A CONTRASTIVE STUDY OF THE LANGUAGE OF PERSUASION AS USED IN JORDANIAN AND BRITISH ADVERTISEMENTS OF TOURISM

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ABSTRACT

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This study aims at providing an analysis of the persuasive techniques used in the language of advertising, in the field of tourism, in two different cultures, Jordanian and British. Specifically, the structural and linguistic features in Jordanian and British ads of tourism are examined for the purpose of mapping the differences and similarities between the two societies in terms of applying specific theories of persuasion in the language of the relevant ads. The study also attempts to identify some socio-cultural differences between the Jordanian society and the British society through analysis of the persuasive language used in the Jordanian and British ads of tourism. The data are collected from the advertisements of tourism published in the most popular newspapers in Jordan and the United Kingdom: two Jordanian newspapers –Al-Rai and Ad-Dustour– and two British newspapers –The Telegraph and The Mail. The data comprise approximately three hundred (300) advertisements: 150 printed Jordanian ads of tourism and 150 online British ads of tourism. The data are analyzed quantitatively and qualitatively. To come up with the desired results, three comparisons are conducted between the compiled Jordanian and British ads; two comparisons are related to structure and one handles the linguistic features. The study reveals a number of dissimilarities between the two groups of the collected data in terms of employing three specific theories of persuasion: the Elaboration Likelihood Model, the Source Credibility, and Pierce's Semiotic Model of persuasion. Moreover, the study shows specific socio-cultural distinctions between the Jordanian and the British societies. The distinctions are reflected in the examined persuasive language of the relevant data. The study also reveals certain religious and social views in both societies. All the findings of this study lead to a better understanding of the critical relationship between the written language of advertising, the use of persuasion as a socio-linguistic phenomenon, and the socio-cultural background of the two societies.

Key words: persuasion, the Elaboration Likelihood Model (the ELM), the Source Credibility Theory, Pierce's Semiotic Model, advertising, newspaper, tourism, destination, Jordan, the United Kingdom.