LIST OF GRAPHS

Graph 8-1: Frequency of ellipses 190
Graph 8-2: Frequency of phrasal verbs 190
Graph 8-3: Frequency of parallelism 191
Graph 8-4: Comparison between parallelism, rhythmic and poetry like means 191
Graph 8-5: Types of sentences in English ads 192
Graph 8-6: Types of sentences in Persian ads 192
Graph 8-7: Consumers ‘preference for Sentence Types 193
Graph 8-8: Frequency of finite verbs 193
Graph 8-9: Frequency simple present tense among finite verbs 194
Graph 8-10: Frequency of third person narrator 194
Graph 8-11: Comparison between frequency of third person narrator in Persian, English and questionnaire 195
Graph 8-12: Comparison between frequency of comparative adj. in Persian, English and questionnaire 195
Graph 8-13: Comparison between frequency of three types of adj. in Persian, English and questionnaire 196
Graph 8-14: Frequency of linguistic means and figures of speech in slogans 196
Graph 8-15: consumers ‘preference for personification, polysemy/homonymy and metaphor/simile 197
Graph 8-16: Frequency of linguistic means and figures of speech regarding different specializations 197
Graph 8-17: Frequency of various types of adj. and adv., in English and Persian 198