CONTRASTIVE MOVE ANALYSIS OF RHETORIC IN TURKISH AND ENGLISH ONLINE ADVERTISEMENTS

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ABSTRACT

As a result of technological developments, new advertising techniques have been introduced in recent years. In this regard, the design of content in terms of rhetorical structure that would persuade the target community about the services to be provided or the quality of products has been captured scholarly interest. Accordingly, studies in the literature point out that the arrangement of rhetorical structures relevant to engaging the reader in the advertisements is of importance and this could be accomplished via the choice of linguistic items enhancing product or service and affecting the reader's decision on buying by making a competitive difference. Moving on this, the current study focuses on both English and Turkish online advertisements of technological devices (androids, laptops, tablet pcs, computers and by-products), the elaborated and complex dimensions of which have forced advertisers to organize their advertisements in a way to sell the products/services.

Therefore, moving on contrastive analysis and corpus studies paradigms, the main aim of this study is to compare-contrast rhetoric in Turkish and English online advertisements and to explore how in different contexts advertisers design the linguistic devices within advertisements in order to persuade their readers to buy their products. The corpus of the study is 150 online advertisements on technological devices, specifically android, laptops, tablet pcs, computers and by-products, 75 of which are in English and the left corpus in Turkish. In data collection, the rhetorical tags identified by Labrador et al. (2014) were followed in coding the advertisements. In coding process, three coders, having competence in both English and Turkish, the major field of one of whom is discourse analysis and the major fields of the left are advertising, coded the advertisements. In the first phase, each coder worked separately and then , regarding the moves on which there was total disaggreement, coders worked together. Accordingly, inter-coder reliability was checked; the overall percentage aggreement is 74.61%. The findings of the study show that rhetorical tags in both Turkish and English online advertisements of technological devices are similar in frequency. Both moves, identfying product and purpose and describing the product, identified by Labrador et al. (2014), are commonly observed in each corpus. As for sub-steps in moves, name of products, the features of the products, and positive evaluation are the most frequent ones.

Keywords: Contrastive Move Analysis, Rhetoric, Online Advertisements, Corpus Study