are used. However, it was found that there are some discoursal differences which are primarily related to the life style as well as social and cultural background of the target country. Some culture-bound features have been observed in each case which are absent in the other way round. The results of the study may prove helpful for those in the business whose job is to attract people’s attention to special products or services.