

AN ANALYSIS OF PHONOLOGICAL FEATURES IN THE ARABIC DISCOURSE OF PRINT ADVERTISEMENTS IN ALGERIA

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ABSTRACT

The present paper attempted to investigate the Arabic discourse of print advertisements in Algeria. It focused in analysing the phonological features which characterize the discourse of advertisements and which aim to fulfil advertising primary task of persuading people to buy the product or service. The study was hopefully aimed at drawing out some hints for Arab, particularly Algerian, advertisers especially in print advertising, which may help to improve their effectiveness and professionalism. A total of 72 advertisements were selected as representative for the analysis of Algerian printed advertising. The advertisements were randomly taken from three Algerian popular newspapers pressed in Arabic (Al-khabar, Echourouk and Ennahar) and the Algerian magazine Echourouk TV published between 2014 and 2016. This investigation was specifically concerned with those phonological and rhetorical features that contribute to the development of text in advertisements. Thus, this investigation, which was based on a linguistic analysis of data, was carried out in the hope that it will contribute to our understanding of Arabic printed advertising discourse.

KEYWORDS: Advertising, Language, Phonological Features, Arabic, Persuasion