The Discourse Strategies of Advertising in Persian Magazines and Newspapers[1]

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Abstract

Advertising is a kind of discourse in which advertisers try to persuade the addressees by using discourse strategies. This article studied the discourse strategies in advertisements of Persian Magazines and Newspapers based on Woods' model (2006) which includes the main patterns as sound patterns, word choice, sentence structure, and manipulating meaning, each having some strategies. These strategies were studied in Persian newspapers and magazines to see which ones were used and what was the frequency of each one. To this end, advertisements of the magazines "Mofaghiyat, Khanevadeh, Khanevadeyesabz, and Ruzhayezendegi", and the newspapers JameJam, Hamshahri, Keihan and Ettelaat (10 from each, in general 40 magazines and 40 newspaper) in 2010 and 2011

were randomly selected and analyzed by descriptive- analytic method. The findings showed that some strategies were not used in Iranian written advertisements, for e.g. sound patterns and personification. Also the frequency of applying different discourse strategies in advertisements was not equal; personalization and superlative adjective equally have the highest frequency, rhythm has the lowest frequency, and the rest have different frequencies between these two ends.

Key words: advertising, discourse, persuading addressee, discourse strategies, Woods' patterns.