

A Descriptive Study of the Rhetoric in Persian Expository Writings: Cohesion and Audience Awareness¹

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Abstract

The contrastive study of the rhetorical organization of the paragraphs is a rather new trend in the field of writing research. The turning point of such a trend goes back to Kaplan (1966). Within the framework of the contrastive rhetoric, the present research focused on the study of the existence of cross-cultural differences in rhetorical terms between the expository essays written by Persian EFL writers and the English preferred style. Two rhetorical features were examined including: cohesion and audience awareness. Through a descriptive study of the expository essays written by one hundred and ten students from six universities in Iran, it was found that the transitions are not explicitly

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expressed in the essays written by the Persian writers. It was also found that in these essays, the preferred style is the reader-responsible style. Both these findings imply a cross-cultural impact of the Persian language on the essays written in English as a foreign language.

Keywords: *culture, essay, paragraph, contrastive rhetoric, cohesion, reader-responsible, writer responsible*