

**RHETORICAL MOVES AND
PERSUASIVE LANGUAGE IN ENGLISH
AND ARABIC ONLINE SKIN CARE
PRODUCTS ADVERTISEMENTS**

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UNIVERSITY OF MALAYA

KUALA LUMPUR

2018

**RHETORICAL MOVES AND PERSUASIVE LANGUAGE
IN ENGLISH AND ARABIC ONLINE SKIN CARE PRODUCTS
ADVERTISEMENTS**

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**DISSERTATION SUBMITTED IN PARTIAL FULFILMENT OF
THE REQUIREMENTS FOR THE DEGREE OF MASTER OF
LINGUISTICS**

**FACULTY OF LANGUAGES AND LINGUISTICS
UNIVERSITY OF MALAYA
KUALA LUMPUR**

2018

UNIVERSITY OF MALAYA
ORIGINAL LITERARY WORK DECLARATION

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Matric No: TGC 140033

Name of Degree: Master of Linguistics

Title of Project Paper/Research Report/Dissertation/Thesis (“Rhetorical Moves and Persuasive Language in English and Arabic Online Skin Care Products Advertisements”)

Field of Study: Discourse Analysis

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RHETORICAL MOVES AND PERSUASIVE LANGUAGE IN ENGLISH AND ARABIC ONLINE SKIN CARE PRODUCTS ADVERTISEMENTS

ABSTRACT

Advertising communication is defined as “a social activity which functions in our culture in order to facilitate the selling of products and/or services” (Fuertes-Olivera et al.2001, p. 1294). Adopting genre analysis in this study aids in identifying the social functions of persuasion in online advertisements of skin care products; since they tend to follow particular conventions that make them distinguishable or predictable. These conventions share a general structure, whereby all of the texts comprise the same rhetorical elements with similar linguistic features to achieve the intended communicative purpose, which is persuasion. This research aims to determine the rhetorical moves and persuasive linguistic features in both English and Arabic online advertisements, with the theme of skin care products. For this purpose, a corpus of 200 online advertisements was compiled (100 texts for each language). The collected data were analyzed in two phases; the rhetorical moves and persuasive linguistic features. In the first phase, rhetorical moves were analysed based on the adapted frameworks by Bhatia (2004), Kathaplia (1992) and Labrador et al. (2014). For the second phase, this study based on similar persuasive linguistic features from related studies (Ahanger & Dastuj, 2016; Bhatia, 1993; Cook, 2001; Cuddon, 2013; Delin, 2000; Fairclough, 1992; Fuertes-Oliver et al., 2001; Hermeren, 1999; Janoschka, 2004; Kubicova, 2013; Laborador et al., 2004; Lapsanska, 2006; Leech 1966; Linghong, 2006; Pilatova, 2015; Romanenko, 2014; Rush, 1998; Tanaka, 1994). The findings revealed that English online advertisements for skin care products consist of three prominent moves: ‘identifying product and purpose’, ‘describing the product’ and ‘urging action’. Meanwhile, Arabic online advertisements for skin care products consist of three prominent moves: ‘identifying product and purpose’, ‘describing the product’

and 'justifying the product. They also demonstrated the use of various persuasive linguistic features in the selected persuasive sub-step 'evaluating the product positively', as well as the persuasive moves 'justifying the product', 'testimonials', and 'establishing credentials'. These persuasive linguistic features are syntactic (i.e. personal pronouns, rhetorical questions, multiple modification, non-finite clauses and adjectives, semantic (personification, metaphor, simile and hyperbole) and discoursal (emphatic enumerative).

Keywords: English and Arabic online advertisements, rhetorical moves, persuasive linguistic features

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**GERAKAN 'MOVES' RETORIK DAN BAHASA PUJUKAN DI IKLAN
PRODUK PENJAGAAN KULIT DALAM TALIAN DALAM BAHASA
INGGERIS DAN BAHASA ARAB**

ABSTRAK

Komunikasi pengiklanan didefinisikan sebagai “aktiviti social yang berfungsi untuk membantu penjualan produk dan/atau perkhidmatan dalam budaya kita” (Fuertes-Olivera et al.2001, ms. 1294). Penggunaan analisis genre dalam kajian ini membantu dalam mengenalpasti fungsi-fungsi sosial bagi pemujukan dalam iklan atas talian bagi produk-produk penjagaan kulit, memandangkan ia cenderung untuk konvensional-konvensional tertentu untuk menjadikan produk-produk mereka boleh dijangka dan istimewa. Konvensional-konvensional ini berkongsi struktur am, yang mana semua teks mengandungi elemen-elemen retorik yang sama dan ciri-ciri linguistik yang sama untuk mencapai tujuan komunikasi yang mahu dicapai, iaitu pemujukan. Kajian ini bertujuan untuk menentukan langkah-langkah retorik dan ciri-ciri pemujukan linguistik dalam iklan atas talian Inggeris dan Arab, bertemakan produk-produk penjagaan kulit. Bagi tujuan ini, satu korpus yang mengandungi 200 iklan atas talian telah dikumpulkan (100 teks bagi setiap bahasa). Data yang telah dikumpulkan telah dianalisis dalam 2 fasa; langkah-langkah retorik dan ciri-ciri pemujukan linguistik. Dalam fasa pertama, langkah-langkah retorik telah dianalisis berdasarkan rangkakerja yang telah diadaptasi oleh Bhatia (2004), Kathaplia (1992) dan Labrador et al. (2014). Namun, ketiadaan rangkakerja untuk fasa kedua telah menyebabkan penggunaan senarai alternative dengan ciri-ciri pemujukan linguistic yang sama dengan kajian-kajian sebelumnya (Ahanger & Dastuj, 2016; Bhatia, 1993; Cook, 2001; Cuddon, 2013; Delin, 2000; Fairclough, 1992; Fuertes-Oliver et al., 2001; Hermeren, 1999; Janoschka, 2004; Kubicova, 2013; Laborador et al., 2004; Lapsanska, 2006; Leech 1966; Linghong, 2006; Pilatova, 2015; Romanenko, 2014; Rush, 1998; Tanaka, 1994). Dapatan-dapatan kajian menunjukkan bahawa iklan-iklan atas talian Inggeris untuk

produk-produk penjagaan kulit mengandungi tiga langkah-langkah yang jelas: ‘pengenalpastian produk dan tujuan’, ‘penerangan produk’ dan ‘tindakan desakan’. Dalam masa yang sama, iklan-iklan Arab atas talian mengandungi tiga langkah-langkah yang jelas: ‘pengenalpastian produk dan tujuan’, ‘penerangan produk’ dan ‘menjustifikasi produk’. Mereka juga menunjukkan penggunaan pelbagai ciri-ciri pemujukan linguistic dalam beberapa langkah kecil pemujukan ‘penilaian produk secara positif’, dan juga langkah-langkah pemujukan ‘menjustifikasi produk’, ‘testimoni-testimoni’ dan ‘penubuhan kelayakan’. Ciri-ciri pemujukan linguistic ini adalah sintaktik (i.e. kata ganti diri peribadi, soalan-soalan retorik, modifikasi pelbagai, klausa-klausa tidak terbatas dan adjektif, semantic (personifikasi, metaphor, simile dan hiperbola)) dan kecewa (penghitungan tegas).

Kata-kata kunci: iklan-iklan atas talian Inggeris dan Arab, langkah-langkah retorik, ciri-ciri pemujukan linguistic.

ACKNOWLEDGEMENTS

I have come at the end of a long journey and there are many people to whom thanks are due.

Foremost, I am grateful to Allah who have given me the strength in completing this work. He is always the source of inspiration, wisdom and knowledge throughout my life.

A very special gratitude goes out to my supervisor, Dr Mohsen Khedri, who guided me with wisdom and patience through the challenges of thesis writing. He was able to see through my often foggy ideas and made clear the valuable core issues that kept me going. The door of his office was always open whenever I had a question about my research or writing. My appointments with him had been a continuous source of fresh ideas and renewed energy. His trust and moral support has given me the strength to carry on even when I doubted myself. Thanks also to Dr Siti Zaidah Binti Zainuddin, my co-supervisor, for her help and her valuable comments. This thesis has benefited much from her advice.

In my three years in Malaysia, I have also had the chance to cultivate deep friendships and to build new ones. A huge thank goes therefore to all my friends, whom I have met here in Malaysia. Thank you for your friendship, love, hugs and laughs. Thank you for the motivating and inspiring conversations. Thank you for all the support and encouragement you have given me. I am truly lucky to count you as amongst my friends. You believe in me even when I don't believe in myself. For that I am eternally grateful.

A special mention goes to Ergaya, my friend who is always by my side in my three years in Malaysia. She played many important roles along the journey, as we mutually engaged in making sense of the various challenges we faced and in providing encouragement to each other at those times when it seemed impossible to continue. I will never

forget the stimulating discussions, the sleepless nights when we were working together to meet deadlines, and all the fun we have had in these three years.

My sincerest thanks to my best and lifelong friend Shareefa for the continued friendship since 2011. Thanks for being by my side all these years, through all the good times and the bad. “Truly, great friends are hard to find, difficult to leave, and impossible to forget.”

But the support I have leaned on, quite possibly the most, is the kind that all graduate students would most certainly boast of, and that comes from my family who never stopped believing in me. Thanks Mom and Dad for providing me with unfailing support and continuous encouragement throughout my years of study. This accomplishment would not have been possible without you. Thanks also to my sisters, for your important and unending source of support and love. You are my best and dearest friends. Thanks to my nieces and nephews for making me laugh and bringing sunshine into my life. Your support and encouragement is worth more than I can express on paper.

Thank you all for your unending encouragement!

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CHAPTER 1: INTRODUCTION

1.1 Background to the Study

Writing online advertisements requires knowledge about the typical rhetorical moves on the type of text, as well as on the linguistic features that intend to persuade the customers to purchase a particular product. An appropriate selection of linguistic features to fulfill the intended communicative purpose, which is persuasion, is vital for influencing customers' decision-making, thus encouraging them to purchase a specific product. This study investigates the rhetorical moves that were implemented in those mentioned advertisements. The study also focuses on the persuasive languages used in both English and Arabic online advertisements for skin care products, as they may comprise among the most creative uses of persuasive linguistic features.

By adopting genre analysis as an approach to textual analysis, the display of persuasion for social purposes could be potentially achieved through a series of interactions using various discourse and linguistic choices. This approach was found to be useful in numerous studies in the related literature (e.g. Cheung, 2008, 2010; Labrador, 2014; Mustafa et al., 2012). The following sections cover two main parts, namely, advertisement as a promotional genre, and persuasion. The problem statement, research objectives, questions, significance and limitations are introduced hereafter.

It has become increasingly important to investigate cross-linguistic persuasive messages are conveyed through media, as they support comprehension among various cultures (Cheung, 2008). Persuasive messages are significant mediums through which companies convey information about their brands. Such messages make impetus impacts in boosting sales volume, persuading customers to purchase, enhancing cross-cultural exchange, and contributing to modern civilization. Consequently, investigations of these messages in terms of their persuasive linguistic features merit further attention.

1.2 Advertisement as a promotional genre

The promotional genres presented by Bhatia (2004) include advertisements, sales promotion, book blurbs, and a number of (semi)occluded genres such as reference letters, fundraising letters, grant proposals, job applications, job advertisements, company brochures and book reviews. The most traditional form of promotional activity is advertising. Its main purpose is to inform and promote products, services and ideas in order to sell them. The goods offered are described as good, positive, favourable etc.

As a promotional genre, advertising refers to “drawing attention to something” (Dyer, 2009, p.17). It is a social activity in a culture which functions as an information distributor with a view to promote sales of marketable goods and services (Fuentes-Olivera et al., 2001; White, 2000). However, Cook (2001) rejected such definitions which were confined to persuading customers to buy products, for two main reasons. Firstly, he claims that advertising cannot be restricted solely to persuading, but should also be utilized to warn, amuse and inform. Secondly, there are examples of other genres such as poems and songs which can function as ads if they are used in a specific manner. Hence, based on the above definitions, advertising generally carries various different functions, including, but not limited to, spreading information, persuading people to purchase products, contributing valuable input to society, changing others people’s behaviors, and warning. However, informing and persuading are considered the most vital functions of any advertisement.

Advertising is inevitably part of our modern developed society, in which outstanding features are seen as competitive fight. It is seen and heard everywhere around us, whether on television or the radio, in newspapers, in magazines, in public transports, on billboards along the streets, or anywhere sponsor(s) are willing to pay to portray or convey their messages. It is an effective teaching source for the intended audience, for instance, on

“how to be men and women; how to dress, look and consume; how to react to members of different social groups; how to be popular and successful and avoid failure; and how to conform to the dominant system of norms, values, practices and institutions” (Kellner, 1995, p. 5). Advertising is not only an ‘ideal tool’ to reach out to people economically, but is also a tool to achieve and assert contact with people socially, politically and culturally.

The process of advertising depends on various relationships among the sender (advertiser), the content (message transmitted about the product), the medium to interpret the message (language and image), the receiver (customer) who decodes and interprets the sending of messages, and the channel (e.g. TV, radio, magazine, newspaper, etc.). However, to the advertisement’s receiver, it is the content of the message that is regarded as the most important element that an advert should contain (Sheehan, 2004). In order for this process to be successful, the advertiser must assume “a common culture or communicative context” within the audience (Kelly-Holmes, 2005, p. 2).

1.3 Persuasion

Persuasion was first used by the Greeks, who called it “rhetorical”, and described it as “the faculty of observing in any given case, the available means of persuasion” (Larson, 2010, p. 20). Persuasion is the communicative act that consists of two aims, namely, to be understood, and to be believed. When the audience is successfully persuaded, for instance, they have certainly comprehended and believed the message from the persuader. As part of their efforts to influence other people’s attitudes and behaviors, speakers transmit their message in a free-choice atmosphere (Perloff, 2010; Simons et al., 2001). In turn, this allows persuasion to become enforced in a predisposed rather than imposed condition. Additionally, this condition instills values and ideologies in the persuaders,

and in turn ultimately influences them to react positively towards the target item as per the persuaders' goal.

Among the methods to achieve persuasion is through the use of language. Language is influential and powerful, and has the capacity to convey any single message in many various ways. It can also lead to various mental representations of matters in the world in order to suit people's beliefs. Hence, an adequate selection of linguistic sources would be able to help in changing or affecting the behaviors of others, or even strengthen people with similar beliefs and behaviors that the persuaders are trying to convey. These linguistic sources may include phonological (e.g. rhyme, alliteration, rhythm), semantic (e.g. personification, simile, metaphor), syntactic (e.g. commands, noun phrases, pronouns) or discursal (e.g. emphatic, enumerative). For example, rhyme and rhythm possess a mnemonic effect, and convey great 'emotions' even in written texts, since the readers are aware of rhythmic patterns and pleasant sounds, despite reading the text silently (Cook, 2001; Hermern, 1999; Lapsanka, 2006).

1.3.1 Persuasive Language of Advertisements

The main purpose of advertising is to persuade people to buy a particular product. However, this becomes challenging when it faces increased competition, especially since each advertiser would want to demonstrate their product's uniqueness compared to competitor's products. Among the techniques persuaders employ to achieve their goal in advertising is through the various uses of language. Because the goal of any advertisement is to change the audience's attitudes and opinions, the language of advertising tends to be 'loaded language' (Leech, 1966). In contrast with its use in other contexts, such as in religious oratory or political journalism, loaded language in advertising aims to attract customers to purchase a particular kind of product by illustrating its uniqueness. Therefore, it tends to have characteristics such as attention-drawing and mind-changing through

an adequate selection of various linguistic features, namely, syntactic, semantic and discursive features. These features are not only effective in portraying messages to the audience, they also play a vital role in assisting customers with the product or service by informing whether or not it is worth purchasing (Crystal, 1987; Dyer, 2009).

Many scholars provided a list of linguistic features that express persuasion in advertisements. For example, employing personal pronouns in advertising helps to personalize the message for customers, since they prefer that over the impression of being addressed as a part of a mass audience (Delin, 2000). The use of 'you' and 'we' as pronouns in advertising also helps to produce a sense of equality and a conversational tone, while downplaying the role of the advertising as the possessor of information and authority (Delin, 2000; Fairclough, 1992; Myers, 1994). Multiple modifications, specifically in syntactic features, which point out a combination of two or more adjectives in a single noun phrase, are also a prominent persuasive feature used in advertisements "to give a colorful and attractive description of the products or services and communicates more on an emotive level" (Rush, 1998, p.161).

1.4 Problem Statement

Persuasion is a vital skill that one can gradually develop. Without persuasion, one will not be able to totally communicate the unique value of anything that s/he attempts to promote. More importantly, it is a crucial factor in the practice of marketing communication, and the inherent nature of all purposeful communication.

Persuasive language has been the subject of investigation in various genres (e.g., promotional texts) in different languages, including English and Chinese sales emails (Cheung, 2010), Arabic printed newspapers (Hanoun, 2008), English online advertisements (Labrador et al., 2014), English sales letters (Mustafa et al., 2012), English news-

papers (Murphy, 2001), English fundraising letters (Georing et al., 2011), English argumentative essays (Al-Momani, 2014), spoken discourse (Camiciottoli, 2011) and English earning calls (Suchan, 2014).

Although a considerable number of studies exist on persuasive language, the literature reveals that little attention has been given to the issue in the genre of advertisements in general, and in the sub-genre of online advertisements (e.g. online magazines) in particular. The gap is more acute when it comes to the cross linguistic perspective, specifically between Western (English) and Non-Western (Arabic) cultures. Hence, this study seeks to bring the linguistic and cultural differences and/or similarities between English and Arabic regarding persuasive language into conscious awareness, and in turn help both English and Arabic native speakers to work together in the business community. Raising awareness on cross-cultural differences avoids misunderstanding to occur while communicating. As highlighted by Daniels (1975), differences are considered right or wrong when they are not perceived as merely differences.

The way of persuasion in prompting the products may differ in different cultures. In Western cultures specifically, advertisers encode messages, and expect the receiver to accurately understand the words used in order to obtain a well understanding of the intended message. However, in Eastern culture, advertisers apply and interpret more of the advertisements revolving around the message in order to broadcast the understanding of the message (Hollensen, 2011). Another argument worthy to point out is that 'skincare regime' and 'beauty' products can vary in different cultures. The idea of 'Beauty' in Eastern culture, for instance, Korea, is very different compared to Western culture. They have a very extensive skincare regime in comparison to Western culture, although they incorporate Western products into their regime. On the other hand, for Koreans, products are produced for the masses, and not for a particular demographic, as in the West. Since the

audience is different, this can potentially impact the rhetorical moves or the manner in which they persuade people to purchase the products. Thus, there may be some impact on the rhetorical moves and on the persuasion to a particular degree.

1.5 Research Objectives

Through a contrastive analysis lens, this study investigates the rhetorical moves employed in English and Arabic online advertisements of skincare products. It also explores the persuasive linguistic features (e.g., semantic, syntactic and discoursal) used by English and Arabic native speakers in their online skin care product advertisements. In order to ascertain persuasive resources in both contexts, a schematic structure analysis that further helps to determine more persuasive linkage is required.

1.6 Research Questions

In line with the research objectives, the current study intends to answer the following research questions:

1. What are the rhetorical moves used in English and Arabic online advertisements of skin care products?
2. What are the persuasive linguistic features in online advertisements in each context?

1.7 Significance of the Study

Analyzing online advertisements in English and Arabic according to rhetorical moves is required to meet the needs of novice advertisers in both Eastern and Western cultures. By doing so, researchers can better understand the internal structure of online advertisements, including the manner in which persuasion works as a social purpose. Moreover, the results from this study can raise awareness about the differences and/or similarities in

the discursal structure and persuasive language of online advertisements in the two different contexts, English and Arabic. Also, this study can also be of significance in understanding cross-cultures and communication techniques employed for efficient intercultural business collaborations in various business scenarios.

1.8 Limitations

Linguistic resources are definitely not the only means to achieve persuasion in online advertisements. From a different viewpoint, it can also be hypothesized that the visual elements they contain carry a persuasive function. However, this study is limited solely to verbal persuasive linguistic features. The semiotic aspect of online advertising can be further explored in future work.

1.9 Conclusion

This chapter focuses on three main issues, namely, genre analysis and sub-genre of online advertisements, the concept of advertising, and persuasion and persuasive language. The research problem provides reasons as to why there is a need for this study. The aims and research questions act as the frame for this study. Finally, the limitation of the study is highlighted.

1.10 Organization of the thesis

Chapter 1 outlines different components of the research purpose. The introduction of this study in Chapter 1 is followed by a review of the related literature in Chapter 2. The literature review particularly discusses several issues relevant to the present study, including a conceptualization of genre theory, contrastive analysis and reviewing the studies carried out on advertisements in general, and on persuasion in particular. Chapter 3 sets out the methodology of the research, and discusses how the study is carried out to achieve the research purposes. Additionally, the instruments used, descriptions of the nature of

context, as well as the corpus selected are presented. Next, the analytical procedures are discussed and explained step-by-step. Chapter 4 represents the results of the data analyses with a discussion. Chapter 5 concludes and summarises the present study by first highlighting the essential findings, and then presenting its contributions.

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CHAPTER 2: LITERATURE REVIEW

2.1 Introduction

This chapter includes the theoretical background and a discussion on the previous studies relating to genre analysis and persuasive language. This chapter highlights the importance of the discipline and determine the existing gap of this research.

2.2 Theoretical Background

The theoretical framework of this study is established on two crucial pillars, contrastive analysis theory and genre analysis theory. The purpose of any contrastive research is to find out for differences and similarities.

2.2.1 Genre Theory

Genre analysis is the analysis of language use in an extensive sense to examine the way text is constructed, interpreted, utilized and exploited in particular contexts to accomplish specific purposes (Bhatia, 2002). The concept of genre and its multiple functions have been investigated by numerous researchers (i.e., Bazerman, 1994; Bhatia, 1998; Bex, 1996; Swales, 1990). One of the most prominent genre researchers is Swales (1990) who defines 'genre' as "a class of communicative events [whose members] share some set of communicative purposes" (p.58). These events, are not arbitrary as the participating members of the discourse group aim to satisfy certain specific communicative purposes, and the group "operates to keep the scope of a genre as conceived narrowly focused on comparable rhetorical action" (p.58). This primary communicative purpose can be seen in relation to the rhetorical organization of the genre itself (Swales, 1990, p. 10). Bhatia adds that a genre is positioned "within the structure of socially recognized purpose(s)", and a certain discourse community will have the skills to make sense of the discourse, thus being capable of "achieving private intentions" of the genre used. (Bhatia, 1993, p.13).

Both Bhatia (1998) and Swales (1990) view genre from a socio-cognitive perspective that shows genre use to be situated in a dynamic, social and interactive process. Later, Swales (2004) further elaborates on the character of a genre (a notion introduced by Bazerman, 1994). In this sense, “genres are seen metaphorically as frames for social action, not as social actions themselves”. (p. 61). He explains that a genre basically acts as a frame and the user will need to fill up the parts in order that the communicative goal is attained. This implies that each genre could vary from one internal structure to another.

To describe the workings of a particular genre, Swales (1990) introduced move analysis as a methodology for examining its rhetorical structuring. He suggested a three-level genre model; communicative purpose, move structure and rhetorical strategies. According to his model, a genre can be broken down into various move structures.

Swalsian three-level analysis may be conducted via two main approaches; *top-down* or a *bottom-up* (Biber, Connor, & Upton, 2007; Pho, 2008). A top-down approach involves, first, the assigning of moves on the basis of content, meaning, and function of a text. Then, linguistic realizations are examined in the identified moves. This analytical approach is different from a *bottom-up* analysis (Biber et al., 2007; Pho, 2008) which involves identifying segments of texts based on specific linguistic clues, such as, those related to the aim *to sum up* to meet the goal of providing a conclusion in, for example, a research article. Each of the linguistically identified segments are then grouped together, making clear the overall communicative purpose of the genre used. The present study employs a top-down approach, where the moves are assigned first on the basis of function in a representative text. The functionalities of the moves, steps and sub-steps would then be analysed.

Bhatia (1993) also highlights what he considers as the critical nature of the communicative purpose that defines a certain genre. He notes that any core changes within

the communicative purpose can lead to the development of an entirely different genre. Using an analogy, he likens the workings of a genre to that of playing a game in which the players have to abide by predetermined conventions and rules. Both readers and writers will have to win the 'game' by complying with the conventions and rules, though they may have some leeway to exploit and modify the conventions. Consequently, a critical issue in genre use is setting up the rules to enable the 'player' to accomplish the disciplinary and professional purposes (Bhatia, 1999) of that genre. Overall, carrying out genre analysis of texts will provide concrete evidence about the boundaries "exploited by the expert members of discourse communities to achieve private intentions within the framework of socially recognized purposes." (Bhatia, 1993; p.13)

To illustrate further, online advertisements as a professional text can be considered. As a genre advertisements follow particular conventions that make them distinguishable or predictable. Generally the texts share a similar structure and contain similar rhetorical elements, such as linguistic features that are used to achieve the intended communicative purposes. In this present study, the genre explored is online advertisements. As a sub-genre-specific, online advertisements, therefore, will follow particular conventions of its own. Since the genre has persuasion as its main intent, the move analysis undertaken is concerned with making critical interpretations about how discourse functions persuasively. In other words, the investigation of linguistic realization will highlight the persuasive value of language use. Textual data are analyzed to determine how advertisers deploy persuasive language (in persuasive moves) in ways intended to present their products in an attractive way to influence the customers to make a purchase. Adopting genre analysis in this study helps to identify the social function of persuasion in online advertisements, which in this study, centers on skin care products.

2.2.1.1 Move Models

Move analysis is considered as one of the genre-based approaches utilized to determine the structure of any genre, which has currently become a crucial area of research and an inevitable part in genre studies (Ding, 2007). Some effective researches on this specific form of analysis have been carried out by Swales' (1981, 1990). A Research Space (CARS) model, which has been created by Swales, is utilized to analyze research articles in various fields.

A 'move' is defined as a discursual segment or an expression that represents a definitive or a specific communicative goal (Swales, 2004). It serves functional and semantic units of texts which have particular functions (Connor, Upton & Kanoksilapatham, 2007) and associates with the writer's purpose. A Move is defined also as "a communicative act that is designed to achieve one main communicative objective" (Swales & Feak, 2003, p. 35). Because it is a functional category, the length of a move can range from a single finite clause to several paragraphs. It enables the interpretation of genres as a reflection of "language application within a conventional communicative scenario to offer expression to a communicative group of goals of a social or disciplinary institution" (Bhatia, 2004, p. 23).

Moves and steps could be adjusted within acceptable boundaries of specific genre to achieve communicative purposes. Dudley-Evans and St John (1998) assert also that "a move is a unit that relates both to the writer's purpose and to the extent that s/he wishes to communicate" (p. 89). It is a recognizable section of spoken or written discourse that performs a certain function.

Moves may also have "steps" (Bhatia, 1993; Swale, 1990), which essentially describe different strategies for completing a move. A 'step' is considered as "a lower level text unit than the move that provides a detailed perspective on the options open to the writer

in setting out the moves” (Dudley-Evans & St John, 1998, p. 89). Just as each step functions towards fulfilling the larger purpose of a move, each move will work towards fulfilling the larger communicative purpose of the genre. Being able to fulfil the expectations of the steps and moves within a genre thus determine the success of the genre’s communicative purposes.

2.2.1.2 Rhetorical Strategies

In doing genre analysis, it is warranted to investigate the rhetorical strategies (i.e. linguistic realizations) of the genre. The analysis of linguistic features gives characterization to the moves like the application of tenses, voice, verbs, or pronouns. Linguistic description of different genres “reveals very little about the true nature of genre and about the way social purposes are accomplished.” (Bhatia, 2004, p. 18), despite of its great importance in the field of genre analysis.

In ESP, language analysis tasks assists language learners acquire and improve their awareness of the linguistic characteristics and communicative functions of texts that they need to read and write in their disciplines and professions (Bhatia, 1993; Dudley-Evans, 1997; Swales & Feak, 1994). Therefore, consciousness-raising is not a novel concept. Some rules and convention such as (linguistic, social, culture, academic) affect the language used in a genre institutionalized setting. It also implies that awareness of these conventions is generally greater in those who professionally operate within specific genres than in those who start to be involved in such events. Therefore, it is important to raise the latter group’s awareness of these conventions to make them sensitive to the genre structure (Hill, Soppelsa, & West, 1982; Hopkins & Dudley-Evans, 1988; Swales, 1987).

It has been found that a number of past studies have concentrated on the linguistic characteristics of articles, such as personal pronouns, lexical phrases, tense use, hedging, and voice (Biber & Barbieri, 2007; Harwood, 2005; Hyland, 1996; Malcolm, 1987; Martínez, 2001, 2005; Stotesbury, 2003; Strunkytė & Jurkūnaitė, 2008) and have connected options of linguistic features with rhetorical structure (Anderson & Maclean, 1997; Lorés, 2004; Pho, 2008 & 2009). However, it has been noticed that some authors, in the genre analysis community, do not connect the analysis of moves with the study of their linguistic realization (Hirano, 2009; Sheldon, 2011).

2.2.2 Contrastive Analysis

Another theoretical framework used in this research is aligned to contrastive analysis which grew from the field of comparative linguistics. Historically, contrastive analysis concentrates on a systematic comparison between languages to identify correspondences between them. The aim of such comparative studies is to find evidence of a common origin for a group of languages, and further classify them into specific groups. Since then, comparisons can also be applied when comparing different stages in the development of a single language (Keshavarz, 2011).

The present study utilizes a contrastive analysis (CA) framework developed by Lado and Fries from the US which dated back to the 1940s and 1950s (Johansson, 2008). CA refers to a systematic comparison between two or more languages to identify the similarities and differences between them (Fallahi, 1991; Keshavarz, 2011). The comparison is provided through a description of the languages on various linguistic levels; such as phonology, grammar, and morphology. In the early stages of contrastive studies, the focus was on micro-linguistics (phonology, grammar, lexis). However, in the 1970s and 1980s, CA progressed to macro-linguistic analysis which includes text analysis and discourse analysis (Johansson, 2008).

This present study basically adopts two approaches. Firstly, a qualitative description of each language in terms of the internal structure and persuasive linguistic features employed in English and Arabic online advertisements of skin care products. This will fall under genre analysis. Secondly, a comparative process (in the tradition of CA) is conducted between the two languages to reveal their similarities and differences. Such comparisons will help in gaining insights into the universals of languages and cultural peculiarities of both languages.

2.3 Past Studies

The concept of advertising has been among the primary research subjects in a number of research areas, including marketing, mass communication, sociology, semiotics, cultural anthropology, as well as cultural studies. One particular subject attracting many researchers is the analysis of mass media advertising to gain insights on the manner in which cultural factors impact advertising techniques and expressions; the manner in which cultural norms are seen in advertising; as well as the manner in which advertising provides meaning, and impacts the audience with time, in various languages.

Through a linguistic lens, particular linguistic devices have been applied in a group of advertising texts. Leech's (1966) study on English-language advertising in the 1960s emphasizes the thorough repertoire of linguistic options that exist to copywriters when formulating advertising material; Rees (1982) demonstrates the manner in which slogans are used. Cook (1992) demonstrates metaphors, parallelism, puns, metonymy, homophones, rhyme, and parody. Myers (1994) discusses alliteration, rhyme, assonance, homophones, ellipses, question forms, parallelism and puns. Brierley (1995) demonstrates language games, similes, repetition, parallelism, omission, paradox and ambiguity. Tanaka (1994) focuses on the application of metaphors and puns, among others.

From an ideological perspective, Twitchell (1996) carried out an investigation to debate that advertising influences in the choice of the products we purchase, but it also formulates our surrounding culture. Slayden (1999) provides a similar perspective, and extends on this perspective. The researcher mentions that advertising functions by determining the prominent symbols and myths of culture, and associates them.

From a pragmatic perspective, Arasso (2003) describes the presence of politeness techniques in Advertising texts chosen from newspapers. Based on a semiotic perspective, Freire (2014) identifies the semic value of discursive content in symbolic images and character narratives of every luxury brand within two chosen advertisings. Roades and Irani (2006) analyzed agriculture advertisements to demonstrate the manner in which the images used can provide meaning. Ellison (2014) conducted a rhetorical and semiotic analysis on the discourse of the agelessness in North American skin-care ads.

From a genre-based analysis standpoint, different print advertisements have also been investigated, namely, advertisements of cars (Howe, 1995), resident property advertisement (Choo, 1999), home advertisement (Teh 1999), and advertisements for hospitality and tourism (Zanariah, 2003).

Based on a cross-cultural viewpoint, multiple investigations were carried out to assess multiple Western industrialized and Eastern industrialized countries. Weinberger and Spotts (1989) assessed information content of tv advertisements in the USA and Britian. Cutler and Javalgi (1992) carried out a cross-cultural analysis of the visual parts of print advertising in the USA, the UK and France. Frith and Wesson (1991) assessed the manifestations of the cultural values of advertising in England and the USA. Tanaka (1994) analysed the language of written ads in Japan and Britain. Mueller (1991) assessed the use of advertising in magazines in Japan and the USA. Motley and Perry (2010) compare

home loans advertisements in the USA and Saudi Arabia. Ahmed (2000) compares advertisements for consumer products, national news and business magazines in India and the USA.

Among the prominent perspectives from which advertising is investigated is persuasion. Skinner (1976) studied the design of the various persuasive technologies, mostly in gamification. Lakoff (1982) identified the various features of language applied for persuasion communication in television ads. Wei et al. (2008) assessed the impact of consumers' persuasion knowledge on their assessment of a macaroni brand in nutrition radio shows. Alvarez et al. (2017) carried out an investigation to comprehend the relative impact of employing Spanish vs English in advertising to identify which language has more impact in advertising.

However, a review of the related literature reveals that investigating persuasion in online advertisements (e.g. online magazines and websites) is still in its infancy. Nevertheless, there are notable scholars who have studied the subject of persuasive language (Ahanger & Dastuyi, 2016; Camiciottoli, 2011; Cheung, 2008, 2010; Georing et al., 2011; Hanoun, 2008; Murphy, 2001; Mustafa et al., 2012; Pishghadam & Navari, 2012; Saaida, 2009; Spark & Areni, 2000; Suchan, 2014) used in other subgenres of promotional texts for example sales emails, sales letters, printed newspapers, fundraising letters, argumentative essays and in different languages like English, Arabic, Spanish, Chinese, Persian. The following section reviews the studies related to persuasive language.

2.3.1 Persuasive language in online advertisement

In a study by Labrador et al. (2014), the authors intended to identify persuasive linguistic features and rhetorical structure in the sub-genre of online advertisements of electronic products. For this purpose, 100 texts in English and 100 texts in Spanish were

used to compile the corpus data, and their internal structure were analyzed. The findings from the rhetorical structures analysis (based on Swales (1990) move-step model) showed that ‘identifying product and purpose’ and ‘describing the product’ are two compulsory moves in English and Spanish online advertisements of electronic products. In terms of the persuasive linguistic features analysis, the authors only analyzed the English corpus data. Different linguistic features used to express persuasion in online advertisements were revealed, such as emphatic enumerates, multiple modifications, and quantifying expressions.

2.3.2 Persuasive language in other genres

A study was conducted by Ahangar and Dastuyi (2016) to classify and discuss persuasive messages in Persian sales e-mails. For this purpose, the authors collected 40 Persian sales e-mails chosen from 100 sales e-mails gathered from 20 Persian clients during approximately six month, and analyzed them based on a move scheme proposed by Cheung (2008). Results of the research showed “introducing the offer” is the most frequent move employed in Persian sales e-mails under study. Besides, new steps “presenting frequently asked questions” and “motto” were found in the data, which may be added in the move scheme provided by Cheung, if it is considered cross-linguistically and cross culturally. In addition, several moves or steps were applied in a twofold manner. Furthermore, the results indicated that culture can be regarded as a factor in choosing the strategies used by the Iranian makers

Hanoun (2008) worked on persuasive strategies utilized in Algerian printed newspaper written in Arabic. She analyzed twelve editions of two selected Algerian newspapers to prove two hypotheses. These two hypotheses represented whether or not the authors used scientific and unscientific persuasive strategies in newspapers. The findings revealed a number of persuasive strategies used in printed newspapers. More specifically, the outcomes supported both of her mentioned hypotheses. Scientific persuasive strategies were

employed by demonstrating scientific evidence, for example, facts and statistics, to persuade the readers. Unscientific persuasive strategies were also identified through emotions and generalization without evidence.

Another study by Mustafa et al. (2012) investigates persuasion in online response sales letters written in English. The authors chose a total of 29 sites, from which they extracted the sales letters. The data analysis was carried out in three phases. The first involves analyzing the sales letters in terms of moves based on Cheung's *move* schema. The second involves searching for persuasive elements following Cialdini's six principles of persuasion. Finally, the third involves analyzing sales letters in terms of the credibility, as outlined by Fogg's Stanford's for web credibility. The results of the rhetorical *moves* analysis showed that the most frequent *move* in sales letters was 'introducing the offer', which was considered an obligatory *move*. Regarding persuasive elements, 'commitment and consistency' and 'reciprocity' were the most frequent elements found in the sales letters. The study also revealed that specific persuasion principles tend to be more favoured when strategizing *moves* in online sales promotions.

Pishghadam and Navari (2012) demonstrated the pragmatic functions of politeness in advertising on the basis of Brown and Levinson's (1987) taxonomy. The primary focus of the study was to investigate various politeness techniques employed in Persian and English advertisements, and determine their persuasive factors by comparison. In their work, several lines of ads were assessed to identify the politeness strategies classes and their frequencies in both languages. The final results suggest that, although the English ads applied more positive politeness techniques, indirect strategies were more preferred in Persian. Based on Nisbett's (2004) stratification of Western and Eastern cultural systems, Pishghadam and Navari (2012) confirm the collectivist nature of the culture within these countries in contrast to their individualistic nature.

Another study conducted by Saaida (2009) investigates the persuasive strategies in TV advertisements regarding various trends about the nature of persuasive strategies in Arabic context. She produced two hypotheses; advertisements on MBC channel use emotional strategies rather than mental strategies, and advertisements are mixed with TV programs to force the audience to watch ads. The corpus data were ads recorded from the MBC channel over three months in 2009. The findings revealed that the MBC channel used different ads with different persuasive strategies. However, emotional persuasive strategies were used more to attract attention, while mental persuasive strategies were employed to introduce details and features of the product. Therefore, the results obtained proved the above two hypotheses are valid.

Camiciottli (2011) investigated persuasive language in English spoken discourse (earning calls from global companies). The author intended to reveal persuasive linguistic features used to express the *ethos* by imposing a persuasive strategy proposed by Aristotle in earning conference calls. For this purpose, transcripts of earning calls were collected from ten global companies from internet sources. Regarding the procedure of analysis, ethics-related words collected from related previous studies were investigated. Then, online lexical database known as WorldNet was used to retrieve all the various inflected forms of a word present in the data set. Finally, the outcomes demonstrated different linguistic items were used to express *ethos* (as a persuasive strategy). The results revealed the word 'continue' as the most frequent item used by the speakers, although it does not inherently express *ethos*.

A cross culture study on the shaping of persuasive communication by the Arab culture and language was carried out by Suchan (2014). The author first intended to describe the key features of Arabic persuasion based on the existing literature, followed by a brief case study to analyze the use of persuasion in two public sector organizations located in Jordan and the United States respectively. Based on the literature, the author suggested that most

Arabic persuasive strategies were represented by metaphoric language which is highly ornate and emotional. The findings of the case study showed that, although Jarash members spoke English, they used Arabic persuasive strategies (e.g., paraphrasing as a claim, the use of exaggeration, ornate language and emotions) to communicate with members from the West who were sometimes unaware of these persuasive strategies, and thus, stunned by them.

Cheung (2010) conducted a cross linguistic socio-cultural study on direct marketing sales emails. The author intended to display the similarities and differences in employing persuasive messages in the two corpora; English and Chinese sales emails. A total of 40 emails in Chinese and 40 emails in English were compiled to form the corpus data. Regarding the procedures of analysis, the author first analyzed the internal structure of the emails (based on Cheung's move structure 2008), which helped to identify the conventions of writing sales emails as a genre and the rhetorical patterns that emerged from it. Next, the persuasive messages in the selected emails were investigated based on the author's suggestions (cross linguistic socio model 2008). The outcomes of the analysis revealed that there were several differences in the encoding of persuasive messages between English and Chinese in various *moves*. These variations were found to be based on their rhetorical aims, which is the relationship between the maker and the viewer that they wished to establish through the use of texts, as well as the social and cultural context in which these texts unfold.

In an experimental study, Spark and Areni (2000) investigated the effectiveness of sales presentation quality on persuasion. They produced two hypotheses; the quality of the presentation would affect the audience on argument-related thinking, as well as on persuasion. In order to test the proposed hypotheses, the authors used two factorial

designs; high-quality vs. poor-quality presentation style for the first hypothesis, and unfavourable vs. favourable argument quality for the second one. In order to execute the first experiment, the selected participants were first asked to read the transcript of sales presentation which were written by students enrolled in a business course, and then they were given a questionnaire to evaluate the sales presentation and its effects on persuasion. For the second experiment, the stimuli of the sales presentation was audio-recorded, and the audio material was played to 63 participants who were asked to evaluate it. The findings from both experiments revealed that the effect of the argument quality on attitude did not reach statistical significance as much as the effect of presentation quality on persuasion, as well as the effect of poor presentation style on argument-focusing participants.

Cheung (2008) conducted an investigation on the effectiveness of the new media (email marketing) on employing persuasive message on sales letters (email and printed). The study mainly focused on discovering the ways in which the new media affects the social or interactional strategy of credibility improvement and the persuasive context applied in the sales promotion setting. For these two purposes, 160 sales letters (80 printed and 80 emails) were compiled as the corpus data. These letters were collected randomly from a database of 10,972 sales letters. Regarding the analysis procedure, the author first analyzed the internal structure of sales letters in both corpora and proposed a new move schema. The outcome revealed that the occurrence of all types of moves are found to be similar in both corpora (email and printed sales letters), because they have similar communication purposes. However, differences were identified when encoding persuasive messages. New media offered the makers of advertising a variety of means to encode persuasive messages. By using text as medium, they were able to provide more channels to further support the sales propositions, since these are also used as 'social proof' in a certain context. As a consequence, it allowed them to provide more information about the product or service and 'prove' that the information is true.

Georing et al. (2011) conducted an experimental study to examine the effectiveness of linguistic, rhetorical and visual techniques on persuasion used in fundraising letters written in English. In their study, a factorial design was utilized to generate 66 pairs of fundraising letters varied by one element of this design. The selected participants were asked to read two letters, and then imagine that they could donate \$100 divided across the two universities, and this was subsequently followed by questions about their choices. Based on the results obtained, constructing persuasive arguments and having credibility were the most productive ways to encourage donations. On a linguistic level, a high readability level was more successful in persuading the participants to donate. However, on a visual level, it was not easy to determine the statistically significant effects of bullet points on donation. Nevertheless, during the interviews, the majority of participants mentioned that the bullet points helped in capturing their attention and made letters easier to read.

2.4 Discussion on Reviewed Studies

Reviewing the above studies revealed that there are different means to express persuasion. These means can be conveyed through different linguistic features (phonetic, lexical, morphological, syntactic and semantic) and/or persuasive messages or strategies using different expressions, styles, tones. These persuasive strategies should use the so-called influence principles to persuade their users. The use of all these different means is to change the customers' mind to buy specific products.

It has been found that a sufficient collection of lexical items and a suitable combination and distribution of objective and persuasive information are important for directing the reader towards making the decision to buy a specific product (Labrador et al., 2014). Additionally, persuasive messages are among the primary media whereby organizations portray information about their products, services and brands; and that these mes-

sages have a compound impact to boost sales volumes, positively impact consumers' decisions to purchase, improve cross-cultural exchanges, and provide a contribution to modern civilization (Cheung, 2010). On the other hand, it was found that these persuasive messages differ in different corpora (e.g. sales letters and emails), since the effect of new media (i.e. the internet) which also impacts the general interactional or social techniques of credibility improvement and persuasion (Cheung, 2008), in various languages (e.g. English and Chinese), attributable to the cultural and social context of the texts (Ahangar & Dastuyi, 2016; Cheung, 2010; Pishghadam & Navari, 2012).

The above reviewed studies undoubtedly contribute to the existing literature and provide invaluable insights on persuasive language in different genres (e.g. printed sales letters, email sales letters, newspapers) and in different languages (English, Arabic, and Chinese). However, some notable gaps remain to exist, despite the mentioned studies, specifically on the use of linguistic features to express persuasion. Labrador et al. (2014) and Camiciottli (2011) were the only studies that examined persuasive linguistic features in online advertisements and earning conference calls. However, Camiciottli's (2011) study was restricted to the investigation of linguistic features in the *ethos* strategy in earning conference calls, leaving out the other strategies, namely, *logos* and *pathos*, which inevitably carry significant persuasive linguistic features. Additionally, the investigation of persuasive linguistic features was restricted to only certain verbs. Nevertheless, Labrador et al. (2014) introduced an extensive analysis of linguistic features which expressed persuasion in English advertisements. The other reviewed studies such as Cheung (2008) and Mustafa et al. (2012) focused only on examining persuasive strategies, and this gap was more noticeable in the Arabic context, for example, Hanoun (2008) and Saaida (2009).

Needless to say, it is evident that there is a notable gap in investigating the persuasive language in advertisements in both English and Arabic contexts, with a more salient gap on the latter. More importantly, the gap in the existing literature is more acute when it comes to cross linguistic studies on persuasive language in online advertisements of skin care products, especially between Eastern (Arabic) and Western (English) cultures. Thus, these gaps motivate the need to extensively explore the persuasive linguistic features that are present in online advertisements of skin care products, specifically in English and Arabic languages.

2.5 Conclusion

In conclusion, the investigation of a persuasive language is evident in numerous studies in the related literature. On the other hand, further research must be made, since in this modern world, advertising has become a universal concept. With increasing globalization, it is crucial to portray the world's social and cultural diversity, as seen in advertisements. For this reason, comparing two cultures and languages must be foremost. It is in this way that one may identify which features of ads are universal, and which are culture- or language-specific.

CHAPTER 3: METHODOLOGY

3.1 Introduction

This chapter covers the methodology used in collecting and analyzing the data, and a description of the analytical framework which was adopted to analyze the data.

3.2 Research Design

The present study adopted a mixed-method approach as shown below in Figure 1. The extracted texts were analyzed qualitatively to identify the rhetorical moves and persuasive linguistic features used in both English and Arabic online advertisements of skin care products. The quantitative approach plays a supplementary role within the overall design in terms of frequency counts of moves, steps and substeps to determine which were prominent and non-prominent in both English and Arabic online advertisements. The quantitative approach was also used to define the extent and forms of persuasive linguistic features used in both contexts.

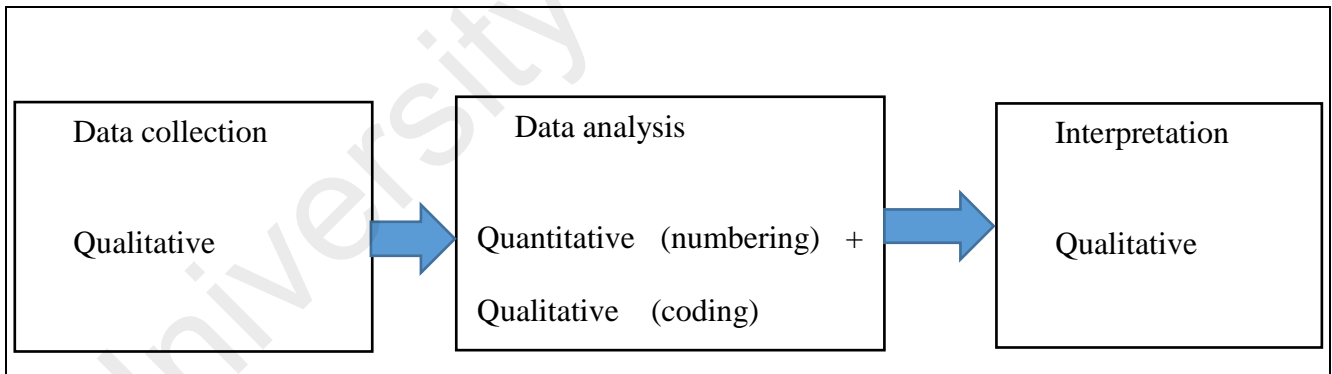


Figure 3.1: Conceptual Framework of the Embedded Design

3.3 The Corpus

This study was guided by a built corpus consisting of 200 online advertisements of skincare products (100 texts in each language; English and Arabic). The advertisements were written in their respective languages and were not translated. The entire corpus amounted to 31,572 words (8149 words in English and 23,423 words in Arabic). The difference in size is not relevant in this study since the number of texts are the same in each

language. These texts are advertisements of skin care products that were randomly extracted from online magazines and confined only to skin care products for women.

The English magazines that were chosen were Instyle, Salon and Glamour, all of which are well-known online magazines in the UK. The choice was guided by a number of criteria. Firstly, Instyle is recognized as a pioneer magazine for skin care products in the UK. Salon has a large following as it reaches 16.000 online customers or readers every month for their skin care products. Glamour, on the other hand, was ranked among the top ten in a list of outstanding magazines in the country (<https://en.wikipedia.org>). The selected Arabic magazines were Sayidaty, Anazhara, and Al-Jamela which are notably well known in Saudi Arabia and the whole of the Arabian Gulf. Sayidaty, is the first and only Pan Arab women weekly that provides quality professional reading, making it the most powerful advertising vehicle among women's magazines. Anazhara is also considered as one of the most effective and important magazines in Arab countries. Aljamila is read by 89.7% of the literate female population. (<https://en.wikipedia.org>).

3.4 Data Collection procedure

Various guidelines were followed in the process of data collection. Firstly, there was no limit set for the text length of each advertisement, because the text is not defined by its size; rather it is considered as a “semantic unit”: a unit not of form but meaning (Halliday and Hasan, 1976). Secondly, the online advertisements collected were from the period of 2011 to 2016. Thirdly, the advertisements were not grouped according to brands as this was seen as unimportant to the nature of the discourse. The selected corpus was written in two different languages (English and Arabic) and situated in various cultures. Then each sub-corpus was divided into four other sub corpora depending on the function of the product (25 texts per function in each language), that include anti-aging products, moisturizing products, sun care products and eye products.

3.5 Analytical Framework

The following are the frameworks suggested by (Bhatia, 2004; Labrador et al., 2014; Kathpalia, 1992), followed by a complete list of the rhetorical moves that were obtained from a preliminary analysis and then later used for the complete analysis in the present study. The first two moves (identifying the product and purpose, and describing the product) were adopted from Labrador's et al., (2014) framework. The moves, Justifying the Product, Testimonials, Establishing Credentials and Urging Action (suggested in frameworks from Bhatia, 2004; and Kathpalia, 1992) were added to the framework used for the study.

1. Bhatia (2004) framework

Move 1: Headlines/Attracting readers' attention
Move 2: Targeting the market
Move 3: Justifying the product or service
Move 4: Detailing the product or service
Move 5: Establishing credentials
Move 6: Celebrity or typical user endorsement
Move 7: Offering incentives
Move 8: Using pressure tactics
Move 9: Soliciting responses

2. Kathpalia (1992) Move model

1. Appraising the product/service
2. Establishing credentials
3. Justifying the product/service
4. Targeting the market
5. Offering incentives
6. Urging action
7. endorsement/testimonial
8. Headlines

3. Labrador et al., (2014)

- Move 1: identifying product and purpose
 - Step 1. Referring to the manufacturing company
 - Step 2. Naming the product
 - Step 3. Stating the applications
 - Step 4. Illustrating the product with a picture
- Move 2: describing the product
 - Step 1. Objective characteristics
 - Sub-step 1. Listing features
 - Sub-step 2. Listing models
 - Sub-step 3. Listing data sheets
 - Sub-step 4. Listing extra options
 - Step 2. Persuasive characteristics
 - Sub-step 1. Evaluating the product positively
 - Sub-step 2. Comparing the product with other similar products

The following is the developed framework that has been used in the present study

- Move 1: identifying product and purpose (Labrador et al., 2014)
 - Step 1. Referring to the manufacturing company (Labrador et al., 2014)
 - Step 2. Naming the product (Labrador et al., 2014)
 - Step 3. Pricing (A new step)
 - Step 4. Targeting the market (Bhatia, 2004; Kathpalia, 1992)
 - Step 5. Extra details (A new step)
 - Step 6. Illustrating the product with a picture (Labrador et al., 2014)
- Move 2: describing the product (Labrador et al., 2014)
 - Step 1. Objective characteristics (Labrador et al., 2014)
 - Sub-step 1. Listing features (Labrador et al., 2014)
 - Sub-step 2. Listing models (Labrador et al., 2014)
 - Sub-step 3. Instruction of use (A new sub-step)
 - Step 2. Persuasive characteristics (Labrador et al., 2014)
 - Sub-step 1. Evaluating the product positively Labrador et al., (2014)
- Move 3. Justifying the Product (Bhatia, 2004; Kathpalia, 1992)
- Move 4. Testimonials (Bhatia, 2004; Kathpalia, 1992)
- Move 5. Establishing Credentials (Bhatia, 2004; Kathpalia, 1992)
- Move 6. Urging action (Bhatia, 2004; Kathpalia, 1992)

3.6 Data Analysis Procedure

The collected data was analyzed in two phases:

1. Rhetorical Moves Analysis
2. Lexico-grammatical analysis (Persuasive linguistic features)

Following Swales' (1990) three-level genre model (communicative purpose, move structure and rhetorical strategies), each text was broken down into distinctive moves, steps and sub-steps which were identified based on their functions in the text. In a likely condition whereby two or more moves were present in a sentence, the function of the step/sub-step/ move was determined based on the move or step that was most prominent (Del Saz-Rubio, 2011; Holmes, 1997; Ozturk, 2007). The third level, which was concerned with the analysis of linguistic realization was implemented only in the persuasive moves which focused on persuasive language.

Regarding the first phase of analysis, three themes were deduced when coding data: (1) the general approach to the analysis of data; (2) the unit of analysis, which means a text segment that carries a meaning; and (3) the strategies used to identify the boundaries of moves. The current study primarily takes a top-down approach when coding, based on meaning. However, to code a text segment the function of which is uncertain, a bottom-up approach is used for confirmation, and reference is made to several linguistic features. Since the study is derived from Swales's perspective on the genre, the unit of analysis should realise the communicative purpose of the text. Therefore, the study is flexible in regard to the unit of analysis, initially proposing the sentence as its smallest unit of analysis. In identifying the writers' intentions and hence the boundaries of the texts, this study examined the moves and steps of the advertisements through the functional approach. The three models (Bhatia, 2004; Kathaplia, 1992; Labrador et al., 2014) were referred to during this process. In the primary analysis, a coding schema from the three models has been

created (Appendix A). After the preliminary analysis and subsequent modifications involving other move classifications, the final move classification list, which included 6 moves, has been created and used to analyze the whole corpora.

In the present study, Howe's (1995) four-grade system was employed to categorise the moves and steps in the analysis. Howe's four-grade system has been amended to suit the current study because a default has been found in considering the level of frequency. In Howe's four-grade system, it has been found that 50% of occurrence can be both prominent and not prominent. To avoid confusion, this study considers a frequency of occurrence 50-100% as 'prominent' while a frequency of occurrence 0- 49% is considered as 'not prominent' to avoid any confusion.

The second phase explored several selected moves that may consist persuasive linguistic features (Move 2: Describing the Product, Step 2: Persuasive Characteristics, Move 3: Justifying the Product, Move 4: Testimonials, Move 5: Establishing Credentials). Portions of the text labelled as "persuasive" were studied and then linguistic features that signaled persuasion were extracted and classified based on their parts of speech. Finally, a frequency count was also carried out.

3.7 Interrater Reliability

Lacking uniform norms in identifying the moves causes an issue (Crooks, 1986; Lores, 2004). In doing move analysis, coding the texts depends largely on coders' personal judgment, which may be quite hard to replicate. In move analysis, the judgment for textual boundaries is content-based and is not linguistically constrained (Martin, 1992; Paltridge, 1994; Swales, 1981). Subsequently, the establishment of high reliability toward the analysis of text structure is essential (Crooks, 1986).

One effective technique to acquire an accuracy of text analysis, is the use of Inter-rater reliability. This can be done by using field specialists as independent coders who are active members of a specific discourse community and are more acquainted of the generic characteristics in a specific discipline than people outside the community (Bhatia, 1993). In the present study, coding reliability analysis was carried out to assure that, two coders could come up with similar move boundaries in move identification. Thus, a small subset of the corpus (20% of the corpora – 10 texts per context) were coded by the researcher and a co-rater, an MA linguistic student who speaks English and Arabic fluently. Since she is bilingual, she can easily code both the English corpus and the Arabic corpus. As the co-rater, she received a coding schema comprising the explanations, examples and detailed instructions. The textual boundaries of the selected advertisements were coded according to the definitions of each move. The researcher and the second analyzer decided which moves, steps and sub-steps should be assigned to the corresponding texts and found the equivalent codes. Inter-reliability was then assessed using Cohen's Kappa. The result of Cohen's Kappa was .82 for inter-reliability, which showed substantial agreement.

3.8 Ethics

To obtain permission to collect data in research is an ethical consideration. However, in the present study, no permission was necessary since the corpora were collected from the websites of magazines which were available as public domain.

3.9 Conclusion

To conclude, data collected and analysed in a research has to be valid. When the results are valid then only can the research be considered as worthy. To obtain valid data, the methodologies used have to be robust. This chapter has explained in detail

the research design which includes the analytical frameworks, data collection procedure, data analysis procedure, and interrater reliability, the essentials of a sound methodology for this study.

University of Malaya

CHAPTER 4: RESULTS AND DISCUSSION

4.1 Introduction

In this chapter, findings for move analysis and persuasive linguistics features found in English and Arabic online advertisements of skin care products are presented and interpreted. Examples extracted from the corpora will accompany the analysis and interpretation. This chapter is divided into two parts. Part I presents and discuss findings of move analysis in English and Arabic online advertisements while Part II presents and discusses findings of persuasive linguistic features.

Part I

Part 1 will first show the frequency of moves, steps and sub-steps in both corpora. This flows into findings for the normalized frequencies of moves, steps and sub-steps in each of the corpora. Next, each move, step and sub-step will be detailed individually with examples from both corpora. This is done to illustrate how each move, step and sub-step are used to meet the stated communicative purposes. It is important to mention that the analysis follows the unfolding of the texts and as such, the presentation is not governed by a fixed pattern of analysis. This chapter also compares the frequencies of moves, steps and sub-steps of the English and Arabic corpora to establish preferences and attempt to provide insights into these preferences.

4.2 Move Analysis

4.2.1 Analysis of Moves

The Figure 4.1 and Table 4.1 summarize the results of the frequency analysis and prominence level for each move in both corpora.

Table 4.1: Percentages of all six Move in English and Arabic corpora

Moves	English		Arabic	
	Frequency %	Prominence Level	Frequency %	Prominence Level
Move 1: identifying product and purpose	59	Prominent	53	Prominent
Step1. Referring to the manufacturing company	9%	Not Prominent	43%	Not Prominent
Step 2. Naming the product	100%	Prominent	100%	Prominent
Step 3. Pricing	93%	Prominent	18%	Not Prominent
Step 4. Targeting the Market	48%	Not Prominent	55%	Prominent
Step 5. Extra details	9%	Not Prominent	4%	Not Prominent
Step 6. Illustrating the product with picture	100%	Prominent	100%	Prominent
Move 2: describing the product	29%	Not Prominent	48%	Not Prominent
Step 1. Objective characteristics	19 %	Not Prominent	26%	Not Prominent
Sub-step 1. Listing features	40%	Not Prominent	47%	Not Prominent
Sub-step 2. Listing Models	4%	Not Prominent	15%	Not Prominent
Sub-step 3. Instruction of use	13%	Not Prominent	17%	Not Prominent
Step 2. Persuasive characteristics	60%	Prominent	71%	Prominent
Sub-step 1. Evaluating the product positively	60%	Prominent	71%	Prominent
Move 3. Justifying the product	46%	Not Prominent	62%	Prominent
Move 4. Testimonials	30%	Not Prominent	3%	Not Prominent
Move 5. Establishing Credentials	7%	Not Prominent	33%	Not Prominent

Move 6. Urging action	76%	Prominent	17%	Not Prominent
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Table 4.1 showed there are two prominent moves in the English online advertisement of skin care products. They are Move 1: Identifying product and purpose and Move 6: Urging action. The Arabic corpus also have two prominent moves- Move 1: Identifying product and purpose and Move 3: Justifying the product. This finding agrees with Labrador et al. (2014) who also detected these two moves ‘identifying product and purpose’ in English and Spanish online advertisements of electronic products as one of the prominent moves.

4.2.2 Analysis of Steps

4.2.2.1 Move 1: Identifying product and purpose

Move 1 consisted of six steps which were found in both the English and Arabic corpora, though they differed in terms of frequency of both prominent and non-prominent categories. As shown in Figure. 1, both M1S2: ‘naming the product’ and M1S6: ‘displaying products with pictures’ were found to be prominent steps in both corpora. However, M1S3: ‘pricing’ was deemed prominent only in the English corpus while M1S4: ‘targeting the product’ was found to be the more prominent move in the Arabic corpus.

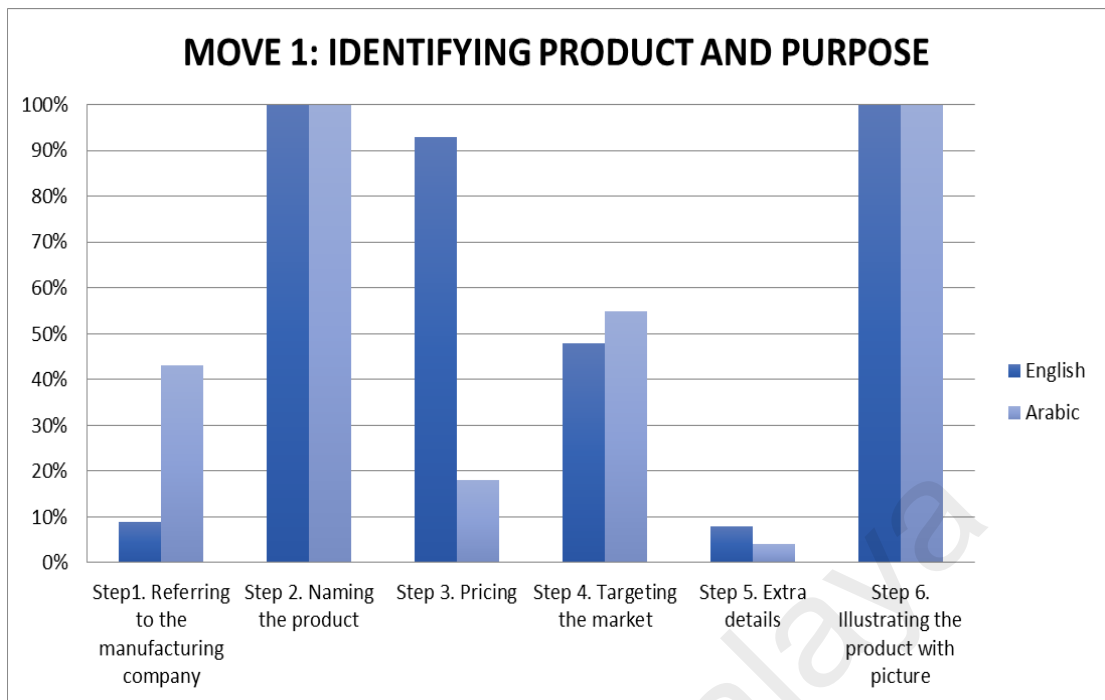


Figure 4.1: Percentages of Move 1 steps in English and Arabic corpora

Move 1 Step 1. Referring to the manufacturing company

As shown in Example 4.1, in M1S1: referring to the manufacturing company, the advertisers indicated where the advertised products were manufactured. M1S1: Identifying the manufacturing company in online advertisements helped in establishing goodwill, thus boosting customers' confidence towards the advertised products.

Example 4.1

English

- a. You're probably already a convert to Olay's totally brilliant anti-ageing Regenerist line.
- b. No7's newest anti-ageing breakthrough is here.

Arabic

c. Olay لا تجاعيد بعد اليوم مع

(No more wrinkles with Olay)

d. إستي لودر "تقدم كريمات جديدة للرفع الأقصى وتصحيح عمر البشرة (Estée Lauder introduces new creams to correct the age of the skin)

M1S1: referring to the manufacturing company in the present study, was not categorized as a separate move or step in Kathapalia's 1992, Teh's 1999 and Teo's 2008 studies. Instead, they mentioned that naming the manufacturing company as a factor to 'establish credentials' as people would buy the product because of the reputation and history of the company. This study agrees in principle that mentioning the manufacturing company's name can establish the credential of the advertised product. However, subsuming it under credentials would not do justice to its communicative intent in the present study.

Mentioning the company's name is concluded to stand out as an advertising linguistic feature, as such, it warrants to be a step on its own under M1: 'identifying the product and purpose' to give greater accuracy to the matching of moves to the communicative purpose. Similarly, Labrador et al. (2014) categorized it as a separate step. From the findings, M1S1 did not fall into the prominent category in both corpora. However, the frequencies are found to be quite different. In English advertisements, the figure was only 5% while in the Arabic adverts, it was 43%. The step is considered as non-prominent in both corpora (similar to Labrador et al.'s (2014) findings), but it could be said that the Arabic corpus appear to perceive mentioning the product's name to be of some significance. This could be attributed to a greater cultural attachment to the importance of a name. It could be inferred that Arab advertisers value a name as being a trust-building

device more than their Western counterpart, thus deciding to impact this function more 'prominently' in comparison.

Move 1 Step2. Naming the product

While naming the company is a non-prominent step, M1S2: naming the product, are employed in all the texts of both corpora (100% in each corpus). The results were in line with Labrador et al.'s (2014) which they also found this step are used extensively in their corpus. This is to be expected since the product name is regarded as the heart of any advertisement, and serves as a point of departure for content elaboration of the online advertisements as shown in Example 4.2.

Example 4.2

English

- a. Estee Lauder Resilience Lift Sculpting Oil Cream.
- b. Eve Lom Eye Cream.

Arabic

- c. كريم "استي لودر" لبشرة نقية خالية من اللمعان

(Estee Lauder cream for pure skin and free from gloss)

- d. لبشرة أكثر شبابا

(Lifting and Firming Mask for younger skin)

Move 1 Step 3. Pricing

As for M1S3: Pricing, it refers to the price of the advertised products. The results, indicated that pricing of skin care products was also found to have differing emphasis in the two corpora. M1S3 was considered as prominent in the English corpus as it occurred at a frequency of 93%. However, in the Arabic corpus, M1S3 was non-prominent as it occurred only at a frequency of 18%. It seems that stating the price is important in Western culture and this could be related to explicit consumerism principles, such as those relating to consumers' rights. Perhaps, it is also seen as ethical practice to have a fixed a price policy. The customers in the West are likely to expect this information as well. In addition, effective pricing helps to avoid serious financial implications. Advertisers would believe in a 'fair' price for their sales (Wearne, 1990). However, in the present study, it seems that Arab advertisers may not share the same perspective. This could be due to the fact that in Arabic culture, prices are not fixed as customers are expected to bargain. The position of M1S3: pricing, differed in both corpora. In English online advertisements, M1S3 was followed by M1S2: naming the product, and by M6: urging action, as shown in Example 4.3 (a, b, c). In the Arabic corpus, M1S3: pricing stood alone without other accompanying steps, as shown in Example 4.3 (d, e). The differences in discourse move patterns albeit of a similar genre can be explained by cultural inclinations (Vergaro, 2004).

Example 4.3

English

- a. M&S Formula Age Repair Targeted Concentrate, **£12**
- b. **£42**; *Tel: 0207 84*
- c. *9057*; *Murad.co.uk*

Arabic

d. السعر: 2650 درهم

(2650 Dirham)

e. يبلغ ثمن القارورة حجم 30 مل 209 درهم

(The price of the flask combating 30 MM is 209 Dirham.)

Move 1 Step 4. Targeting the Market

M1S4: targeting the market, refers to the reaching out by advertisers to the intended audience of the advertised products. Targeting of the market under investigation could be manipulated by different factors, such as the type of skin or problem, and the time the product is marketed. These factors play an important role in how the product is promoted resulting in a chosen angle of persuasive approach. It allows the customers to deliver messages more precisely and to prevent wasted coverage to people falling outside the intended audience. In the English corpus, M1S4: targeting the market was influenced by considerations to factors such as type of skin, season, or problem as shown in the Example 4.4 (a, b, c). In the Arabic corpus, M1S4: targeting the market was similarly achieved through mentioning the type of skin, the related skin problem, the season with an additional factor related to origin as illustrated in Example 4.4 (d, e, f, g).

Example 4.4

English

- a. Murad's new Anti-Aging Blemish Control range is designed to specifically target blemishes in an adult skin while simultaneously addressing the signs of ageing.
(problem)

- b. Sensitive skin sufferers, delight: E45 have launched a new range of moisturisers to give your delicate skin a touch of luxury. (Type of Skin)
- c. Estee Lauder's ultra rich new firming cream is perfect for the winter months when your skin is zapped of hydration (Season)

Arabic

- d. قدمت ديور اطلاقاً جديدة لعلاج علامات تقدم سن البشرة بتقديم فائدة جديدة اساسية (Problem)
(Dior has launched a new product designed to cure signs of ageing)
- e. الجديد من نوكس حلاً فعالاً لترطيب البشرة الحساسة والمصابة بالجفاف Crème Fraîche®de Beauté قدم وتلطيفها.
(Crème Fraîche®de Beauté introduced an effective solution for sensitive and dry skin.)
- f. Cream من غارنييه بتركيبية تمتاز بدرجة حماية عالية، لتتمكّن بشرتك من التمتع بتأثير Cream BB يتمتع أحدث BB الصيف (Season)

(BB cream features excellent high-level protection for you to enjoy smooth skin during the summer.)

- g. مع إضافتين جديدتين Re-Nutriv اختبري فوائد مستحضر الرفع المتطور وتصحيح علامات التقدم في السن من بتركيبية صممت خصيصاً Re-Nutriv Ultimate Lift Age-Correcting Collection. لمجموعة لبشرة المرأة الآسيوية الرقيقة، (Origin)

(Test the benefits of Re-Nutriv Ultimate Lift Age-Correcting Collection which is especially designed for the skin of Asian women)

In Kathaplia's (1992) study on move structure of advertisements, M1S4: targeting the market, was also found in the move pattern, but it was not a prominent display. However,

it was considered as prominent (55%) in the Arabic corpus, but in the English corpus, it recorded a moderate frequency of 48%. Thus the difference between the two corpora was not that marked.

On the whole, this move do not seemed to have a strong presence, but could still be considered as a generic feature (Cheung, 2008) with regard to online advertisement of skin care products. However, the results is rather unexpected as targeting the market was thought to be a chief strategy in advertisement. Instead advertisers relied on other moves more prominently to sell their products. Perhaps, while emphasising a problem is necessary, an over-emphasis may lead to negative reaction. This line of reasoning could be psychological as most people are more inclined or attracted to 'positive' language rather than to focus on problems, especially in advertisements.

Move 1 Step 5. Extra details

M1S5: extra details, provides advertisers the avenue to go into elaborations, such as those that pertain to shape, size or colour in order to satisfy the customers' need to know the product (Example 4.5).

Example 4.5

English

- a. Plus, it comes in a sizeable bottle and lasts for ages
- b. Coming in a gorgeous red bottle

Arabic

- c. عبوة 25 مل

(One item consist of 25 MM)

d. كل مجموعة معلفة بشكل مثالي داخل حقيبة شبكية فاخرة

(Each package is covered perfectly in luxury bag.)

This sharing of product knowledge according to the data revealed a low priority. The results displayed a very low percentage of occurrence of MIS5: extra details in both the English corpus (8%) and in the Arabic corpus (4%). This low frequency of occurrence suggests that this step is not viewed as a key element (Cheung, 2010) in online advertisement as a sub-genre. This is not surprising as a compact discourse such as an advert cannot have too much space for elaborations. In addition, details may be technical and too many of such details would not appeal to the customers. As such, advertisements do not rely on elaborations to promote the product. More often, they rely on visuals or graphics that appeal to the sense of sight for effect, which brings us to the next move for discussion.

Move 1 step 6. Illustrating the product with picture

Displaying a visual for each advertisement was found to be obligatory in all the texts of both corpora (100 %). This confirms the notion that pictorial display and persuasion are strongly connected in advertisements. However, the semiotic aspects of pictures are beyond the scope of the present study.

4.2.2.2 Move 2: Describing the Product

The main body of all advertisements consist of product description which is further subdivided into two sections: one being object characterization of the product and the other focuses on the persuasive aspects of the advertisement. In other words, the text is a combination of 'information and – publicity or telling – and – selling' (Fairclough, 1992).

Thus, move 2, describing the product, is divided into two steps: portraying objective characteristics and persuasive characteristics.

M2S1: 'the objective characteristic,' is further subdivided into three sub-steps which are listing of features, models and instruction of use. All these sub-steps were found to be not prominent in both corpora. This result is aligned to the results of M1S5: extra details. Both are not prominent. On the other hand, M2S2: the persuasive characteristics, which consisted of one sub-step which is 'evaluating the product positively' was found to be prominent in both corpora.

Figure 2 shows the percentages of all the sub-steps in M2: describing the product. These sub-steps did not record high percentages. This could be attributed to the fact the framework used in the present study consisted of two general moves which are divided into many specific steps and sub-steps, in contrast to other frameworks such as Kathaplia's (1992) and Bhatia's (2004) frameworks. Kathaplia (1992) combined two sub-steps—'evaluating the product positively' and 'listing features'—into one move and named it 'appraising the product.' The framework used in the present study was designed for a micro analysis and followed the petite categorisation of a few sub-steps under one move, such as, 'describing the product.' Similarly, Labrador et al. (2014) had categorized 'listing features' under objective features while 'evaluating the product positively' under persuasive characteristics.

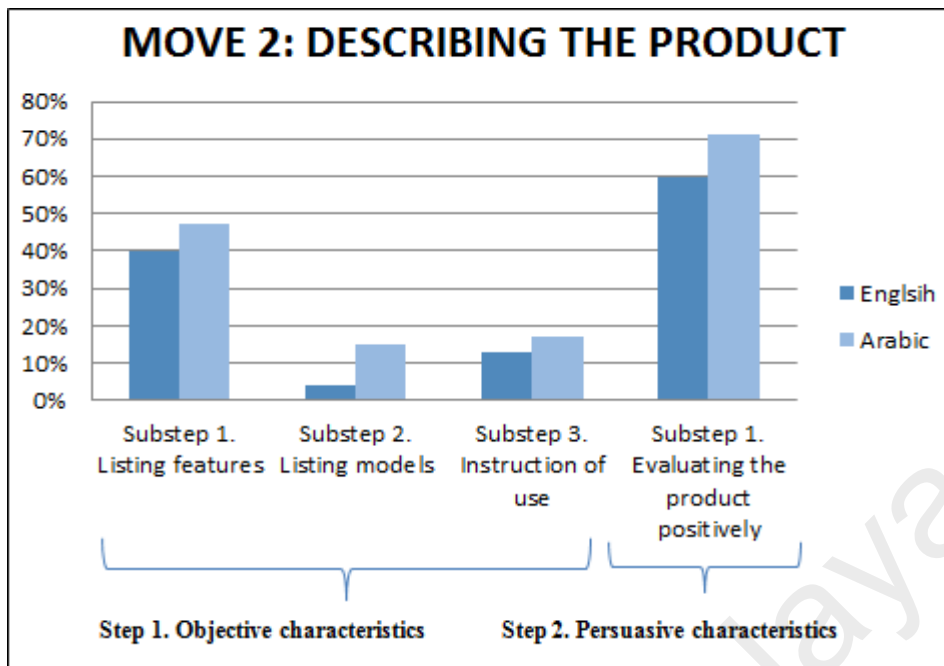


Figure 4.2: Percentages of Move 2 steps and sub-steps in English and Arabic corpora

Move 2 Step 1: The Objective Characteristics

Step 1 Sub-step 1. Listing Features

M2S1SS1: listing features, refers to the listing of ingredients which make the product unique and attractive to the customers as shown in Example 4.6.

Example 4.6

English

- a. The anti-aging formula contains Dr. Murad's Resilient-C Complex, which is 50 per cent more powerful than ordinary topical vitamin C and maximises collagen production, while Retinyl Palmitate minimises the appearance of fine lines and wrinkles and Tangerine Butter smoothes and hydrates.

- b. The (delightfully scented) velvety serum-in-oil formula contains actiscent complex, VC IP, matrixyl 300 lipo peptide, juvenity, rosehip, evening primrose and jojoba oil.

Arabic

- c. كما ويضم 'ريجينيрист رينكل ريلاكسنغ كومبليكس' البالميتويل-بيبتيد والفيتامين 'بي 3'، لتعزيز طبقة البشرة الخارجية والطبقة القرنية، مما يساعد على استعادة الرطوبة للبشرة.

(It also contains 'Regenerist Wrinkle Relaxing Complex,' Albalmituil, peptide and

Vitamin 'B3', to strengthen the external layer of the skin and to help to restore moisture to the skin.)

- d. وقد تم الآن إثراء تركيبته بإضافة أربع مستخلصات نباتية عضوية هي: أوراق شجرة الجنكة الصينية "جينكغو Cornflower" بيلوبا" وزهرة الحقول وزهرة البانوج والصابار.

(The texture has been enriched through the addition of four organic plants which are: the leaves of Ginkgo biloba, cornflower, chamomile and cactus flowers.)

M2S1SS1: listing features, helps to increase the customers' trust in the product. It was regarded as not prominent in both English and Arabic corpora as it recorded 40% and 47% respectively in frequency. M2S1SS1 was also found in Labrador et al. (2014). However, they found listing features to be 100% in occurrence of English and Spanish online advertisements of electronic products. This notable difference in the frequencies of occurrence can be attributed to the nature of the data. Believability of electronic products depends significantly on their technical features, while buying skin care products depends on other factors, such as the type of skin or skin problems. The low frequency for M2S1SS1: listing features, in the present study could be due to the fact that features in

skin products are varied and technical names of ingredients do not appeal to the majority of customers. New products require more attention to listing features in comparison with known advertised products. It could be also due to the fact that some advertisers believe that product features for skin care should be made simple and adding new features may affect the firms' profitability and also decrease established product usability. All in all, customers' satisfaction could be negatively affected. (Thompson et al., 2005) if this move is made prominent.

Step 1 Sub-step 2: Listing Models

M2S1SS2: listing models, refers to the variation of the same product as shown in Example 4.7. It was regarded as not prominent in both the English (4%) and the Arabic (15%) corpora examined in the present study. This finding was in line with Labrador et al.'s (2014) work which found this sub-step as not prominent in the online advertisements of electronic products. The variation of the frequency of occurrence of M2S1SS2 between English and Arabic can only be attributed to the fact that the advertised products often are regarded as single products and if there are multiple products, they are packaged as a combination of different items, but not as variants of the same product.

Example 4.7

English

- a. The range includes E45 Touchably Smooth, E45 Nourish and Restore and, our pick, E45 Silky Radiance.
- b. The range includes Eye Contour Complex, Stimulating Serum, Complex Cream and instant ampoules for a quick boost.

Arabic

- c. وهي تتألف **Revitalift** المقدم في عبوة أنيقة (والمصمم ليبدو كالحقنة) إضافة إلى الكريم النهاري من سيروم

(Revolumizing Serum consists of Revolumizing Day Cream and Revitalift)

- d. سوبليماج "من" تتألف مجموعة

Vanilla Planifolia ، الغني بمستخلص فانيليا بلانيفوليا Sublimage La Crème "كريم" سوبليماج لا كريم -
من مدغشقر nifolia

Golden ، ومكوّنه النشط الغولدن شامبا بي.أف.أي Sublimage L'Essence "مركز" سوبليماج ليسانس -

Champa PFA (Arb)

(Sublimage group consists of Sublimage La Crème which is rich in vanilla planifolia from Madagascar and Concerted Sublimage L'Essence which contains Golden Champa PFA.)

Step 1 Sub-step3. Instruction of Use

In MIS1SS3: instruction of use, the advertisers provide instructions on how to use the product as illustrated in Example 4.8. This is a new sub-step found in online advertisements which is not found in previous frameworks (Bhatia, 2004; Kathaplia, 1992; Labrador et al., 2014). It was determined as not prominent in both English (13%) and Arabic (17%) corpora. This result was expected as there was not much space for displaying instructions for the advertised products in online advertisements. It is likely that instructions are only relevant if the skincare product is very new in the market or that there are very specific instructions that need highlighting. Generally, instructions are not foregrounded resulting in its low frequency occurrence (Cheung, 2010) in online advertisements of skin care products.

Example 4.8

English

- a. To get the best out of your Moisturizing Soft Cream, take a small amount between the fingertips and press gently into skin. It works miracles!
- b. Though it's supposed to be a mask, we recommend splitting a pea-sized drop between both eyes – even under make-up. Keep it in the fridge for extra cooling and to brighten up tired eyes in the morning.

Arabic

- c. يستخدم مرة كل أسبوع ليصبح مظهر البشرة أكثر تماسكاً

"It is used once a week to obtain firm and smooth skin."

- d. يمكن وضعه تحت أو فوق كريم الأساس، أو استخدامه وحده لإخفاء البقع الداكنة المستهدفة، وأيضاً إخفاء الهالات الداكنة تحت العينين عن طريق استخدام لون أفتح بقليل من لون بشرتك الطبيعي. ابدئي بوضع كمية قليلة بالإصبع أو بفرشاة خافي العيوب/الكونسيلر وربتي بلطف على منطقة أسفل العينين، زيدي لبناء التغطية حسب الحاجة.

"You can use it under or above foundation cream or by itself. Put a small amount using your finger or a brush and gently massage the area under the eyes."

Move 2 Step 2. Persuasive Characteristics

Step 2 Sub-step 1. Evaluating the product positively

M2S2SS1: evaluating the product positively, as a sub-step under persuasive characteristics plays a vital role in persuading customers that the advertised product is worth buying. M2S2SS1 highlights the qualities and properties of the advertised products conveyed

through the use of positive adjectives to help the advertisers to reach their goal (Example 4.9).

Example 4.9

English

- a. Darphin's Eye Sorbet Mask is a real wonder product. It has a beautiful light texture that melts into skin and leaves the eye area hydrated and smooth.
- b. L'Occitane's Divine Cream is still considered one of the best anti-ageing creams in the industry.

Arabic

- c. يتمتع هذا السائل البودري الناعم، بخفته وأدائه المدهشين، حيث ينساب ويتوزع على البشرة على نحو رائع، التي تصقل سطح البشرة Elasto-Smooth™ فيجعل تطبيق كريم الأساس أكثر سهولة. كما يتميز بتقنية وتنتشر الضياء لإخفاء العيوب

(This liquid is soft, wonderful and easy to use. It flows and distributes on the skin in a wonderful way, making the application of the foundation cream easier. It also features with Elasto-Smooth™ technology which refines the skin's surface to hide the flaws.)

- d. كريم خارق رائع يجمع فوائد إصلاحية وترطيبية في تركيبة فعالة واحدة. غني مريح، تركيبة الكريم المترفة تجعل من نتائج تجديد العمر الواضحة أكثر فائدة. تبقى البشرة مصقولة، أقل خطوطاً ومتألقة مع ملمس طري مثيل له. إضافة إلى أن هذا الكريم المترف للغاية يطرح رائحة جديدة أسرة حصرية لا

(It is a fantastic supernatural cream which combines reform and moisturizing benefits in one effective combination. Rich and comfortable, its combination has clear results on the skin. The skin remains refined with less lines. This cream has a new, exclusive, and captivating fragrance)

Positive adjectives in M2S2SS1 contribute to customer satisfaction which is benchmarked on how well the product is supposed to work. M2S2SS1 registered a high frequency of occurrence and was regarded as prominent in both corpora (60% in the English texts and 71% in the Arabic texts). These results were close to the results found by Labrador et al. (2014). This may imply that M2S2SS1: evaluating the product positively, is a generic part of online advertisements and is regarded as a common strategy of product differentiation (Bhatia, 1993). While M2S2SS1: evaluating the product positively, is deemed necessary to elicit sufficient and positive evaluations by customers so as to motivate purchase, the data shows that the use is moderate as the use of too many strong adjectives could result in too much of a 'hard' sell and the product credibility could be affected.

4.2.2.3 Move 3. Justifying the product

M3: justifying the product, is an effective way for establishing a positive brand image of the advertised product. It aims to persuade customers that the products are important and worth buying. It seeks to highlight the benefits of the advertised products and the real life problems that the product is able to overcome. M3: justifying the product can be realized by either highlighting the benefits of the advertised products or by establishing a niche following (Kathaplia 1992). M3 registered a high frequency of occurrence (60%) in the English texts and was regarded as prominent and it was considered as non-prominent as it occurred 46 % in the Arabic texts. In the present study, M3: justifying the product, is realized only by highlighting the benefits of the advertised products as illustrated in Example 4.10 (a, b). In the Arabic corpus, on the other hand, M3: justifying the product were identified by the factors; highlighting the benefits of the advertised products and by establishing a niche as shown in the Example 4.10 (c, d).

Example 4.10

English

- a. Not only does it wake up and illuminate lacklustre skin but the ingredients also nourish and visibly reverse signs of ageing (benefits).
- b. Working on reducing the appearance of wrinkles, firming skin and fading age spots, this serum duo is just as brilliant as you'd expect from the brand (benefits).
- c. ويعمل هذا الخليط على تخفيض مستوى التجاعيد ومظهر الخطوط الدقيقة في غضون 14 يوماً فقط، مما يمنحك بشرة أكثر نعومة ويخفي الخطوط الدقيقة. Establishing a niche (real problems encountered by the customers)

"This mixture works to reduce the level of wrinkles and the appearance of fine lines in just 14 days, which makes the skin appear smoother and hides fine lines."

- d. تتيح هذه المجموعة الفرصة للحصول على بشرة ناعمة ومتوهجة مع فوائد محاربة لعلامات تقدم البشرة في The Reparative Face Sun Lotion SPF 30 ، ويساعد على حماية البشرة ضد الإعتداءات البيئية. لقد تم تصميم لوسيون بفاعلية The Reparative Body Sun Lotion SPF 30 ولوسيون 30 SPF 30 Sun Lotion SPF 30 ، وللمساعدة على الحد من تضرر البشرة UVA و UVB عالية لحماية البشرة من الأشعاع فوق البنفسجية (benefits). في المستقبل، بينما يعملان على ترطيبها وإصلاح علامات الأضرار السابقة

"This group provides an opportunity to get a smooth skin, fighting against the signs of skin aging and helping to protect the skin against the effects of the environment. The Reparative Face Sun Lotion SPF 30 and lotion and the Reparative Body Sun Lotion SPF 30 High were designed effectively to protect the skin from ultraviolet UVA and UVB rays, and to help reduce damage to the skin, as well as hydrate and repair previous damage marks."

Highlighting the benefits of the advertised product appears to be a main strategy in persuasive advertising. The language must be used in such a way that it conveys the uniqueness of a product. Addressing skin problems is linked to promises to the customers that these advertised products will satisfy their needs and that the advertised product offers the best solution (Jordan, 1986). Skillful use of such linguistic resources will realize the secret of successful selling (Bhatia, 1993). M3: justifying the product, was found to be prominent in the Arabic corpus (62%) but not prominent in the English corpus (46%). In Kathaplia's 1992 framework 'justifying the product' was also not prominent. This percentage is lower than expected in both corpora. When considering that adverts are supposed to be persuasive, this move could be more aggressively used. One possible reason for it to be not prominent could be the exercise of caution. Advertisements as practiced today especially in the West, is encumbered by consumers' civil rights. False advertisements could invite painful lawsuits. As such, advertisers are unlikely to go overboard with their 'benefits' claim. They would rather spread out the persuasion elements in different dimensions to put the message across. The Arabic adverts were found to use this move more strongly and again it could be attributed to differences in cultural practices in the business world.

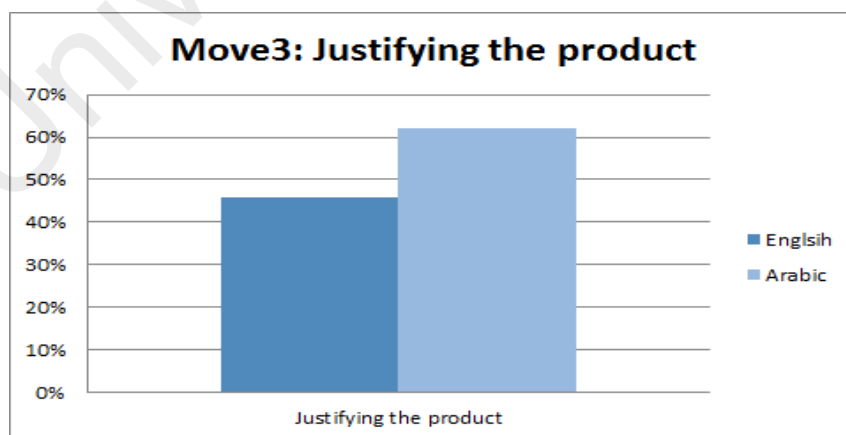


Figure 4.3: Percentages of Move 3 in English and Arabic corpora

4.2.2.4 Move 4. Testimonials

M4: testimonials, refers to comments made by customers who had used the product, or by experts or famous people for the purpose of persuading the customers of the quality and value of the advertised products. Sharing testimonials help in raising the confidence level of the target market.

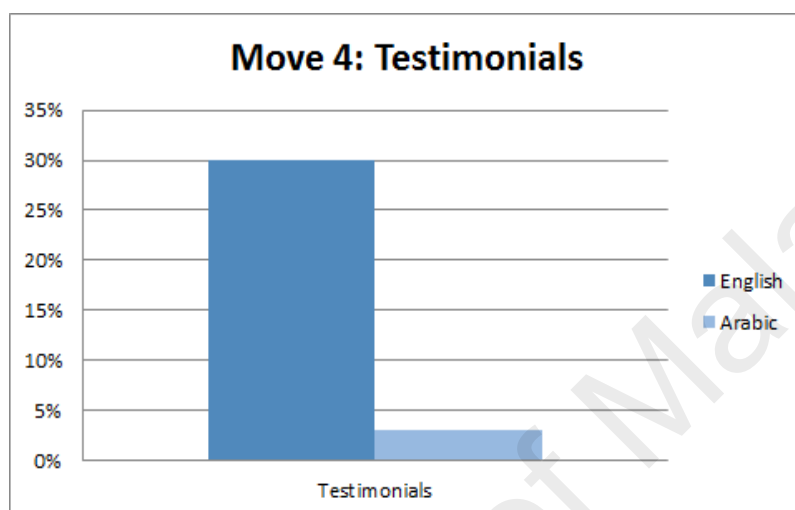


Figure 4.4: Percentages of Move 4 in English and Arabic corpora

M4: testimonials, was not prominent in both the English corpus (30%) and the Arabic corpus (3%). There was quite a wide disparity in the frequency occurrences of the two corpora. Typically, the comments were from experts (specialists) as shown in the Example 4.11 (a, b) or from famous people as shown in the Example 4.11 (c, d). The comments in the form of recommendations were only present in the English corpus. It would appear that the English adverts were more inclined to use this persuasive function than the Arabic counterparts. The West could be more open to the sharing of experience in this manner while the Arabs may not be too open to this public display of confidence. It could also be that some of the advertised products were new to the Arab region. Therefore, there were not much recommendations to go by for these advertised products as yet.

Example 4.11

English

- a. We loved the fresh scent and the easy applicator of the Age Defence and Age Repair pens we tested. (Tested by magazine)
- b. "It doesn't feel like you're wearing sunscreen" is just about the biggest compliment you can pay to a sunscreen. And that's exactly what Dr. Graber says about this sheer, fast-absorbing formula. (Expert)

Arabic

c.

وقالت الممثلة ثاندي نيوتن حول تجربتها مع كريم 'أولاي توتال إفكتس نتش أوف فاونديشن' وتفضيلها له: "أنا مغرمة بمنتج 'أولاي توتال إفكتس نتش أوف فاونديشن بي بي كريم' الجديد، وأواظب على استعماله منذ مدة طويلة، فلطالما رغبت (actor) بالماضي بالحصول على منتج مثالي كهذا، وها هو بات اليوم متوفراً بين يدي جميع السيدات

(The actress Thandie Newton talked about her experience with Olay Total Effects Touch of Foundation cream and her preference for it: "I'm in love with the new Olay Total Effects Touch of Foundation BB cream. I have been using it regularly for a long time. I always wished to get such perfect product, and here is it is available today in the hands of all ladies.)

- d. وقالت الدكتورة دينا صبيح، أخصائية الجلدية التجميلية وسفيرة علامة 'أولاي': "يتنامى مستوى الإقبال الذي يستقطبه البي بي كريم بشكل عام، حيث من المهم جداً أن تستخدم كريم للتخلص من عيوب البشرة يوفر لك كل ما تحتاجينه في مجال العناية بالبشرة، ويساهم هذا المنتج الجديد متعدد المهام 'أولاي توتال إفكتس نتش أوف فاونديشن بي بي كريم' في تلبية جميع احتياجاتك في مجال رعاية البشرة، وفي مقدمتها النضارة والترطيب وضمان تغطية أساس متناسقة والحماية من أشعة الشمس، والأهم من ذلك كله مكافحة علامات (expert) 'التقدم بالسن التي عودتك عليها تركيبة 'أولاي توتال إفكتس

(Dr. Dina Sabih, an aesthetic dermatology specialist said, "Demand for BB cream is increasing in general. It is very important to use this cream to get rid of skin imperfections. It provides you with everything you need for skin care. The new multi-tasking Olay Total Effects Touch of Foundation BB cream provides you with everything you need for your skin care, most importantly freshness, moisture and protection from the sun's rays.)

Analysis of the present corpus showed that recommendations placed in magazines were only present in the English corpus. These comments help boost the confidence of customers toward the advertised product. It seems that English magazines were willing to take the responsibility and persuade their customers by showing their certainty about the advertised products and sharing with them their experiences in using a specific product. A possible reason for this could be attributed to the fact that the advertised products are western made. Arab advertisers did not include themselves in testimonials and distanced themselves from this responsibility.

4.2.2.5 Move 5. Establishing Credentials

M5: establishing credentials, aims to promote the company or the brand in order to make the readers trust the product. It is considered as 'adversary glorification' (Bhatia, 1989) where the advertisers tend to glorify the credentials of the company or the brand of the advertised product. Advertising language can resort to this tactic to increase customer confidence. This approach hopefully will influence the customers in the decision-making process leading to product buying. (Bhatia, 1993). In both corpora, M5: establishing credentials, was realized through different paths, which include giving rewards, achievement display, or historical profiling as illustrated in Example 4.12. These approaches help in increasing the customers' confidence towards the advertised products. This move as found in Kathaplia's 1992 framework, was not prominently used in both the corpora with the Arabic corpus leading quite ahead in terms of percentage.

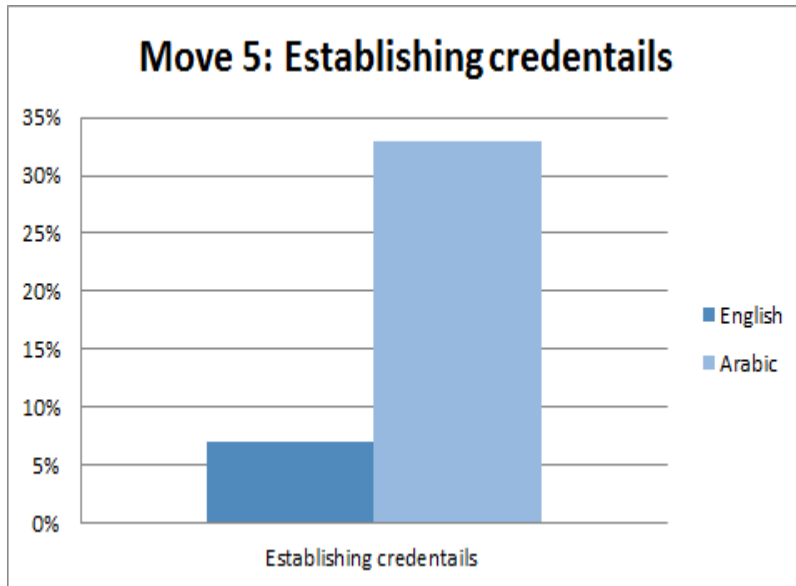


Figure 4.5: Percentages of Move 5 in English and Arabic corpora

English adverts registered 7% while in the Arabic corpora, it was 33%. The figures seem to suggest that this approach is not strongly preferred in English adverts. The Arab advertisers, on the other hand, places more positive value on this approach with the possible reason that emergent markets might view credentials as a convincing factor to persuade the customers of the worth of the product.

Example 4.12

English

- a. It won the Best Eye Cream For Crow's Feet gong in our 2014 and 2015 Best Beauty Buys. (Rewards)
- b. When a limited release preview sale of a new beauty line sells out in 36minutes, you know it's worth talking about. (Achievement)
- c. With 59 years of expertise in skincare, (History)

Arabic

- d. (Rewards) تتميز بـ 25 براءة اختراع وأخرى بانتظار الحصول عليها عالمياً
- i. (It features 25 patents and pending for one more patent.)
- e. وقد نعمت السيدات حول العالم بفوائد كريم 'أولاي' الأصلي للتخلص من عيوب البشرة منذ العام 2007، حيث (Achievement) يجري بيع عبوة منه كل 90 ثانية في المملكة المتحدة،

(Women around the world have enjoyed the benefits of the original cream 'Olay' to get rid of skin imperfections since 2007. One item is sold every 90 seconds in the United Kingdom.)

- f. من نوكس عام 1999 وهو اليوم مستحضر يحتل مرتبة Crème Fraîche®de Beauté تم إطلاق كريم (History) النجوم بين المنتجات

(Crème Fraîche®de Beauté was launched in Knox in 1999, and today it ranks highly among other products.)

- g. النتائج مأخوذة من "إن فيفوتيسست" الذي أجري على 20 متطوعة تتراوح أعمارهن ما بين 30 و 55 سنة (tests)

(The results are taken from "The Vivutist" which was conducted on 20 volunteers aged between 30 and 55 years old.)

4.2.2.6 Move 6. Urging Action

M6: urging action, aims to 'force' customers to make a decision to buy the product. This can be achieved by mentioning the website, telephone number, email address and shop name in the advertisement as shown in Example 4.13.

Example 4.13

English

- a. Available at www.boots.com from August
- b. Tel: 0208 519 2804
- c. *Email: office@skinevolution.co.uk; Doctor-renaud.co.uk*
- d. Available from Sainsbury's stores nationwide.

Arabic

- e. متوافر في عبوة حجم 30 مل، وتباع بحوالي 100 درهم إماراتي أو ما يعادلها، في UV Plus HP كريم في Boots. فروع بوتس الصيدليات وجميع

(UV Plus HP cream, available in a 30 ml package, is sold for approximately AED 100 or its equivalent, in pharmacies and all Potts branches of Boots.)

- f. حصريا في متجر هارفي نيكولز، مول الإمارات "Radical Skincare".

(Radical Skincare is exclusively found at Harvey Nichols, Mall of the Emirates.)

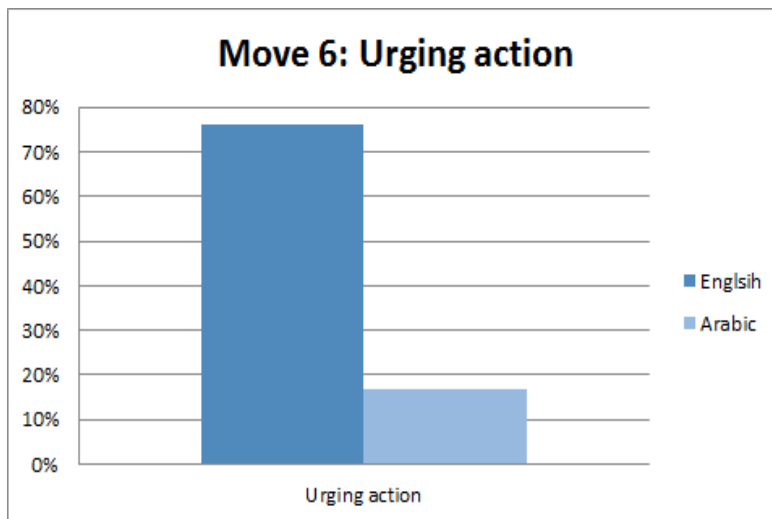


Figure 4.6: Percentages of Move 6 in English and Arabic corpora

Analysis of the data showed that the two corpora exhibited a marked difference in the frequency occurrence of M6: urging action. It was considered prominent in the English corpus as it scored a high frequency of 76% in contrast to the Arabic corpus, where it was regarded as not prominent with a low frequency of 17%. Kathapalai (1992) also regards this as a move in her study. It can be argued that Arab advertisers prefer to rely more on persuasive language that deal with product description rather than to devote space to information for action. English advertisers encourage the customers to visit the company's website, on which they will be able to get more information about the brand and its products (Example 13). This could be due to the fact that in the UK, there is a better use of the digital interface to facilitate communication other than through advertisements. In contrast Arabic countries may not have developed such facilities and as such, are unable to invite customers to use other means of communication for product verification. It is interesting to note that modern day adverts can be more multimodal in reaching out to their clients. Advertisements in urging for action, goes beyond overt persuasive language, they now use digital interface to tap on another level of marketing resources.

Part II

4.3 Findings of persuasive linguistic features

A list of linguistic features which were identified as persuasive were collected and analyzed from the corpora of the present study.

Since the present study is concerned with persuasive language, M2 S2: persuasive characteristics, M3: justifying the product, M4: testimonials, and M5: establishing credentials, in both the English and Arabic corpora were analyzed for their persuasive linguistic features. They comprised 4682 words and 14,705 words respectively. M2 S2: persuasive characteristics, M3: justifying the product, M4: testimonials, M5: establishing credentials, and M6: urging action, are hypothesized to contain use of persuasive language. However, 'urging action' was excluded as it did not register any persuasive linguistic features. This could be attributed to the fact that both the Arabic and English languages sought to avoid 'face-threatening' acts (Brown & Levinson, 1987) as urging action may be considered as 'strong' language.

The persuasive linguistic features found in both corpora were syntactic, semantic and discursual features. Among these features, syntactic features were used more in both corpora. (Table 4.2) It could be attributed to the fact that syntactic features were preferred by the advertisers as it is necessary to give 'explicit information about product which readers may not be familiar' (Bruthiaux, 2000)

Table 4.2: Times of occurrence of persuasive linguistic features in both English and Arabic

Features	English Times of occurrence	Arabic Times of occurrence
Syntactic	309	401
personal pronouns	86	82
rhetorical questions	8	11

multiple modification	23	24
non-finite clauses	12	0
Adjectives	140	243
Adverbs	40	41
Semantic	39	26
Personification	18	6
Simile	12	8
Metaphor	0	2
Hyperbole	9	10
Discoursal	43	138
Emphatic enumeratives	43	138

4.3.1 Syntactic Features

Different persuasive syntactic features, such as personal pronouns, rhetorical questions, multiple modification, non-finite clauses and adjectives were found in both English and Arabic corpora. Among them, personal pronouns and adjectives were the most common syntactic features found in both.

4.3.1.1 Personal Pronouns

In the present study, different personal pronouns which appeared in both corpora are shown in Table 4.3.

Table 4.3: personal pronouns in English and Arabic corpora

Personal pronouns	English corpora	Arabic corpora
Subject	52 cases	0
Object	4 cases	40 cases
Possessive	30 cases	42 cases

They are subject, object and possessive pronouns as shown in Example 4.14. In the English adverts, personal subject pronouns (you, we) were most prominently used (52 cases) compared to objective pronouns (us) (4 cases) and possessive pronouns (your) (30

cases) respectively. In Arabic, personal pronouns can be attached to or detached from the words used. In the present study, the use of detached personal pronouns was absent. This could be attributed to the structure of the Arabic language. The attached personal pronouns to the words found in Arabic online advertisements were those that were objective (ك) 'you' (40 cases) and possessive (الك - اليك) 'your' (42 cases).

Example 4.14

English

- a. This all-in-one anti-ageing product works its magic as **you** sleep (subject pronoun)
- b. **You** can literally feel your skin drinking in this technology-rich gel-cream. (subject pronoun)
- c. **We** always rely on Burt and his Bees for natural beauty products that deliver fast results. (subject pronoun)
- d. **We** love Bliss' new face lotion (subject pronoun)
- e. After just one use you'll notice **your** skin looks brighter and feels smoother (possessive pronoun)
- f. It's alcohol-free and is perfect for keeping **your** skin shine-free (possessive pronoun)

Arabic

- g. **your beauty** 'يساعد على تجديد جمالك بمفهوم جديد ليلاً' (possessive pronoun)
- h. **your skin** 'ويضمن ظهور بشرتك بمظهر متناسق طبيعي' (possessive pronoun)
- i. **الك** منتج كريم الأساس الجديد من مكياج طبقة من المسام تسمح للوجه بالتنفس والحفاظ على حيوية البشرة ونقاها ' It provides **you**' (Object pronoun)
- j. **الك** مزايا عديدة ' It provides **you**' (Object pronoun)

Using personal pronouns in advertisements carry a persuasive value (Cook, 2001; Delin, 2000; Fairclough, 1992; Pilatova, 2015) as they set a personal tone, help to personalize the message for customers and reduce the impression that customers are only being addressed as part of a mass audience. For example, the personal pronoun ‘you’ helps to produce a sense of equality in addresser-addressee interaction. The conversational tone creates within the customer the feeling that the advertised product is made for him (Romanenko, 2014). The plural pronoun ‘we’, on the other hand, creates a sense of solidarity with the customers and establishes a rapport between the advertisers and the customers. The use of the possessive pronoun in both English and Arabic ‘*your*’ (اليك - لك) also makes instruction more personal. While ‘*your*’ can refer linguistically to a single person or to a group of people, customers reading the advert can be made to feel individually addressed (Janoschka, 2004) as the reader normally would read the advert on their own.

4.3.1.2 Rhetorical Questions

Another persuasive feature found in both corpora was the use of rhetorical questions. They occurred in both the English corpus (8 cases) and in the Arabic corpus (11 cases). The questions make the readers feel engaged and as a result can lead to them agreeing with what the text is saying (Example 4.15). Rhetorical questions expect the customers to answer the questions mentally and the case for the answers are usually already built within the text. In a way, the advertisers in using questions draw the customers away from passive receptivity but uses the information to answer the questions positively. (Fuertes-Oliver et al, 2001; Janoschka, 2004; Leech 1966)

Example 4.15

English

- a. You know how most high SPF creams are thick and greasy?

b. What its secret?

Arabic

c. هل تعلمين أن "كلينيك" كانت إحدى أوائل شركات مستحضرات التجميل التي قدمت حلاً لجفاف البشرة؟

(Do you know Clinique is the first company that provides a solution for dry skin?)

d. إلى أي حد يمكنك الذهاب لمحاربة تقدم سن بشرتك؟

(To what extent you can fight skin aging signs?)

4.3.1.3 Multiple Modification

Multiple modification indicates a coordination of two or more adjectives in a single noun phrase, building up a positive evaluation of the advertised product in an attractive way as shown in Example 4.16.

Multiple modification appeared in both the English corpus (23 cases) and in the Arabic corpus (24 cases). The cases found in the English corpus were both pre and post modification. On the other hand, in the Arabic corpus, all the cases were of post modification type. As shown in the examples below, modification in the English corpus consisted of two, three or four modifiers after the word modified, while in Arabic, modification can be a combination of two, three, four, five or six adjectives. Multiple modifications are common in advertisements, as they allow for a more compacted, colourful and attractive description of the advertised product and communicate more on an emotive level (Bhatia, 1993; Labrador et al., 2014; Rush, 1998).

Example 4.16

English

Pre-modification:

- a. ... the **new super** BB Creams
- b. The rich, creamy concentrated cream
- c. This roll-on version has all the brilliant de-puffing, cooling and brightening benefits ...

Post-modification

English

- d. ... is perfect for keeping your skin **shine-free, smooth and toned**
- e. ... Cream is refreshing, smoothing and youth-boosting.

Arabic

- f. سنتكسبين تدريجياً رونقاً متألّفاً وصحياً جميلاً وطويل الثبات

(elegant beautiful, healthy and long stability appearance)

- g. وضعتها للحصول على منتج طبيعي وفعال وخلّاق وجريء وفنّي وشاعري

(naturally, effective, creative, bold, artistic and poetic product)

- h. للحصول على مظهر طبيعي مرتاح

(comfortable, natural appearance)

- i. يجعل البشرة ناعمة، حريرية وملساء

(It makes the skin Soft, silky and smooth)

- j. هذا الجل المنعش المرطب

(refresh and smooth gel)

4.3.1.4 Adjectives

Adjectives are another persuasive linguistic feature found in both corpora. Data analysis shows the heavy use of adjectives in English and Arabic online advertisements, at 140 and 243 tokens respectively.

In the present study, adjectives were classified as gradable (comparative and superlative) and non-gradable (positive adjectives) as shown in use in Example 4.17. Positive adjectives were the most common in the advertisements of both corpora. The most used adjective in the English corpus was 'new' (25 cases), while, in the Arabic corpus, the prominent adjectives used were "جديد" 'new' (44 cases) and "طبيعي" 'natural' (43 cases).

Example 4.17

English

- a. It also contains SPF, **perfect** for protecting the sensitive eye area from sun-related ageing. (positive adjective)
- b. Darphin's Eye Sorbet Mask is a real wonder product (positive adjective)
- c. you'll notice your skin looks **brighter** and feels **smoother** (comparative adjective)
- d. ball massages the eye area for a **brighter, more radiant** and **youthful** appearance (comparative adjective)
- e. L'Occitane's Divine Cream is still considered one of the **best** anti-ageing creams in the industry. (Superlative adjective)
- f. It's worth it as it's our **best** hydrating eye cream. (Superlative adjective)

Arabic

- g. لون ذهبي رائع وترطيب مثالي للوجه 'Wonder' (positive adjective)

- h. وهو الجاذب الطبيعي للرطوبة 'Natural' (positive adjective)
- i. التفقيح وتصحيح البقع الأكثر تطوراً most developed (Superlative adjective)
- j. وهو لوسيون متحدر للجسم معطر بعطر توم فورد الخاص بالنساء والأكثر 'Most famous' شهرة (Superlative adjective)
- k. ليظهر البشرة بمظهر أكثر شباباً 'younger' (Comparative adjective)
- l. لون أكثر تناغماً، مرونة أكبر 'more flexible' (Comparative adjective)

The heavy use of adjectives was expected because advertisers need them to describe and evaluate their product. Positive adjectives were preferred by advertisers to demonstrate the nature and the purpose of the advertised product. The purpose of advertising is to introduce and describe the performance and quality of the products (Linghong, 2006). They help advertisers in communicating the product's exceptional qualities and in giving it an attractive description (Ahanger & Dastuj, 2016; Bhatia, 1993; Lapsanska, 2006; Leech 1966; Pilatova 2015).

Comparative adjectives, in the present study, were used to compare the present situation with an improved situation made possible by using the specific advertised product. This would help customers to establish a positive attitude towards the product. Superlative adjectives, on the other hand, were used to express the products' highest degree of quality, thus emphasizing that the product was the best.

4.3.1.5 Adverbs

Adverbs were another persuasive linguistic feature found in both the English corpus (40 cases) and in the Arabic corpus (41 cases). English online advertisements contained more various instances of adverbial use as illustrated in Example 4.18, compared to the Arabic counterpart. The most common adverb used in both corpora was 'instantly'. Ad-

verbs carry a persuasive value in online advertisements as they attract the reader's attention to the verbs especially. Verbs are central features that describe action or the state of being. Adverbs modify the extent of the results of using the advertised products (*e.g. instantly, perfectly, quickly, powerfully, effectively, freshly ... etc.*). Such modifiers enhance the action and make it attractive for customers to become participants and owners of the advertised product.

Example 4.18

English

- a. ... the cooling cream and ice-cold roller ball will **instantly** refresh and leave your eyes feeling tighter.
- b. ... it's left **perfectly** polished and buffed
- c. ... the cream glides onto skin, hydrating drier types as it is **quickly** absorbed

Arabic

- d. وبالتالي ينعم البشرة على الفور (**instantly**)
- e. تمتصه البشرة بسرعة (quickly)
- f. يغذي البشرة بعمق (deeply)

4.3.1.6 Non-finite Clauses

Non-finite clauses have been identified as a persuasive linguistic feature in online advertisements (Labrador et al., 2014). However, in the present study, non-finite clauses were found only in the English corpus (12 cases) as shown in Example 4.19. This is due likely to differences in the structure of sentences and clauses between English and Arabic.

Example 4.19

English

- a. Avoiding that fake, sweet scent that many creams possess, the fragrance is deliciously organic and natural.
- b. Targeting dark circles, anti-aging and puffiness, the hard-working formula deeply conditions the eye area, diminishing wrinkles while hydrating and smoothing skin, leaving it looking better than ever before.
- c. Inspired by medical and surgical techniques, it has been specifically formulated to emulate the results of Botox, peels, lifting and injection treatments to restore radiance and eliminate signs of tiredness and aging.
- d. Applied to freshly cleansed skin, the tanning properties take an hour or two to develop, giving a soft warm complexion that can be gradually built up with use.

4.3.2 Semantic Features

Various persuasive semantic features such as personification, metaphor, simile and hyperbole were found in both the English and Arabic advertising contexts. Among them, simile and personification were the most used in the English online advertisements while hyperbole and simile were the most used in the Arabic online advertisements. Overall, semantic features were found to be more in the English corpus.

4.3.2.1 Personification

Personification is known as a figure of speech which infuses human like qualities into an inanimate object. This technique helps advertisers to create more personal and engaging advertisements and ultimately they become more relevant to the audience. It is used widely in ads (Kubicova, 2013; Laborador et al., 2004 and Lapsanka, 2006) to encourage

long term memory. This feature has been found in the present study in both the English corpus (18 cases) and the Arabic corpus (6 cases). The advertisers tried to make their products ‘real’ by personalizing their products through life-like characteristics (Cuddon, 2013; Pilatova, 2015) as shown in Example 4.20.

Example 4.20

English

- a. Pledging to increase skin hydration by 66% in just two weeks, **it also promises** to decrease wrinkle depth by half, in four week
- b. **The kit promises** to reduce wrinkles and fine lines within 28 days.

Arabic

- c. يسمح هذا الكريم للبشرة بالتنفس

This cream allows the skin to breathe.

- d. يوفر لك منتج كريم الأساس الجديد من مكياج طبقة من المسام تسمح للوجه بالتنفس .

It allows the face to breathe.

4.3.2.2 Simile

Simile refers to “a figure of speech whereby two concepts are imaginatively and descriptive compared.” (Wales, 2001, p.358) It is another semantic feature which appeared in both the English corpus (12 cases) and the Arabic corpus (8 cases). Employing simile in advertisement helps to linked two things together to clarify and enhance the image (Cuddon, 2013) as shown in Example 4.21. However, it seems that simile is not common

in advertisements (Myers, 1994). It might be due to the fact that similes work on comparisons which may be considered to be less impactful against other devices such as personification and metaphors.

Example 4.21

English

- ii. a. This wrinkle-tackling amino acid complex might feel **as light as tears to the touch**.
- iii. b. If you like your skincare products to **feel light-as-air** but pack a powerful moisture punch, Clarins' Hydraquench range might just be for you.

Arabic

c. وهو ناعم كالحرير.

It is soft as silk

e. تمّ تصميمه ليكون لطيفاً على البشرة كلمسة الأنامل

It is designed to be pleasant to the skin as silk

4.3.2.3 Metaphor

Using a metaphor is worth a hundred words of advertising text in stimulating curiosity of the audience about the product. The use of metaphors is important in advertising because they can express a message in a compact manner within a limited amount of space. Additionally, they establish a powerful way of bringing together various types of information by relating new information to familiar ones (Hermeren, 1999; Lapsanska, 2006; Tanaka, 1994). However, analysed data showed that metaphor was not commonly used

in online advertisements of skin care products though it was found minimally in the Arabic corpus (2 cases) as shown in Example 4.22.

Example 4.22

Arabic

- a. قد تكون العينان مرآة الروح

The eyes can be the mirror of the soul

- b. للقضاء على أعداء محيط العين

To eliminate the enemies in the surrounding of the eye

4.3.2.4 Hyperbole

A hyperbole is the deliberate use of overstatement or exaggeration to achieve emphasis. It is another semantic feature that carry persuasion as it helps the advertisers to advertise their goods in as attractive a way as possible. (Lapsanska, 2006). It appeared in both the English corpus (9 cases) and the Arabic corpus (10 cases). The exaggeration could convince the customer to try out the result of using a specific product (Example 4.23).

Example 4.23

English

- a. We smoothed some on the fine lines around our eyes and noticed an impact within seconds.
- b. Applied to freshly cleansed skin, the tanning properties take an hour or two to develop.

Arabic

- a. في عشر دقائق فقط، تبدو البشرة أكثر توهجا وشفافية وانتعاشا وتحافظ على مظهرها لغاية أسبوع

In just 10 minutes, the skin looks more radiant and transparent

- b. ما النتيجة؟ بشرة ذات مظهر مشرق ومتألّق ذات جمال طبيعي في غضون دقائق

Bright and sparkling skin with natural beauty within minutes

4.3.3 Discoursal Features

Discoursal features have not been highlighted by many scholars as persuasive linguistic features in the body of the literature. However, Laborador et al., (2014) found that emphatic enumeratives as discourse elements can carry persuasive value in online advertisements. In the present study, different emphatic enumeratives have been found in both the corpora. They are in addition to, also, even, plus, not only ... but, as well as. etc.. However, there was a notable difference in the extent of using these discoursal elements between the two contexts. In the English context, five emphatic enumeratives appeared 43 times (Example 4.24 a, b). In the Arabic context, three emphatic enumeratives have been found to occur 138 times as shown in Example 4.24 (c, d).

Example 4.24

English

- a. The multi-functional moisturiser assists **not only** in improving the overall appearance of the skin, **but** also leaves skin feeling moisturised and looking smoother and firmer. (Eng)

- b. The multi-tasking formula primes, perfects, hydrates and controls oil - **as well as** protecting you from harmful rays with the SPF35 and the anti-ageing anti-peptides.

(Eng)

Arabic

- c. 'In addition' يتمتع هذا المزيج القوي بالقدرة على تنعيم البشرة، بالإضافة الى مفعول تلطيف البشرة الذي يدوم ل 24 ساعة
- d. 'also' ويساعد هذا السيروم أيضاً على تقليص التباين في لون البشرة

By using enumeration, advertisers lay emphasis on the elaboration of certain ideas. The effect created is an additive chain which leaves an impression on the minds of the readers. The enumeration facilitates the reader to read on seamlessly and the message is imparted without much of a conscious effort. This method could be considered as subtle in the conveyance of details.

CHAPTER 5: CONCLUSION

5.1 Introduction

This final chapter aims to present a brief summary of the findings by the study, followed by the implications of the findings. This chapter also concludes with some prominent recommendations and suggestions for further research in this area.

5.2 Overview of the Study

This study involves a corpus-based approach of rhetorical moves and the persuasive linguistic features in English and Arabic online advertisements of skin care products. Genre analysis as an approach to textual analysis was adopted in this study, which further assisted to identify the persuasive moves whereby persuasive language was applied.

5.3 Summary of the findings

The following findings are based on each research question proposed:

Research Question 1: What are the rhetorical moves used in English and Arabic online advertisements of skin care products?

In this study, a novel analytical framework was developed and designed for online advertisements. This framework consists of six moves, which are shown in Section 3.5. The results derived from the above analysis revealed that, in English online advertisements, the prominent moves are: identifying product and purpose and urging action. Meanwhile, in Arabic online advertisements, the prominent moves are: identifying product and purpose and justifying the product. The presence of the two moves, identifying product and purpose and describing the product in both corpora, is due to the fact that identifying and describing the product are the main characteristics of the advertisements. It is also notable from the above findings that there is regularity in the existence of certain

moves in these two structural frameworks, but there is no particular pattern in their existence. That is, there is a difference in the distribution and sequence of the employed moves. It should be acknowledged that, for a more detailed description of text-external aspects, such as socio-rhetorical, contextual and procedural elements, a complementary ethnographic approach featuring writers' interviews is required (Bhatia, 2005).

Online advertisements have the common aim of providing the customers with the essential details about the advertised products. The finding in the present study has revealed a prototypical generic structure of online advertisements although they sourced from two various cultures and contexts. These findings have confirmed Bhatia's (1993) postulation that editorials are "universally conventionalized" (p. 68) due to their similar conventional structure at the macro move level (Cheung, 2008). However, the differences that were identified in the frequencies of occurrence of the moves, steps and sub-steps, can be attributed to the social and cultural contexts of the texts (Ahmed, 2000; Hong et al., 1987) and cultural preferences (Vergaro, 2004).

The notable difference in the frequency of moves and steps among the two languages appeared in 'referring to the manufacturing company', 'pricing', 'establishing credential' and 'urging'. Referring to the manufacturing as a step company appeared more frequently in Arabic. This could be attributed to a greater cultural attachment to the importance of a name and could be inferred that Arab advertisers value a name as being a trust-building device more than their Western counterpart, thus deciding to impact this function more 'prominently' in comparison. Establishing Credentials as a move appeared more frequently in Arabic. It seems that this approach is not strongly preferred in English adverts. The Arab advertisers, on the other hand, place more positive value on this approach with the possible reason that emergent markets might view credentials as a convincing factor to persuade the customers of the worth of the product. Pricing as a step is prominent only

in English advertisements. It seems that stating the price is important in Western culture and this could be related to explicit consumerism principles, such as those relating to consumers' rights. Perhaps, it is also seen as ethical practice to have a fixed a price policy. The customers in the West are likely to expect this information as well. In addition, effective pricing helps to avoid serious financial implications. Advertisers would believe in a 'fair' price for their sales (Wearne, 1990). However, in the present study, it seems that Arab advertisers may not share the same perspective. This could be due to the fact that in Arabic culture, prices are not fixed as customers are expected to bargain. Urging action as a move English corpus scored a high frequency in contrast to the Arabic corpus. It can be argued that Arab advertisers prefer to rely more on persuasive language that deal with product description rather than to devote space to information for action. Additionally, English advertisers encourage the customers to visit the company's website, on which they will be able to get more information about the brand and its products.

Online advertisements can be expected to exhibit a set of characteristics which work to achieve what are recognized as typical communicative functions; providing specific information about the advertised products solutions to specific problems, and different persuasive linguistic features (syntactic, semantic and discoursal) to convey messages about advertising the products persuasive messages. Goddard (2001) argued that advertising texts in general can hardly be regarded as strictly informative or strictly persuasive. However, Leiss et al. (1990) argued that both informative and persuasive elements are present in advertising texts, to a certain extent. Bhatia also declares that promotional texts does not include only persuasive language, but also provides information about the advertised products.

Therefore, the moves found in this study are of two types; persuasive and informative. The first move ('identifying product and purpose') consists of six steps, and is informative. All the steps provide information about the advertised product, such as its name, its manufacturing company, and target audience of the product. The second move ('describing the product') includes only two steps. The first step ('the objective characteristic') consists of three sub-steps. They provide a description of the advertised products and instructions on how to use it. The second step ('the persuasive characteristics'), which consists of one sub-step ('evaluating the product positively'), is considered persuasive, as it attracts customers' attention by positive and credible evaluation of the product (Bhatia, 1989).

The third move ('justifying the product') is a persuasive move, because by indicating the needs of the potential customer, the advertisers promise the customers that this product is the only one which can satisfy their needs (Jordan, 1986), and this technique is considered a successful way to persuade customers to buy the product (Bhatia, 1993). The fourth move ('testimonials') is also persuasive, as it introduces the comments by customers or famous people to persuade the customers of the value and the quality of the advertised product. The fifth move ('establishing credentials') is regarded as a persuasive move, because it captures the customers' attention by a well-established reputation in the market (Bhatia, 1993). The last move ('urging action') is regarded as persuasive, as it provides some websites or names of shops where the customers can buy these advertised products, in order to urge the customers to take a further step to buy the advertised product.

Research Question 2: What are the semantic, syntactic and discoursal features used to express persuasion in online advertisements in each context?

Advertising language is meant to be playful, innovative and full of linguistic features that would attract the attention of consumers. The results of this study revealed that the advertisers of such online advertisements in both languages (English and Arabic) employed different persuasive linguistic features (syntactic, semantic and discursal) to convey messages about advertising the products. Their selection of such linguistic features was intended to fulfil the intended communicative purpose, which is persuasion, and further help to influence customers' decision-making and encourage them to buy the advertised products.

The persuasive syntactic features (personal pronouns, rhetorical questions, multiple modification, non-finite clauses and adjectives) were found in both English and Arabic corpora. The persuasive semantic features (personification, metaphor, simile and hyperbole) were found in both English and Arabic contexts. Regarding the discursal features (in addition to, also, even, plus, not only ... but, as well as), different emphatic enumeratives have been found in the both corpora.

Among all these features, personal pronouns and adjective were the most applied in both corpora. In terms of the heavy use of adjectives, Leech, (1966) observed that "advertising language is marked by a wealth of adjective vocabulary" (p.151), as it helps advertisers to communicate the exceptional qualities of their products and thus motivate the audience to establish a positive attitude towards the product. In terms of personal pronouns, Sternkopf (2005) claims that, through the use of personal pronouns, advertisers manage to appeal to a wider audience and create an effect of addressing every customer personally.

5.4 Implication of the Study

This study has derived several considerable implications.

Firstly, this research contributes to the growing body of research on genre analysis by developing a novel analytical framework for online advertisements. Secondly, the findings of this study provide non-native speakers of English and Arabic with rhetorical guidelines and an inventory of persuasive linguistic features that may assist them to successfully write persuasive texts in English; in particular, advertisements for skin care products. As Bhatia claims, “generic competence is an important contributor to professional expertise” (Bhatia, 2004, p. 145). Non-native speakers may be trained to achieve this generic competence in a foreign language by carefully considering the means employed by native speakers to write text that belongs to a particular genre or subgenre (Labrador et al., 2014). Thirdly, the findings of this study can also be useful for syllabus and textbook designers of marketing courses. Teachers can adopt and adapt the move/step descriptors to facilitate students’ comprehension of how every piece of text contributes to achieving a communicative purpose.

5.5 Suggestion for further study

As previously mentioned, visual elements were not analyzed in this study. Thus, the semiotic aspect of online advertising can be further explored in future studies, as they also carry a persuasive function.

5.6 Conclusion

Generally speaking, the concept of comparing and contrasting languages and cultures as reflected in advertisements comes from the interest in international marketing and increasing globalization. This study identified the differences and similarities of rhetorical moves and persuasive linguistic features between English and Arabic online advertisements of skin care products. This would aid both English and Arabic native speakers to work together in the business community without misunderstanding during communication.

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