

## Language of Persuasion: A Study of Select Editorials of *Femina*

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### ABSTRACT

*Wernick refers to contemporary culture as 'Promotional Culture'. According to him any and all kind of texts, apart from doing other things, are simultaneously promoting one thing or the other. In the views of Wernick (1991) A promotional message is one which simultaneously represents, advocates, and anticipates whatever it is to which it refers. These types of promotional messages are given out by universities, various types of reports of companies, advertisements given by doctors etc. Editorials of magazines and certain newspapers also encourage promotional culture by attracting consumers to the products advertised in the magazine.*

*The aim of this paper is to study select editorials of female magazine Femina and analyse the language and content of these editorials to find out whether the language used by the editor is persuasive or not. The editors of female magazines advocate the products presented in the magazine inside, enticing females to buy them for perfect look and beauty. Selected texts will be studied from the Systemic perspective and attempt will be made to study the content for linguistic features which give an impression of the editor persuading the readers into buying things.*

### 1. INTRODUCTION

Women's magazines are an amalgam of different genres and types of discourse ranging from the editorials, advertisements,