



## Discourse of Persuasion: An Analysis of Iranian Newspaper

### Advertisements

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**Abstract:** Advertisements are indispensable part of newspapers. Several studies revealed that this genre reflects the socio-cultural and ideological traits of society. A number of previous studies highlighted the relationship between advertising and their persuasive role to boost consumerism; however, this study adopts a rather different perspective. Unlike the previous studies, this one is diachronic, focuses on advertisements rather than commercials, and relies on critical discourse analysis rather than content analysis. The study focuses on two sets of data, the newspaper advertisements published in 2004 and in 2014. The analysis shows that the recent advertisements, compared with those published in 2004 feature more powerful persuasive role in expanding consumerism in Iranian society. This finding is in line with the findings of the previous studies. However, they are committed to social norms and cultural values which are rooted in Islamic beliefs and Iranian tradition. Taking both of these trends into account, the researcher concludes that the Western advertisers' procedures and techniques are incorporated, reformed, localized, and applied according to the extra-textual features of the genre under study, that is, advertisements.

**Key Words:** Advertisement, Consumerism, Critical Discourse Analysis, Diachronic Approach, Iranian Newspaper, Persuasion Functions

#### 1. Introduction

No one can imagine a newspaper without advertisements. According to Bullman et al. (2002), this is due to financial dependence of newspapers on advertisements. They believe that this factor is so important that the success of a newspaper depends on not only its circulation but also its earnings from advertisements. This financial dependency leads to dedicating considerable number of columns to a linguistic genre that follows a goal which is significantly different from other materials of newspaper. From sociological viewpoint, they serve multiple functions. On one hand, they introduce products people need, and on the other hand, they persuade them to consume more and more.

During past decades, some researchers have studied the social functions of advertisements in terms of their linguistic and discourse features. Swales (1990) states that they have two major functions: informing, and persuasion. According to Cook (1992) advertisements interrupt other discourses found in newspapers. He believes that they are parasitic by nature; that is, they stick to other genres, get mixed with them, and imitate them. Koll-Schtoebbe (1994) steps further and claims that they use language innovatively to form a kind of communication which reflects popular culture. He believes that advertisements are linguistically distracting and interrupting contexts; however, they play important roles in boosting sales and popularizing different sorts of products and services. He believes that they persuade people to use much more unnecessary products

and gradually ignore more essential items in their lives. That is advertisements are able to penetrate social relationships and values.

Considering newspaper advertisement as a genre on one hand, and focusing on their effects on social relationships and values on the other hand, there emerges a sociolinguistic issue for further investigation. This paper attempts to zoom on persuasive function of advertisements. In other words, the researcher takes account of the relationship between discourse features of newspaper advertisements and persuasive function of newspaper advertisements. What this study endeavors to explore is based on the fact that advertisements are related to popular culture, social relationships and values on one hand, and to linguistic system on the other hand. This fact paves the way for sociolinguistic analysis of persuasive power of advertisements to expand consumerism in Iranian community, as it is reflected in Iranian newspaper advertisements in the last decade. The following sections focus on key concepts of this study and present the related key studies conducted regarding the issues in Iran; especially, those which were done in the last decade. Finally, the results and discussions of the findings of this study are presented.

### 1.1. Advertisement

Lasswell's (1938) work entitled *Propaganda Techniques in the World War* is one of the pioneering studies which adopt a concise scientific method to probe the propaganda and advertising. To him, advertising is controlling beliefs by key symbols. That is, every report, gossip, picture, or any other sort of social communication can be considered as advertising. Ten years later, he puts forward a more concise definition of advertising. He states that advertising is the action of penetrating human behavior by manipulating the symbols which may be musical, oral, pictorial or written. According to Severin and Tankard (2001), comparing Lasswell's definitions offered in 1928 and 1938, it can be concluded that advertising was considered as a process rather than a product.

According to Brown [1958], there is another point regarding these definitions. He believes that these definitions cover not only advertising but also persuasion. In order to distinguish between advertising and persuasion, Brown (1958) offers a more concise definition. He believes that both advertising and persuasion are manipulating the symbols to influence human actions. However, advertising is a kind of persuasion in which the one who persuades gains more advantage than the one who is persuaded. In other words, it can be stated that there is no clear-cut criteria to distinguish these two concepts. Whenever a receiver of the message feels that it is the source of the message who gains the benefits, the message is considered to be an advertisement.

In 1930's, radio became the most popular medium in Western communities. This led to the challenge of providing financial resources for the medium. Gradually, the financial resources provided by advertisers became the most permanent financial source of the medium. Later this question arose that how many people listened to a commercial and to what extent it was influential. These questions were the cornerstones of proceeding media studies and developed further to encompass other media. However, the case was different in Iran. The wave of advertising did not begin from the national radio, but right from magazines and newspapers. Later, the commercials were seen before the movies in the theaters and then the advertisements were put on the boards all over Tehran, the capital, and several other important cities. Finally, advertisers relied on televising their commercials and provided a significant proportion of financial resources of national television channels (Mirzai & Amini, 2006).

Despite different paths of development of advertising in Iran and Western communities, several studies have conducted regarding various aspects of advertising in Iran. Since this study focuses on the relation of the advertisements and consumerism in Iran, a few key studies are reviewed to provide a better perspective of the studies have done in Iran.

Rasouli(2003) studied the national television channels' commercials based on the three elements of lifestyle: (1) socio-economic status and layers; (2) traditional and modern elements of lifestyle – based on the current and traditional values and patterns; and, (3) consumption pattern. He devised content analysis to study the commercials and mainly probed to

what extent the goods which resembled high socio-economic status were used in the commercials. The study found that 17.5 percent of commercials merely promote the products by showing luxurious goods and linking them to social and personal success, wellbeing, comfort and security. Commercials promote the belief that one can achieve all these pleasant conditions by having the advertised products. Rasouli(2003) adds the point that most commercials try to inspire the audience with the belief that they can become a member of higher social community by using the advertised products.

Mirzai and Amini(2006) devised content analysis to study the commercials televised on all channels of the national television in last two months of 2004 and first four months of 2005. They relied on Hall's (2003) model which considers each commercial as an image and focused on social level and lifestyle as they are presented in the commercials. According to Hall's model each image, such as a piece of music or a painting, is like oral or written language; that is, it can be considered language. Language produces meaning through representation; however, the key point is where the meaning is produced. He believes that media is a peculiar context in which meaning is produced and expanded both inside and among communities. Moreover, the meaning is so powerful that can reinforce, weaken or change the dominant cultural dialogue. Based on Hall's (2003) model, Mirzai and Amini(2006) concluded that the national television channels' commercials produce the meanings which are related to consumerism and represent the socio-economically high level lifestyle.

## **1.2. Persuasion in Advertisement and Consumerism**

Despite several authors have used the word consumerism, they seldom dedicated a section of their works to its definition. Miles (1998) states that there is no single definition of consumerism and considers it to be a cultural and ideological phenomenon; in better words, to him, consumerism is a widespread cultural action and is a kind of ideology. According to Gabriel and Long (1995), many works consider consumerism and consumerist culture to be equal so that consumerism is a realization of lifestyle a major proportion of which is consumption.

Moreover, consumerism is the link between individual and structure. In other words, consumption is discussed at micro-level, that is, individual's action; however, consumerism is mingled with social structure (1998). According to Gabriel and Long (1995), consumerism is the realization of socio-psychological interaction between individual and society in the realm of consumption. Based on Stearns' (2001) viewpoint, consumerism is used to describe a society in which individuals define their philosophy of life in terms of possessing certain goods which are apparently unnecessary according to traditional lifestyle. Trentman(2004) states that Stearns' definition considers consumerism to be a way of thinking, an ideology, and a motive of human behavior which is realized in commercial social organizations. According to Alikhah(2007) consumerism may be considered as individual's strong tendency toward possessing the goods or services which are not currently available to him. Such a tendency is gradually developed into an ideology in a community so that possession of certain goods and having a certain lifestyle are believed to realize a superior social level.

Several researchers studied consumerism in Iran on different levels; however, the most important national-level ones are mentioned in this review. Fouladi and Khoshgouyan-fard(2003) found that the youth's wellbeing expectancy is above average level. Based on their study, age, educational degree and income had a significant relationship with expected well-being. In accordance with higher level of well-being expectancy among the youth, the researchers concluded that in coming years Iranian society is experiencing a sudden rise in consumerist behaviors. Karim-khan-zand(2006) focused on classifying the available goods on the market into low-level, common, and high level products based on the statistics provided by the Statistics Center of Iran in both urban and rural communities. Based on this study, the most luxurious products are home appliances, and entertainment products. He concludes that despite the proportion financial resources of families spent on the luxurious products decreased during the years of the imposed war in 1980's, it has sharply increased in post-war years. It is worth mentioning that the existence of the same products in commercials was considered to be symbols of consumerism in Rasouli's(2003) study.

## 2. Review of the Related Literature

### 2.1. Critical Discourse Analysis

Advertisement is a context in which the sender and receiver of the message interact communicatively despite their temporal and spatial distance. Since advertisements come in written forms, the sender has to add the communicative context to the text so that he can transfer his intentions to the receiver of the message either directly or indirectly (2001). Through the lens of discourse analysis, language is viewed as a tool for social communication and reflects an individual's or a community's worldview and tendencies. Language also highlights the inseparable link between the text and social phenomena or extra-textual facts.

According to Price (1993), this communicative tool needs the following elements to establish an interaction. These elements may be stated as follows in the light of the purposes of this study:

1. Message (content or topic of an advertisement)
2. Sender of the message (advertiser)
3. Receiver of the message (community members who are considered to be potential buyers of the advertised commodities)
4. Communication channel (written or pictorial language)
5. Purpose (the informative and persuasive functions of advertisements)

If it is accepted that language is related with extra-textual facts of a society, one can conclude that, as Brierley(1995)and Goddard (1998) imply, the sender of the message (advertisement) encode the content or topic of the advertisement with special regard to the dominant cultural norms, social values and ideology of the target community. Thus it is rational to state that the attitudes and intentions implied in advertisements of a certain period actually reflect their contemporary cultural norms, social values and ideological traits. This perspective is in line with the macro-sociolinguistic studies which attempt to consider language beside other social or cultural phenomena and probe how language is employed in a specific community in order to obtain a more comprehensive understanding of the target society. In other words, what is crucial to this perspective is a thorough understanding of the existing social forces which influence language and of how language reflects these forces.

From a linguist point of view, advertisements are studied from different perspectives. For example, Toolan(1988) analyzed English advertisements in terms of their structural characteristics and demonstrated their macro-structural components – headline, body, illustration, signature line, slogan, and standing details. Fairclough(1989) attempted to explore the economical ideologies behind the English advertisements. However, the Leech's (1966) study about the discourse features of English advertisements is especially important; because it demonstrates the linguistic techniques and patterns employed in these advertisements. Since his study, compared with other researches, is much more contributing to the study at hand, it is briefly reviewed in the following paragraphs.

Leech (1966) emphasizing the principles of discourse analysis and the relationship between language and extra-linguistic phenomena demonstrated the following features of English advertisements in Britain competitive market:

1. Unorthodoxies of spelling and syntax, and semantic oddities are common to attract attention.
2. Simple, personal, and colloquial style and a familiar vocabulary are employed to sustain attention.
3. Phonological devices of rhyme and alliteration and sheer repetition are utilized to enhance memorability and amusement. Repetition is usually of two types:
  - a. Intra-textual in which the product's name and certain highlighted features are repeated several times.
  - b. Inter-textual in which a single slogan is consistently used in different advertisements for single product or manufacturer.
  - c. An intimate, interactive addressing of the audience and a conversational mode is employed.
4. Abundant use is made of superlatives and hyperbole in characterizing the product, with often indirect reference to rival

products.

Each of the above mentioned features of the English advertisements may be considered as a variable in this study which utilizes a macro-sociolinguistic approach. Since these variables are selected to be studied with special regard to Iranian newspaper advertisements based on the principles of critical discourse analysis, it seems necessary to briefly review these principles.

Discourse is the extension of grammar beyond the sentence level, and it reflects importance of the context over structure. It deals with language organization beyond the level of sentence and states that meaning is negotiated through interaction (Hamidi & Montazeri, 2014). Critical Discourse Analysis (CDA) is not so much a direction, school, or specialization next to many other "approaches" in discourse studies. Rather, it aims to offer a different mode of theorizing, analysis, and application throughout the whole field (1997). We may find a more or less critical perspective in such diverse areas as pragmatics, conversation analysis, narrative analysis, rhetoric, stylistics, sociolinguistics, ethnography, or media analysis, among others.

Critical research on discourse, according to van Dijk(1993), needs to satisfy a number of requirements in order to effectively realize its aims:

- As is often the case for more marginal research traditions, CDA research has to be "better" than other research in order to be accepted.
- It focuses primarily on social problems, rather than on current paradigms and fashions.
- Empirically adequate critical analysis of social problems is usually multidisciplinary.
- Rather than merely describe discourse structures, it tries to explain them in terms of properties of social interaction and especially social structure.
- More specifically, CDA focuses on the ways discourse structures enact, confirm, legitimate, reproduce, or challenge ideologies.

Fairclough and Wodak(1999) summarize the main tenets of CDA as follows:

- CDA addresses social problems.
- Discourse constitutes society and culture.
- Discourse does ideological work.
- Discourse is historical.
- The link between text and society is mediated.
- Discourse analysis is interpretative and explanatory.
- Discourse is a form of social action.

According to the principles, prerequisites, and trends of CDA, besides the issues such as social inequalities, sexual inequalities and discrimination, ethnic discrimination, political dominance/imperialism, studying public media was one of the main interests of critical discourse analysts.

The undeniable power of the media has inspired many critical studies in many disciplines: linguistics, semiotics, pragmatics, and discourse studies. Traditional, often content analytical approaches in critical media studies have revealed biased, stereotypical, sexist, or racist images in texts, illustrations, and photos. Early studies of media language similarly focused on easily observable surface structures like those which were the focus of above-mentioned Iranian studies.

The critical tone was set by a series of "Bad News" studies by the Glasgow University Media Group (1982,1985,1993) on features of television reporting , such as the coverage of various issues (e.g. industrial disputes (strikes), the Falklands (Malvinas) war, the media coverage of AIDS). The same tone was adopted and reorganized by other scholars, such as Fowler (1996) who attempted to focus on many English and Australian studies in this paradigm, especially those which have incorporated the theoretical framework of Halliday's systemic functional grammar. More than in much other critical work on the media; he also focuses on the linguistic "tools" for such a critical study, such as the analysis of transitivity in syntax, lexical structure, modality, and speech acts.

The same critical look was adopted in several Iranian studies to focus on different ideological or cultural issues. For example, Payandeh(2005) studies only one commercial clip to reveal the underlying feminist elements of the commercial and discusses how they contribute to the creation of an inferior image of woman. In the similar line of study, Haqiqi-nasab and Hedayati(2005) studied 139 television commercials and concluded that although there is a critical gap between the roles of men and women, their images in the commercials resemble traditional roles. Ansary and Babaii(2003) focused on discourse features of Iranian commercials and traced the persuasive elements of consumerism in them. They found that the same discourse patterns as those are found in Western commercials are used in Iranian ones. Sojoudi and Namvar (2006) studied eleven radio commercials as a genre. They conclude that a commercial functions as a text which devises some linguistic, either explicit or implicit, to persuade the audience to consume more.

A closer look at the studies conducted about advertising in Iran and its relationship with consumerism shows that the studies (1) devised content analysis approach to trace consumerism; (2) adopted a synchronic perspective toward their analysis, that is, focused on the commercials televised during a single period of time; and (3) focused on visual media rather than written ones; that is, they focused on commercials rather than advertisements. Although this study is similar to those mentioned above in terms of the subject of the study, it devises a diachronic perspective so that to compare the advertising trends at the inception and ending of a decade. Moreover, unlike previous studies which incorporated content analysis approach, this study relies on CDA to analyze the data. This is due to the fact that several sources defined consumerism in terms of an ideology and according to the above-mentioned principles of CDA, this social phenomenon can be discussed further within the realm of critical discourse studies. Finally, the most distinctive feature of this study is that, it focuses on advertisements rather than commercials; that is, written form of advertising which was ignored in previous studies despite the fact that according to advertising history in Iran, the written forms preceded the televised ones.

## 2.2. Questions of the Study

Based on what are discussed in previous sections and considering the diachronic perspective of this study, two research questions are posed:

1. Is there any significant difference between newspaper advertisements published in 2014 and those of 2004 in terms of persuading their audience?
2. Is there any significant difference between newspaper advertisements published in 2014 and those of 2004 in terms of the incorporating cultural values and constraints to persuade their audience?

Two null hypotheses were put forward based on the above-mentioned research questions:

1. There is no significant difference between newspaper advertisements published in 2014 and those of 2004 in terms of persuading their audience.
2. There is no significant difference between newspaper advertisements published in 2014 and those of 2004 in terms of the incorporating cultural values and constraints to persuade their audience.

## 3. Methodology

To testify the first hypothesis, the elements introduced by Toolan(1988) were formed a framework for this study and the researcher focused on the existing elements of Persian language in newspaper advertisements. Furthermore, regarding the second hypothesis the researcher, based on the review of related literature about critical analysis of advertisements and commercials, focused on nonlinguistic elements.

Based on the hypotheses stated above, two sets of data were collected. The first set which includes 89 non-repetitive

items was come from the newspapers published in the spring of 2014 – namely Keyhan, Hamshahri, Iran, and Ete'a'at. The second set which includes 67 non-repetitive items was collected from the newspapers published in the spring 2004 – namely, Keyhan, Etea'at, and Hamshahri.

The diachronic perspective of the study required that the two sets of data were analyzed according to the following frameworks and the frequency of each category was tabulated as a nominal variable.

As it is stated earlier, the first hypothesis is focused on features of Persian language which were incorporated by advertisers. These features are as follows:

1. An informal style
2. Phonological devices of rhyme and alliteration; and repetition (either inter-textual or intra-textual)
3. An intimate addressing of the readers (using the second person singular pronoun in the Persian language)
4. Using comparative and superlative adjectives, and hyperbole in characterizing the product

Regarding the second hypothesis proposed above, the following non-linguistic features of newspaper advertisements were taken into account, which reflect the socio-cultural and ideological values and constraints of the society.

1. Presence of women
2. Presence of men
3. Presence of no human
4. Existence of public interests either justified or unjustified ones such as standard certificates, discounts, and lotteries.
5. Nationalism, that is, referring to a nationally-cherished entity to promote a product

Since these elements are considered to be nominal variables, Chi square is used for analyzing the data.

#### 4. Result and Discussion

Regarding the first question of the study, the frequencies of the related elements are shown in table 1 and figure 1. As it is observable in the table and figure, there seems to be critical changes in the pattern of using the elements in terms of using intimate addressing, superlative adjectives and hyperbole. It seems that the tendency to incorporate informal style and phonological tools has not been modified during these years.

Table 1.The Frequencies of the Linguistics Features

The linguistic features	2004	2014
Informal style	60	79
Phonological tools	31	56
Intimate addressing	0	11
Superlative adjectives and hyperbole	47	51

As it is shown in figure 1, intimate addressing did not exist in 2004 advertisements and emerged in 2014 ones. However,

unlike the other elements, there is no steep raise regarding the use of superlative adjectives and hyperbole in 2014 advertisements. It seems that intimate addressing is emerging as the modern linguistic technique of advertising while using superlative adjectives and hyperbole is considered to be an old-fashioned linguistic technique of promoting products or services.

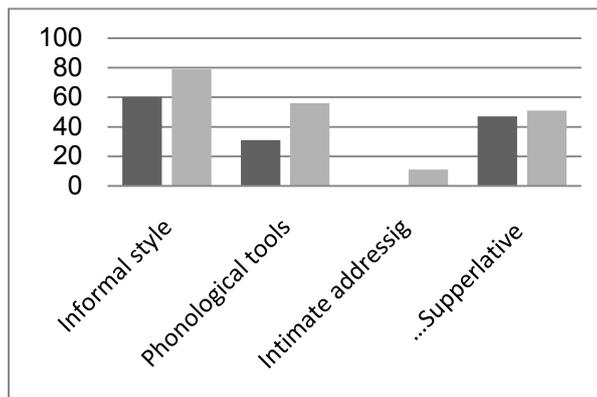


Figure 1. The Frequencies of Linguistic Features

To testify the existence of significant difference between 2014 advertisements and those published in 2004, Chi square test is run, the results of which are shown in table 2. According to the results obtained, since the observed  $\chi^2$  is more than the critical value, 11.34 (df= 3,  $p < 0.01$ ) the first null hypothesis is rejected. That is, there is a significant difference between the advertisements published in 2014 and those published in 2004 in terms of the linguistic features which promote consumerism.

Table 2. The Chi Square Index Obtained from Two Sets of Data (the Linguistic Features)

Linguistic features	Frequency (2004)	Frequency (2014)	Expected frequency (2004)	Expected frequency (2014)	$(O - E)^2 / E$ (2004)	$(O - E)^2 / E$ (2014)
Informal style	60	79	57.25	81.74	0.13	0.09
Phonological tools	31	56	35.83	51.16	0.65	0.45
Intimate addressing	0	11	4.53	6.46	4.53	3.19
Superlative adjectives and hyperbole	47	51	19.36	57.62	39.46	0.76

df= 3

$\chi^2 = 49.26$

As it is demonstrated in figure 2, the patterns of using the nonlinguistic elements in 1004 and in 2014 are to a great extent similar. Most advertisements do not include any image of a man or woman. The only slight change in the patterns is evident regarding the use of public interests. This feature, which includes presenting different lottery opportunities and different licenses from different international quality control institutes, is more frequently used in 2014 advertisements. This fact may be due to the emergence of more competitive market in Iran during the past years after the legislation of privatization laws (Ranjbar, 2010). The frequencies of nonlinguistic features related to the second question of the study are shown in table 3 and figure 2.

Table 3. Frequencies of the Non-Linguistic Features

Nonlinguistic features	2004	2014
Presence of women	6	19
Presence of men	17	31
Presence of no human	44	49
Public interests	31	56
Nationalism	7	8

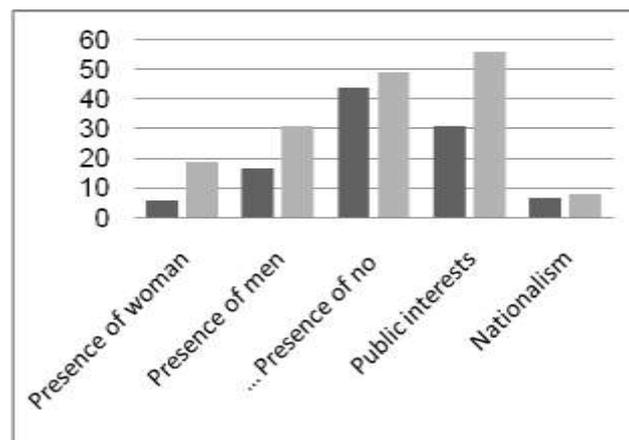


Figure 2: Frequencies of nonlinguistic features

Table 4. The Chi Square Index Obtained from Two Sets of Data (the Non-Linguistic Features)

Nonlinguistic features	Frequency (2004)	Frequency (2014)	Expected frequency (2004)	Expected frequency (2014)	$(O - E)^2 / E$ (2004)	$(O - E)^2 / E$ (2014)
Presence of women	6	19	9.79	15.20	1.46	0.95
Presence of men	17	31	18.80	29.19	0.17	0.11
Presence of no human	44	49	36.43	56.56	1.57	1.01
Public interest	31	56	34.08	52.91	0.27	0.18
Nationalism	7	8	5.87	9.12	0.21	0.13
	df= 4	$\chi^2 = 6.06$				

As it is demonstrated in table 4, the observed  $\chi^2$  is less than the critical value, 13.28 (df= 4,  $p < 0.01$ ). That is, the second null hypothesis which states that there is no significant difference between newspaper advertisements published in 2014 and those of 2004 is accepted. This implies that the nonlinguistic features which reflect the social constraints and cultural values dominating this genre are not significantly changed.

## 5. Conclusion

As it is stated in previous sections, consumerism may be defined as not only a socio-cultural phenomenon but also an ideology which provokes a community to consume beyond its traditional limits (1994, 1998, 1985, 1989). Newspaper advertisements can reflect the contemporary ideological and socio-cultural values. In order to trace the persuasive power of advertisements to expand consumerism as an ideology in the Iranian newspaper advertisements, the research questions were posed and the data were analyzed according to the principles of CDA. According to the afore-mentioned research questions, the analysis of the two sets of data demonstrates that the newspaper advertisements published in 2014, compared with those published in 2004; use the "tools" and features of the Persian language much more purposefully. The wise and purposeful use of the features means that the advertisers intend to use much more effective advertisements to boost its persuasive function.

This fact may be caused by the increasing competition among Iranian producers on one hand, and the presence of foreign producers in Iran's market on the other hand. Increasing competition in Iran's market is brought about by government's efforts to support privatization procedures which are in line with the 44<sup>th</sup> principle of the constituent in the last decade. This procedure is speeded up by Iran's Great Leader's emphasis on following this principle, and is clearly reflected in the dynamic stock markets of Iran(2010). Thanks to these economic changes, producers who play the role of advertisers in Iranian newspapers attempt to win the competition and reach their goals – that is, publicizing their products and persuading people to use them – effectively.

As it is discussed in the previous sections, advertisements may be considered as a discourse type which is related to extra-textual contexts. Despite the current newspaper advertisements spread consumerism among the people and, from this perspective, resemble the Western advertisements; the acceptance of the second null hypothesis implies that Iranian advertisements do not follow the principles and procedures of the Western ones, such as "sex sell" to improve the persuasive function.

The findings of this study is in line with the conclusions made by Ansary and Babaii (2003), Mirzai and Amini (2006) and Rasouli (2003) that is, during the past years, the persuasive role of advertisements to promote consumerism has grown in Iran and played a role in the formation of socio-cultural values and community's ideology. On the other hand, as it is partially reflected in the findings of Payandeh (2005) and Haqiqi-nasab and Hedayati(2005) in spite of a ten-year period and increasing consumerism in Iran, current advertisements still reflect the commitment to Islamic-Iranian cultural norms and values. An example of the commitment is the role of women in Iranian newspaper advertisements. Women are not viewed as a tool for attracting the audience and increasing the selling rates.

The diachronic study demonstrates that in spite of competitive market and increasing consumerism in Iran, the commitment to socio-cultural norms and community's dominant traditional ideology which are in line with Islamic beliefs and national traditions of Iranian people is still deeply perceived. Although Iranian advertisers follow general Western procedures and techniques in terms of discourse features to produce more penetrating newspaper advertisements, the social norms and cultural values set the borders for incorporating, reforming, localizing, and applying the techniques in Iranian context.

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