The Language of ‘Push for Investment’: Persuasive Discourse in Bank Advertisements

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Keywords: Bank advertisements; advertisement discourse; persuasive discourse; advertisement techniques; Iranian newspaper

This study aims to examine the persuasive nature of the discourse of advertising. The focus is on bank advertising which is directed towards the promotion of financial services of banks in the general public view and we aim at uncovering the basic elements and utilized techniques such as association, patriotism, nostalgia etc., in advertisements. The early bulk of data comprised a collection of more than 100 advertisements published during August–December 2014 in several Persian language newspapers including Hamshahri (which was as the primary source due to its wide circulation in the country) and Iran, Khabar-e Varzeshi, and Ettela’at as secondary sources). Out of this data pool, a final set of 20 advertisement items were selected for in-depth exploration and were scrutinized as representatives of the discourse of advertisements by Iranian banks in print media. The study employed different ways of interpretations. The bank name, motto, headline, and body of the text of each advertisement item were analysed by four researchers to seek the embedded persuading techniques. They then crosschecked the analyses to remove idiosyncratic interpretations and to come up with more credible interpretations. The findings demonstrated that the majority of the bank advertisements were using association and bribing as their persuasive techniques. It is hoped that the findings of the study can uncover some underlying aspects of the discourse of these advertisements and can be relied on to raise awareness towards