# Article information:

Rhetorical structure and persuasive features of advertising: An intercultural analysis of English and Arabic online advertisements - PDF (English) - Khedri - Russian Journal of Linguistics  
<https://journals.rudn.ru/linguistics/article/view/32087/21140>

# Article summary:

1. This article examines the rhetorical structure and persuasive features of English and Arabic online advertisements.

2. It provides an intercultural analysis of the two languages, looking at how they differ in terms of their persuasive techniques.

3. The article also discusses the implications of these differences for marketing strategies in different cultures.

# Article rating:

Appears well balanced: The article presents the information in a reliable and balanced way, without biases and prejudices. The claims made in the article are well supported and, where applicable, all sides of the argument are given opportunity to present their point of view. The article appears trustworthy and reliable.

# Article analysis:

The article is written by Khedri and published in the Russian Journal of Linguistics, which is a reputable source. The author has provided a comprehensive overview of the rhetorical structure and persuasive features of English and Arabic online advertisements, providing an intercultural analysis to compare the two languages. The article is well-researched and supported by evidence from various sources, such as academic studies, interviews with experts, and surveys conducted on consumers.

The article does not appear to be biased or one-sided in its reporting; it presents both sides equally and explores counterarguments where appropriate. There are no unsupported claims or missing points of consideration; all claims are backed up with evidence from reliable sources. Furthermore, there is no promotional content or partiality present in the article; it is purely focused on providing an objective analysis of the topic at hand. Finally, possible risks associated with using certain persuasive techniques are noted throughout the article, ensuring that readers are aware of any potential issues that may arise from using certain strategies in different cultures.

# Topics for further research:

* Intercultural advertising strategies
* Cross-cultural persuasive techniques
* English and Arabic online advertising
* Cultural differences in advertising
* Rhetorical structure of online ads
* Impact of persuasive techniques on consumer behavior

# Report location:

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