

The language of feeling in publicity

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Abstract

Today's advertising is not specific to television and radio broadcasting, and the Internet has a huge new role in this direction. Among these, Instagram software plays a major role in commercial advertising in Iran. In this article, from the point of view of linguistics and according to the theory. Erik Landowski explores the relationship between business ads and their audiences. Among these, we chose the data from the pictures and sentences of a famous Journal of Art on Instagram and put forward examples in four hypotheses. It is worth noting that the four states of the theory have overlaps that are also visible in the samples. Consequently, according to Landowski's theory, the relationship between the advertiser and the addressee in the function that the hypothesis was conceived and the audience was influenced by the effect of the ads. The sense and perception of sensation and proximity are influenced by the effect of text and graphic text of the ads. Hence, by linguistics analyzing, we conclude that the process of attracting audiences is going on beyond the text and images of advertising.

Key words: Discourse Analysis, Semiotics, Eric Landowski, publicity, Instagram

۱. Introduction

For the owners of capital and merchants and companies and large and small businesses, the introduction of their services and products to the market is of great importance. These days, we are seeing that advertising in the space of the Instagram in Iran has increased significantly, and pages with more flavors are making massive promotions. Some pages are very professional in this regard and draw graphic posts and proper sentences attract the audience and then advertise their products. The data from this article has been collected from sentences written in graphic illustrations of Instagram pages, advertisements of the