

- Spry, Amanda, Ravi Pappu and Bettina T. Cornwell. 2011. Celebrity endorsement, brand credibility and brand equity. *European Journal of Marketing* 45(6): 881–909. <https://doi.org/10.1108/03090561111119958>
- Tahmasbi, Soheila and Sasan G. Kalkhajeh. 2013. Critical discourse analysis: Iranian banks' advertisements. *Asian Economic and Financial Review* 3(1): 124.
- Van Dijk, Teun A. 2006. Discourse and manipulation. *Discourse & Society* 17(3): 359–383. <https://doi.org/10.1177/0957926506060250>
- Van Dijk, Teun A. 2015. Critical discourse analysis. In Deborah Tannen, Heidi E. Hamilton, and Deborah Schiffrin, *The Handbook of Discourse Analysis*, 352–372. John Wiley & Sons.
- Van Leeuwen, Theo. 2005. *Introducing Social Semiotics*. Psychology Press.
- Van Leeuwen, Theo and Carey Jewitt (Eds.). 2004. *The Handbook of Visual Analysis*. Sage. <https://doi.org/10.4135/9780857020062>
- Van Tuinen, Henk K. 2011. The ignored manipulation of the market: Commercial advertising and consumerism require new economic theories and policies. *Review of Political Economy* 23(2): 213–231. <https://doi.org/10.1080/09538259.2011.561558>

Appendix





Address for correspondence

Hiwa Weisi
 Department of English Language and Literature
 Faculty of Humanities
 Razi University
 Kermashan
 Iran
 hiwaweisi@gmail.com

Biographical notes

Khadijeh Mohamadi holds an MA in Applied Linguistics from Razi University. Her areas of interest include critical discourse analysis and Applied Linguistics in general. She is the author of a number of articles in her areas of interest, and has presented papers at international conferences. She is currently a PhD candidate in Applied Linguistics.

Hiwa Weisi is an Assistant Professor in Applied Linguistics at Razi University, Kermashan, Iran. His areas of interest include Applied Linguistics, Discourse Analysis, Multilingualism and Sociolinguistics. He has written one book in English (entitled *Usage Notes*), and has translated four other books into Persian (one with the cooperation of Prof. Riazi, Macquarie University, and another published by Multilingual Matters and Dayton University). Hiwa Weisi has written numerous scholarly articles, published in journals with JCR and Scopus indices; he has also presented at many national and international conferences. In addition to supervising many theses and dissertations in Applied Linguistics, he is currently teaching BA, MA and PhD courses at Razi University, Kermashan.

Publication history

Date received: 5 January 2020

Date accepted: 5 June 2022

Author Query

- Please provide a citation for the reference id "CIT0007 (Cook, Guy. 1992) since citation is missing in the article.