

Abstract

speech is advertising in all its forms: political, cultural, economic, social, etc., and a means of information for the purpose of delivery of a message aimed at influencing the group of recipients. Commercial and advertising as a form of discourse advertising producer seeks to achieve benefit or financial gain linguistic manner suggestive appeal to the wishes of the segment of society Argumentation and persuasion and drives them to the act of purchase, after giving the advertised goods transformation of material for sale to the value of the properties. The old Arabic poetry was my ad includes a speech to achieve a variety of purposes, it was Raise the submerged and puts a high, and a rich heritage of many stories, story brown nose of the camel and the Annex and many others. As for commercial advertising is better for the Meskeen Aldarmi is represented by lines that recaps the tunnel black Muffleres which does not sell on the Iraqi trader, after around of vintage black Muffleres value to become a girl by Maliha. Find detects Argumentation efficiency owned by the Meskeen Aldarmi has been to ensure recaps, which was behind his success in the city and lure girls to Buy Muffler depressed.