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Mixing English in Persian Print Advertising Discourse

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Abstract

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This article intended to illustrate a profile of the role and impact of English in magazine print advertising in Iran, by examining the quantitative results obtained from discourse analysis. Three issues of *Khanevadeh Sabz* and two issues of *Zendegi Ideal* were collected and a total of 261 advertisements were analyzed. Results indicated that English has consistently been utilized in Persian magazine advertisements, representing attention-getting, persuasion, international brands, prestige, modernity, globalization, premium quality, fun, innovation and creativity. However, using English in Persian magazine advertisements is culturally and linguistically constrained. Culturally, in advertising traditional products English is only employed to introduce the name and e-mail address. Linguistically, although some English written slogans in Persian magazines had puns in them; the English used in Persian magazine advertisements mostly consists of easy-to-read vocabulary. Overall, in spite of the public's generally low proficiency in English, it is predicted that English mixing will continue to thrive in magazine advertising discourse in Iran.

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1. Introduction

The English language has spread vastly in non-English-speaking countries as it is the international lingua franca and its relation to the concepts of modernity, technology, and globalization is inevitable. "Englishisation", i.e. the global dominance of English in science, technology, and pop culture (Phillipson & Skutnabb-Kangas, 1999) has reinforced the power of this language around the world. The influence of 'hyper-globalization' and 'diversity marketing' in recent years has led copywriters to use English as the most favored language of global advertising (Bhatia, 2006). English is the most commonly used language in advertising messages in non-English-speaking countries serving as the language of modernity, progress, and globalization (Piller, 2003). Iran, a country in which English is taught as a foreign language at schools, is not an exception. Although English is neither the native language nor an official state language in Iran, using English has acceded in Persian print advertisements.

The importance of mixing English in advertising discourse throughout the world has led research scholars of different communities to tackle this issue more intently. Yet, there seems to be a scarcity of investigations in this field in Persian advertising discourse. This study tries to examine the contexts of bilingual advertisements, focusing on the part of advertisement in which English words are mostly utilized; respectively, the type of English syntactic structure employed in Persian magazine advertisements, and the motivation behind using English in Persian print advertising discourse are taken into account. To this end, the following questions are formulated.

1. What are the prevalent contexts for bilingual Persian print advertisements?

2. Do bilingual Persian print advertisements use easy-to-read English words or sophisticated English structures?
3. What factors may contribute to the use of bilingual advertisements in Persian print advertising discourse?

2. Theoretical Framework

The English language has been frequently used in bilingual advertising in places where it is not a native language. Studying the use of English in the advertisements of countries in which English is not the native language dates back long. Haarmann (1984, 1989) and Takashi (1990a, 1990b, 1992) examined the use of English in Japanese advertising. According to them, using English in Japanese advertising discourse gives the Japanese a sense of modernity and a desire to associate themselves with a cosmopolitan identity. Masavisut, Sukwiat, and Wongmontha (1986) scrutinized the use of English in Thai advertising discourse and came to this fact that English expressions possess "the cultural power" in Thai advertising messages. Bhatia (1987, 1992, 2001) investigated the use of English in Asian advertising and found that English is used, among other things, to produce a favorable psychological effect upon targeted audiences. Gully (1997) studied using English in Arabic advertising discourse and concluded that the switch from Arabic to American English in Arabic advertisements would probably only make an impression on middle-class, educated people. Martin (1998a, 1998b, 2002a, 2002b) argued that the use of English in French advertising implies a symbol of modernization, efficiency, and/or reliability and exerts cultural influences on Frenchmen. Elsewhere, Larson (1990) worked on English use in Swedish advertising, Thonus (1991) and Friedrich (2002) investigated English use in Brazilian advertising, Jung (2001) investigated English use in Korean advertising, Piller (2001) studied English use in German advertising, and Alm (2003) looked at English use in Ecuadorian commercial context. All of

these researchers came into this common conclusion that English use is a marker of modernity, internationalization, and/or superiority.

The use of English as a sign of bilingual creativity in China's advertising discourse was investigated by Gao (2005). Gao argued that English is used as a tool of persuasion in bilingual advertising in cultures where English is either a second or a foreign language and is a sign of modernity. English in Polish advertisements was studied by Bulawka (2006) and it became clear that English generates aesthetic appeal and positive images in the mind of Polish audience. Moreover, it indicates the characteristics of a modern society and as a source of linguistic creativity and innovation. Hsu (2008) worked on English in Taiwanese advertisements and understood that the role of English in Taiwanese advertisements is to generate the sociopsychological functions and allocation of domains unique to English in global advertising. This finding is in line with the findings of Bhatia and Ritchie (2006). Bogdanova (2010) worked on the use of English in Bulgarian advertisements and argued that English is still for the most part just adding symbolic value in the advertising discourse.

Drawing upon the above-cited arguments, it sounds worthwhile to inspect the role of English language use within Iranian magazine advertisement discourse to trace the likely factors responsible for the prevalence of bilingual advertisement in Persian print advertising context.

3. Methodology

3.1. Materials

For the purpose of quantitative and qualitative analysis of the presence of English in Persian advertisements, a corpus of 261 print Persian magazine advertisements was collected. We

extracted 134 of this corpus from two issues of *Zendegi Ideal* [Ideal Life] magazine and 134 from three issues of *Khanevadeh Sabz* [Green Family] magazine. All these five mentioned issues were published in 2011. All of the advertisements of half of a page, a page, or larger were analyzed to pinpoint English words in them if any. These two magazines are the best seller magazines in Iran (alleged to be over-counter in comparing with other available Iranian magazines as stated by stand owners who were interviewed orally by the researchers in three big cities in Iran) and most good brands want these magazines to create and publish advertisements for them (see the magazines' website: www.ideallife.ir and www.ksabz.net). Therefore, their advertisements show higher quality and creativity than other Persian magazines. Their advertisements mostly include beauty, gastronomy, and fashion. Their target audiences are mature, middle to upper-middle class women, mostly with no university education.

The rationale for selecting magazines was the fact that as Vaičėnonienė (2006) argued newspaper and magazine advertising outnumbers other sources of advertising communication. Moreover, researchers believe that advertising in magazines turns to be advantageous and attractive. For instance, Kotler, Saunders, and Wong (2008) and Ekola (2010) enumerated a long list of merits for advertising in magazines. These researchers reported that in the first place a high geographic and demographic selectivity positively enables the advertiser to reach more consumers from different areas and from diverse backgrounds. Second, credibility and prestige are traits that are associated with magazines as the channels for advertising. Next, the high-quality reproduction gives further possibilities for advertisers. The other merit mentioned is that magazine advertisements undergo a longer life compared with television advertisements. Finally, it was declared that advertisers benefit from magazines' good pass-along readership. The already cited

merits may imply that a magazine can be a suitable medium to bring certain possibilities for advertisers. Since this study focuses on magazine print advertisements, it is necessary to examine the structure of this kind of advertisements closer.

3. 2. Instruments

To analyze the part of the advertisement in which English words mostly appear, we followed Bhatia's (2001) model which offers an illustration of magazine advertisement structure consisting of four parts: product name, slogan, headline, and body copy.

3. 3. Procedure

Frequency counts were performed for the distribution of English-mixed domains and the percentage of English-mixed advertisements to the total number of advertisements was calculated. For the quantitative analysis, the total number of advertisements in each publication and the language used in them were taken into account. Then, advertisements were classified into monolingual and bilingual ones. An advertisement was considered bilingual when English appeared in any dimension of the advertisement's schemata: brand name, headline, slogan, e-mail address, and body. Moreover, any type of code-switching in the name of the product, headline, slogan, e-mail address, or body of the advertisement was identified. Finally, in the qualitative analysis of the study's corpus, justifications for the use of English words in Persian advertisements were provided on the basis of available information.

4. Results

From the total of 261 advertisements compiled for this study the distribution was the following: Out of the 261 advertisements, 60 were monolingual. 77.6 percent of Persian print advertisements contained English words. None of these English containing advertisements were written completely in English without

any translation. 52.5 percent of the advertisements only used English to introduce their name or e-mail addresses. And the rest of the advertisements were written partly in English. 58 of advertisements contain English words in their body; out of this number the brand name of 56 advertisements appeared in English but in two advertisements English was just seen in the body. In two advertisements English was used in the brand name and body copy. These two advertisements included no translation in Persian for the English words used in body copy. The English language used in the body part of the advertisements had defined technological words, for example, HD camera, Wi-Fi system, or Auto Focus; these words do not have any equivalent in Persian and the copywriter is forced to use English words to describe these kinds of technological devices. In 23 advertisements the model of the products was introduced in English in addition to the brand name. Even for Persian products the model was introduced in English and English names were used for the models of Persian products, for example, ocean blue, seven sky. In 37 of the advertisements, the slogan was presented in English. These advertisements displayed foreign and international brands like Bosch, Philips, Samsung, and other famous brands. 16 advertisements introduced their headline in English words. These products were also foreign products. In 22 advertisements, the name of the producer country was given in English (e.g., made in ...). In these cases, sometimes the name of the producer country was introduced both in English and Persian.

Table 1 illustrates the frequency percentage of bilingual advertisements for different contexts. Make-up advertisements occupied 63 of the bilingual advertisements. This context of advertising came in the first as most of the investigated advertisements in Persian magazines belonged to make-up products. Most of the advertisements for make-up products were bilingual because they were from other countries (France mostly).

Therefore, the copywriter introduced the name of the product and the name of the producer country both in English and Persian. In the case of mattresses, all of the nine bilingual advertisements were for Persian brands of mattress. The number of advertisements which advertised other contexts was lower than three; for example, two bilingual advertisements were devoted to credit and finance institutes, two to notebooks, one to sun glasses, and one to a travel agency.

Table 1

Frequency Percentage of Bilingual Advertisements in Persian Magazines for Different Contexts of Advertising

Context	Frequency Percentage
Make-up	24
Furniture	8.1
Non-electrical kitchen appliances	7.7
Gastronomy	6.1
Electrical kitchen appliances	5.7
Mattress	3.4
Cell phone	2.7
Clothing	2.7
Watches	2.7
Hotels	1.9
Carpet	1.9
Sport	1.9
Home electrical appliances	1.5
Digital camera	1.1
Photography	1.1
Jewelry	1.1

5. Discussion

5. 1. Context and Type of Language for Bilingual Advertisements

Piller (2001) and Gerristen, Nickerson, Van Hooft, Van Meurs, Nederstigt, Starren, and Crijns (2007) divided advertisements into three categories: television and radio broadcasting, mobile phones, hotels/ travel, make up/ skin treatment and digital cameras (category 1); watches/ jewelry, interior design, (sun) glasses, electronic kitchen equipment, perfume/ eau de toilette, clothing/ shoes/ accessories, and cars (category 2), food/ drink and magazines/ newspapers/ books (category 3). They claimed that English is used most frequently in the advertisements of the first category; it is used slightly less often in the advertisements of the second category, and much less often in the advertisements of the third category. They also believed that advertisements in categories 1 and 2 can be associated more with modernity than advertisements in category 3. Modernity is a concept which is contributed to bilingual advertisements by many researchers (Alm, 2003; Friedrich, 2002; Gao, 2005; Haarmann, 1984, 1989; Jung, 2001; Kelly- Holmes, 2005; Larson, 1990; Piller, 2001, 2003; Takashi, 1990a, 1990b, 1992; Thonus, 1991). According to Piller (2001) and Gerristen et al. (2007) the concept of modernity is in close relationship with such concepts as internationalism, future orientation, success and elitism, sophistication, fun, and youth. The most popular contexts of bilingual advertising based on Vaičėnienė's (2006) study turn to be drinks, electronic equipment and technology.

In this study as mentioned in the result section, make-up treatment, kitchen electrical and non-electrical appliances, and gastronomy were identified as advertisements in which English was used frequently. These advertisements are distributed in all three categories suggested by Piller and Gerristen et al. Therefore, the contexts in which bilingual advertisements are

used most and advertisements which are associated with the concept of modernity are different in Persian advertising discourse. Some Persian brands use English in their advertisements for the concept of internationalism which is in Piller and Gerristen et al.'s opinion related to modernity. For example, almost all Persian carpets and food products introduce their brand name in English as well as Persian. English is used in these advertisements because as Griffin (1997) and Bogdanova (2010) argued the status of English as the language of modernity and technological advancement in advertisements plays a greater role of influence. Bilingual advertisements for Persian brands manifest more signs of globalization, modernity, and influence on consumers.

For the part of advertisements in which English words mostly appear, Bhatia (2001) offered a model of hierarchy and assumed that the use of English in advertisements is conditioned by linguistic factors according to this hierarchy; so that, if English is used, it will penetrate more easily in some elements, e.g. product names, than in others like body copy. Bhatia suggests the following order ranging from the most likely penetration to the least likely penetration: product name, headline, slogan, body copy. Since the function of the body copy is to inform or persuade and it is essential to ensure successful communication, Bhatia's idea might be supported that English was used only in a relatively small proportion in the body copies. However, the present study suggests that the hierarchy of the appearance of English words in Persian advertisements follows this pattern: product name, body copy, slogan, and headline. As a result, the hierarchy of the occurrence of English language in Persian advertisements seems not to match Bhatia's model of hierarchy.

As Martin (1998a) and Hsu (2008) argued bilingual advertising copies composed of easy-to-read vocabulary. They claimed that English

mixing is used to create an image of a dream house with a sense of familiarity and accessibility to the advertised products. Since purchasing is costly, copywriters attempt to convince the target audience that purchasing is like playing a fun game by using a language which is familiar to the audience, that is, easy-to-read English product names and simple English vocabulary in advertisements. In Persian print advertising discourse easy-to-read English words were used, as well. Therefore, the result of this study is in line with the findings obtained in Martin (1998a) and Hsu's (2008) investigations.

5. 2. Reasons for Using English Words in Persian Print Advertising Discourse

5. 2. 1. Attention-Getting

As the first and foremost purpose of an advertisement is attracting the attention of consumers, attention-getting can be regarded as the most important advertising technique. In fact, an advertisement is not able to communicate with its audiences without attracting their attention. Piller (2001) contended that the primary aim of the use of English in advertisements is to attract a reader's attention. According to Gerritsen et al. (2007) advertisements are expected to be attention-grabbers if English occurs most often in the headline, slogan and product name of an advertisement, for those parts of an advertisement are most likely to achieve the attention-getting role, and as a result it would be particularly in these parts that English would appear. Based on the result of this study, the name of the products proves to be the number one part of an advertisement in which English was employed frequently. Moreover, English occurred in the slogans and headlines of Persian advertisements, as well. Consequently, one likely reason for using English in Persian advertising discourse could be the attention-grabbing function of bilingual advertisements.

5. 2. 2. Persuasion

One of the most prominent functions of advertising is persuasion (Cook, 1992; Gass & Seiter, 1999; Geis, 1998), which is realized through various strategies employed by advertisers. To persuade consumers, copywriters impel the consumers to act or think in a textually determined way in order to increase sales of particular merchandise and services. Language use in advertising plays a significant role in helping to reach the goal of sales promotion and persuasion (Geis, 1982; Goddard, 2003; Han, 1991; Vestergaard & Schröder, 1985; Zhang, 2001). One of the most significant roles of language use in Persian advertisements is persuasion. Bilingual advertisements are used in Persian magazines to exercise the power of persuasion.

As Figure A.1 (see Appendix) manifests, Persian advertisers use English not primarily for communicating information about advertised products, but for other pragmatic purposes, for example, to strike potential buyers with the impression that the products are of good quality, given the fact that a superior quality is usually automatically associated with the use of English. Although English is a foreign language in Iran, it is used because of its numerous symbolic values to achieve the goal of persuasion. In this advertisement English is not used to convey information; rather, it is used to convince the consumer that the product enjoys high level of quality. Although the advertiser was able to use Persian equivalent words to convey the same meaning, he preferred to use English instead as one advertising technique which is believed to enhance the persuasive effect of advertisements. As Gerritsen et al. (2007) claimed advertisers prefer English borrowings where the ability to comprehend the word would have an additional persuasive effect. Therefore, in Figure A.1, the joy of comprehending English words influences the consumers and adds a persuasive effect to this advertisement. However, if the advertiser had

tried to use equivalent Persian words instead of English ones, the advertisement would lack the persuasive effect which is attached to it, now.

Other investigators such as Gumperz (1982), Kachru (1994), Gao (2005), Vaičėnėnienė (2006), Ustinova's (2008) and Ekola (2010) claimed that using English word adds a powerful persuasive effect to advertising discourse in countries where English is not considered their native language. Kachru (1994) refers the powerful appeal of English to its globally accepted perception as an *effective* code of communication. This opinion is supported by Ross (1997) who noticed that today English is perceived as an attractive and fashionable language. The findings of this study stays in line with the findings of the above –cited scholarly researches. According to the data gathered in this study language use is considered as a powerful technique of persuasion in Persian advertising discourse. Persian advertisers mostly avoid using Persian words and rely on English equivalents to practice persuasion.

5. 2. 3. Innovation and Creativity

Other values which are related with the concept of mixing English in advertisements are innovation and creativity. According to Kachru (1986) bilinguals' linguistic creativity is usually involved with two things: 1) a discourse that features two or more languages, in other words, code switching or code-mixing, and 2) verbal strategies for various sociological, psychological, and attitudinal reasons. Bulawka (2006) argued that the English language serves an important role as a source of linguistic creativity and innovation in advertisements. Moreover, in Bhatia and Ustinova's (2005) opinion English is often used as a source of linguistic creativity and innovation, playing a key role in the figurative speech and literary devices employed by the advertisement writers. Therefore, the values of

innovation and creativity stay in a very close relationship in advertising discourse.

According to the mentioned views, mixing English in Persian print advertising discourse can induce a sign of innovation and creativity. Therefore, with 77.6 percent of bilingual advertisements, Persian print advertising discourse can be considered an advertising discourse with a high level of innovation and creativity. This innovation and creativity in Persian advertising discourse is more obvious when the advertiser adds fun and humor and also pun to bilingual advertisements. In general, bilingual advertisements with signs of fun and pun can be taken as the right examples of creativity and innovation in advertisements. Figures A.2 and A.3 (see Appendix) display sense of humor and pun in Persian advertising discourse, respectively. Figure A.2 is an advertisement for candy. The brand name is "*In Just*". The advertiser transliterated the brand name in Persian "اینجاست". In the Persian language "*in just*" means "It is here". Therefore, "*in just*" and its transliteration in Persian "اینجاست" means "*In just is here*". Furthermore, a consumer who is familiar with both Persian and English languages may figure out "اینجاست" as a pun which can be taken both as the brand name and a sentence means "*It is here*". This advertiser has tried to create fun in this bilingual advertisement with the help of pun and language use and may suggest creativity and innovation. This way the copy writer has tried to keep the mind of a keen consumer, familiar with both Persian and English languages, involved, shifting from one language to another to comprehend the intended pun. Such manipulation of the two languages seems to add higher level of creativity to this advertisement.

Figure A.3 is an example of pun which is expressed completely in English words without any translation in Persian. The slogan of this advertisement is "*Make-up your mind*" and as it can be seen it is an advertisement for a make-up brand and the advertiser has tried to

make-up something with the help of lipsticks. Therefore "make-up" can convey different meanings (make-up product, decide, and build something) and is used deliberately and humorously in this advertisement. The copywriter of this bilingual advertisement has shown creativity by working with English words and creating pun with them.

As Eckret (2004), Kristiansen (2008), and Gomez Cerdeno (2010) argued advertisers creatively use English borrowings to produce a positive response in the audience, thus becoming meaning makers. The mentioned examples may portray objective evidences for this claim in Persian advertising discourse. Moreover, when consumers succeed to solve the riddle concealed in pun containing advertisements, the positive impression of the advertisement will enhance greatly.

5. 2. 4. Prestige

Bilingual advertisements can be regarded as the exclusive register of "prestige" in advertising discourse. As Martin (2002a) and Vaičėnienė (2006) argued English serves as an index of modernization, prestige, and technological superiority. Gomez Cerdeno (2010) claimed that when advertisers use English words in advertisements, they are adding an extra value to an existing linguistic resource and willing to reach two final goals: 1) to induce a value of prestige to the product or the brand name advertised and 2) to enhance the advertisement's ability to draw attention. In support of this claim, figure A.1 can be regarded as an illustration of an advertisement which serves both mentioned purposes (prestige and attention grabbing).

Ustinova (2008) noted that usage of English reinforces the advertising message and also serves as a marker of prestige; as a consequence, the expensive products are targeted at the upper-middle class consumers who are expected to be educated and proficient in English. Based on Ustinova's view, figures

A.1 and A.2 may represent the use of English as a sign of prestige in Persian advertising discourse. These advertisements are advertising luxury products which are associated with the signs of prestige. Advertisers have used English words to add more sign of prestige to these advertisements and convince the consumers that these products enjoy high levels of quality.

Moreover, figures A.4 and A.5 (see Appendix) are illustrative samples of luxury advertisements in which English is used as a sign of prestige, as well. Figure A.4 advertises a photography studio which can be considered a luxury and glamorous advertisement whose audiences are upper-middle class, being able to comprehend English words easily. Despite this fact that the use of English language was unnecessary, the copywriter has used English words and their translation in Persian just to add prestige to his work. Therefore, based on Ustinova's claim English is used in Persian print advertisements as a strategic device to induce associations with glamour, novelty, and innovative design in order to add prestige to the advertised product.

This technique is repeated in the advertisement displayed in Figure A.5. Figure A.5 is an advertisement for ceramic dishes. Even though the advertiser could describe these dishes only in Persian, he provided the description in English for the sake of prestige. The only Persian sentence which can be observed in this advertisement is "*zorufe seramiki je lordshade qabele estefade dær mashin ezærfsuei væ maikroveiv dær tærh ha væ rænghaje motenæve*" [Lordshade ceramic dishes are dishwasher safe and microwavable and are available in different colors and designs]. English descriptions are also more detailed than Persian ones, as in the Persian description the advertiser has avoided to mention that these dishes are hand-painted while it is mentioned in the English description. Therefore, it is obvious that the advertiser assumed the consumer can get this description from the

English part and did not find it necessary to repeat all of the mentioned descriptions in Persian. Again, this product can be considered as a luxury purchase and according to Ustinova, the advertiser used English words to put prestige in his work.

A growing number of Persian companies select an English name for their nationally produced materials; they use English names to introduce their new models to add prestige and elegance to their products. This is one main factor for a rise of bilingual advertisements in Persian advertising discourse; advertisers have no other choice other than to advertise these products and so are forced to insert English words in their advertisements. The image in Figure A.4 reveals this fact as the photography studio is named "*Uncut*" which is an English term. This name is selected as a sign of prestige. This way of selecting English names is recognized in the products of other countries as well. As Bulawka (2006) claimed most common products bear original English names, retaining their phonological and orthographic properties. For instance, the Polish cosmetic company, Joanna, launched a new product line for body depilation called *sensual*. The English name, additionally enhanced by visual clues, appears to serve as an attention-getter, imparting an aura of prestige and elegance to a nationally produced product.

5. 2. 5. Technology

Technology is a very dominant context of bilingual advertisements. Modernity and globalization have brought technology into the everyday life of Iranians; thus, the boundary between the professional domain and everyday language has been blurred. Technology is a domain in advertising discourse where English words are used frequently. Kelly-Holmes (2005) identified the domains where English words occur most frequently are those that advertised products are imported from abroad or marketed with internationalism, fashion and advanced technology.

Researchers like Takashi (1990), Friedrich (2002), and Gerristen et al. (2007) argued that when the product is originally from the US or UK and there is no word to describe its characteristics in the target language, or the word in the target language is much longer or more complicated than the English word, English words will be inevitably used in advertisements. Their argument holds, for example, for terms related to information technology such as *local bus* and *bluetooth*. Ustinova (2008) who worked on English mixing in Russian advertising discourse argued that Russian is used to serve as a matrix language and give a sentence its basic structure. However, the current tendency evolves so that English is present in abundance in advertisements on technology, computers, cosmetics, imported food and cars and it is not possible to define English as a matrix or a host language.

In Persian advertising discourse many advertisements are dedicated to advertising imported products. Figure A.6 (see Appendix) can be taken as an evidence for this claim. This advertisement is advertising "*Sony handycam*". In this advertisement technological words are used whether directly in English or transliterated in Persian. Phrases like "*Full HD*", "*Direct copy*", "*Mp4*", "*Mp3*", and "*Memory stick*" are directly used in English. In the phrase "*sazegar ba 2 memory*" [compatible with 2 memories], memory as a technological word is transliterated in Persian. Although phrases like "*Full HD*", "*Direct copy*", "*Mp4*", "*Mp3*" do not have any equivalent in Persian, there is an equivalent for "*memory*" in this language; however, the advertiser has preferred to use the English word to convince the consumer that this product is a modern and innovative product and is associated with high-tech. This claim is in line with Bulawka's (2006) claim which asserted that sometimes the foreign (English) code serves to emphasize the innovative characteristics of the product. In all these cases, the use of English can be said to reflect "Englishisation", i.e. the global

dominance of English in science and technology (Phillipson & Skutnabb-Kangas, 1999). In Persian print advertisements the matrix or host language is Persian and English words representing hi-tech were used in this Persian matrix a lot.

Presenting e-mail address of the manufactured company in advertisements can be considered technological (figures A.3 and A.6). Consumers can find e-mail addresses instead of phone numbers and faxes in advertisements. Moreover, they can contact the manufactured company, even though the company is in another country. Using e-mail addresses is growing up all around the world with developments in technology. Since these e-mail addresses do not have any equivalents in other languages and must be mentioned in English, bilingual advertisement are inevitable in all non-English speaking countries including Iran and this is attached to the concept of technology.

5. 2. 6. Fun

Another value that can be attributed to the use of English in advertisements is fun (Gomez Cerdeno, 2010; Piller, 2001). Hsu (2008) believed that mixing intra-sentential English vocabulary in the body copy of advertisements is a tactic to create a sense of being trendy and having fun. Ustinova (2008) claimed that Russian advertisements construct the social and cultural worlds where individualism, high self-esteem, success in the public arena, and fun in life are the most important values.

In bilingual Persian print advertisements collected for this study English was used in body copy to add a fun value to the advertisements (Figure A.2). In two Persian advertisements (one is displayed in Figure A.3) the English slogan had a pun in it, which is a technique to add humor and fun to the advertisements and make them more memorable, persuasive and impressive (Crook, 2004; Tanaka, 1992, 1999). Not only did

Persian copywriters of the studied Persian print advertisements use English in the body copy to add fun and humor to their advertisements, but also they employed English words to build puns in their slogans in order to create more fun and humor in their advertisements.

5. 2. 7. Memorability

Because the word/words in English are perceptually salient, they become the attention-getters of bilingual advertisements. According to Gomez Cerdeno (2010) this fact leads the advertisers to the main function of such words in advertising: the memorability of the advertisement. Gomez Cerdeno's idea is in line with Domzal, Hunt, and Kernan's (1995) belief who based their arguments on the well documented phenomenon called "The Von-Restorff effect", within the framework of Information Processing Theory. Domzal et al. noted that the Von Restorff effect is a widely documented phenomenon in psychology which holds in a given context the information that is novel or unexpectedly captures one's attention is processed more extensively and afterward is much more likely to be remembered than redundant or expected information. According to these researchers foreign expressions can be considered as unusual information which represents schema-incongruent stimuli and this has a profound effect on how they are located in a person's cognitive architecture.

English words possess such a strong memorability power that Leech (1966) points to "memorability" factor as the forefront of advertising techniques which are fundamental to the success of a product. Moreover, Piller (2001) argued that adhering to other linguistic codes and languages than the local language brings additional profits in that it inhibits automatic data processing, which consequently improves the probability of retrieving the commercial statements from the memory. Ustinova (2008) also claimed that in Russian advertising discourse, slogans use rhyme,

rhythm and puns to make them memorable and many of them are featured in the English language to attract bilingual customers. As Goddard (2003) defined *slogan* is a phrase which is designed in a way to be memorable, being attached to a product or service during a particular advertising campaign.

Most slogans in the studied Persian print advertisements were presented in English with no translation in Persian (figures A.6, A.7, and A.8 in the Appendix). In figure A.6 the slogan of "Sony" company is clearly seen "*make.believe*". Since this company has advertised in other media like satellite, as well, and the slogan is introduced in other places in English, the advertiser has tried not to change the slogan to make it more memorable for the consumers. Figure A.7 advertises "*Samsung cell phone*". The slogan for these advertisement is "*Turn on tomorrow*"; it is easy to translate this advertisement in Persian, yet the advertiser left the slogan in its original words to make it more persuasive and memorable. Figure A.8 also displays an advertisement for a famous brand "*Philips*". The slogan says "*sense and simplicity*". Therefore, as it is obvious from examples, Persian advertisers leave the slogans of famous brands in their original form since consumers come across these slogans in other media and it will be easier for them to recall the slogan if it is always presented in one language rather than in different languages.

In addition to being presented in English, some slogans used puns to make them more memorable and attractive for consumers (Figure A.3). Based on the mentioned beliefs, foreign words turn to enjoy the potential to make a specific product or brand name more appealing and memorable, and this trait of foreign words can be regarded as a rationale for using them in Persian print advertising discourse, particularly in the slogans of advertisements. These findings appear to be in line with Ustinova and Goddard's claims. Based on the results of the study, it could

rightly be mentioned the English language is making its way through Persian print advertising discourse even in magazines whose audiences are not supposed to be very proficient in English. Advertisers mostly use easy-to-read English words in their advertisements; however, sometimes sophisticated English structures such as puns are used in Persian print advertising discourse. The reasons for using the English language in Persian print advertising discourse change from attention-getting, persuasion, innovation and creativity, prestige, inevitable technological words to fun and memorability.

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Appendix

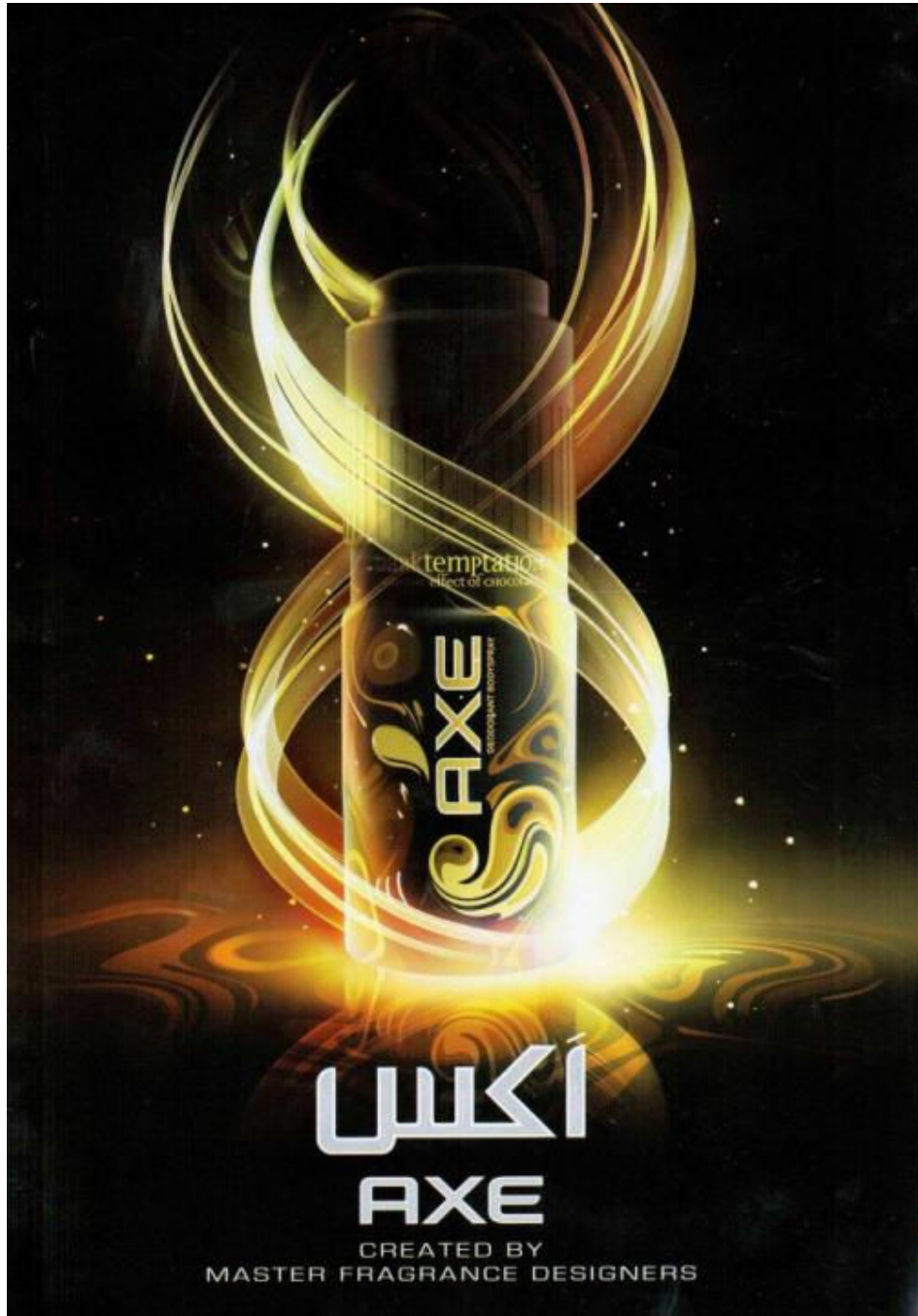


Figure A.1.

Persuasive Effect of Bilingual Advertisements (The Advertisement is Adopted from Khanevadeh Sabz August 2011, p.133)

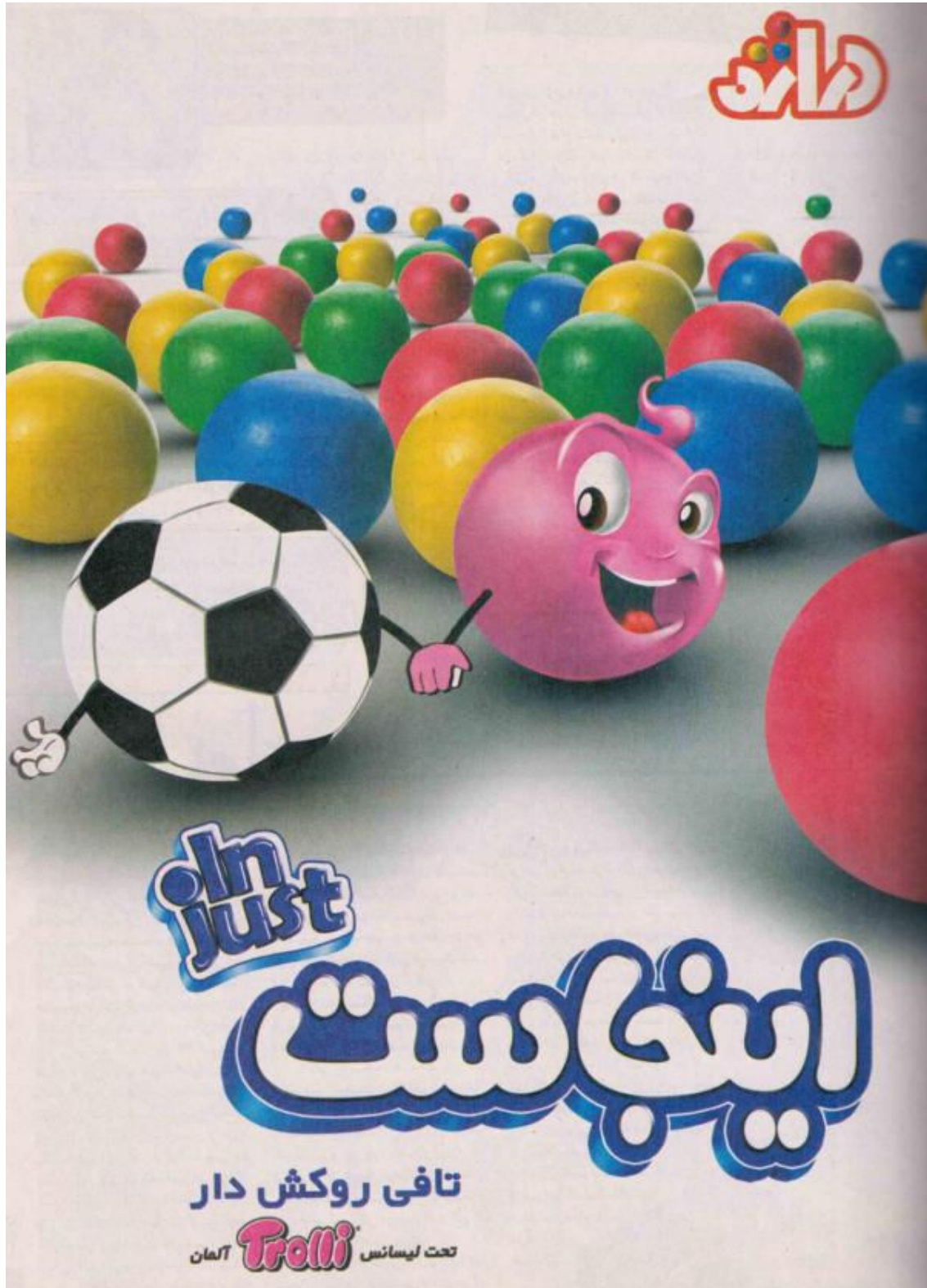


Figure A.2.
Creativity in Bilingual Advertisements (The Advertisement is Adopted from Khanevadeh Sabz July 2011, p.19)



Figure A.3.

Creativity in Bilingual Advertisements (The Advertisement is Adopted from Zendegi Ideal January 2011, p.175)

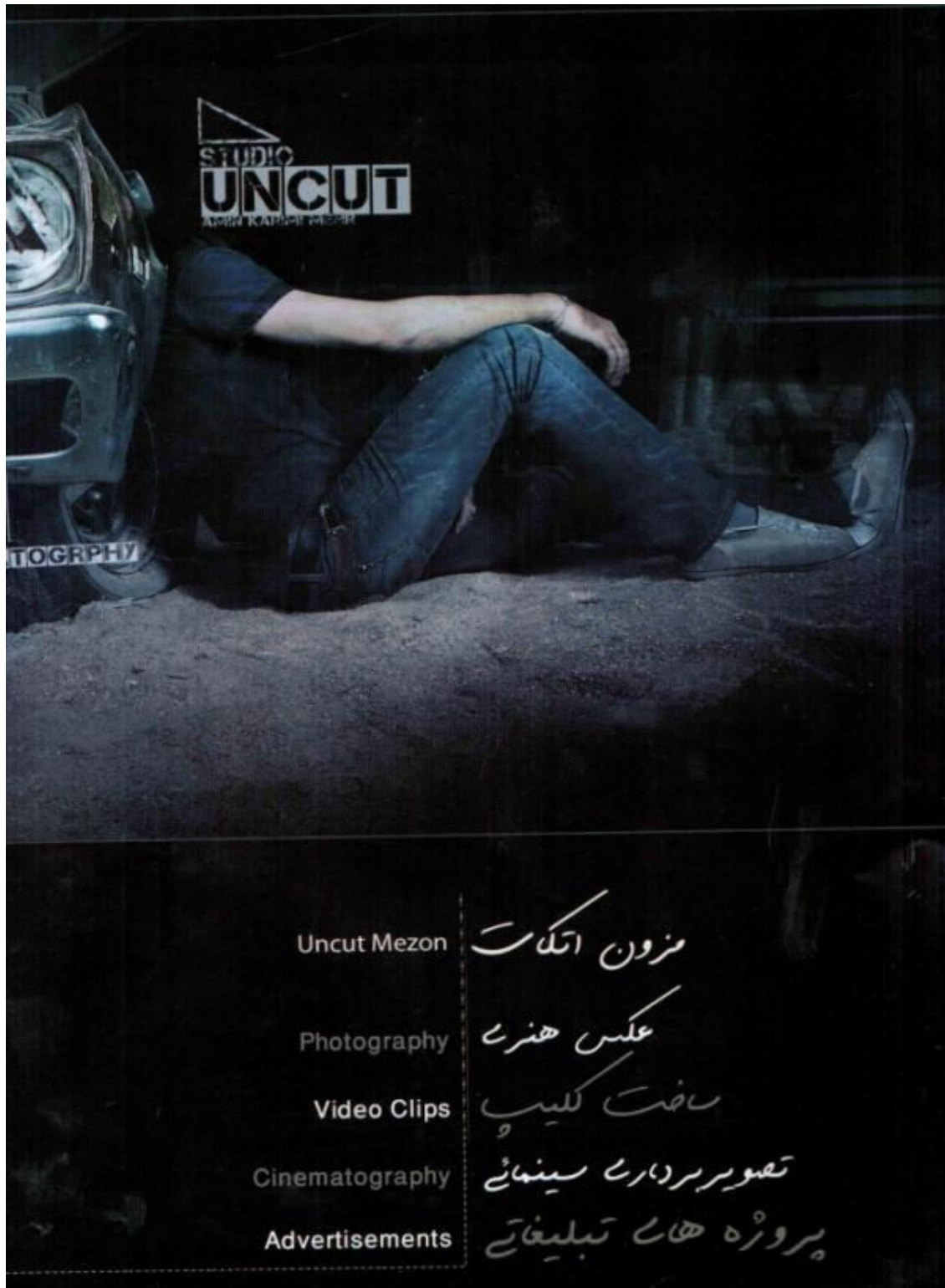


Figure A.4.

English as a Sign of Prestige in Persian Advertising Discourse (The Advertisement is Adopted from Zendegi Ideal June 2011, p.14)

Lordshade
LORDSHADE COMPANY

Microwavable

Hand Painted

Dishwasher Safe

ظروف سرامیکی لردشاید قابل استفاده در ماشین ظرف شویی و مایکروویو در طرحها و رنگهای متنوع

Figure A.5.

English as a Sign of Prestige in Persian Advertising Discourse (The Advertisement is Adopted from Zendegi Ideal January 2011, p.4)

Figure A.6.
A Bilingual Advertisement Which Advertises an Imported Product (The Advertisement is Adopted from Khanevadeh Sabz July 2011, p.53)

یک آپارتمان در جزیره کیش به ارزش یک میلیارد ریال

۶ دستگاه پرو ۲۰۶

۴۳ نفر به بزرگسالی جام ملت های آسیا

سامسونگ ۵۰ رویای طلبی

با خرید هر یک از گوشی های سامسونگ با گارانتی مایکروتل در قرضه گوشی شرکت کنید

سامسونگ

TURN ON TOMORROW

ماجره نی
پارس
یه همراه خوب
امور مشتریان: ۰۲۱-۸۸۸۸۸۸۸۸
خدمات مشتریان: ۰۲۱-۸۸۸۸۸۸۸۸

Figure A.7.

English Slogan in Persian Advertisement (The Advertisement is Adopted from *Khanevadeh Sabz* September 2011, p.55)

انتخاب یک حرفه‌ای

فیلیپس
PHILIPS
sense and simplicity

بخارپز Alu

- قدرت: ۳۰۰۰ وات
- با بخار ملایم که ضمن پخت مناسب، بافت نهایی را حفظ می‌کند.
- دارای حالت توربو استارت که مواد مغذی موجود در غذا را حفظ می‌کند.
- دارای قابلیت گرم نگه داشتن غذا برای سرو کردن.

فقط با ضمانت شکوفای الکتریک سرویس

مستوف پستی: ۳۸۹۸ - ۱۹۲۹۵ ایران، تهران تلفن: ۲۲۲۷۱۵۹۲ - ۲۱ شماره: ۲۲۲۷۹۲۵۲ - ۲۱

Figure A.8.

English Slogan in Persian Advertisement (The Advertisement is Adopted from *Zendegi Ideal* January 2011, p.6)