**3.4 Procedure**

This study began with collecting 400 Persian and 400 English football newspapers headlines from online news sources. Ten online sport newspapers were used in this study, five for each language

Conducting such an analysis, due to the large number of items which are included in the framework and should be taken into consideration and also because of the size of the corpora (800 sport newspapers headlines), may involve running the risk of making mistakes in the analyses. Therefore, at the beginning a pilot study was conducted. Fifty English headlines and

fifty Persian headlines were selected randomly. The language of these headlines was analyzed using the framework developed by Lapsanska (2006) including 4 general aspects: Phonological (Rhyme, Rhythm, Alliteration, Assonance, Graphic aspect of the text, Transliteration, Homophones), Lexical and Morphological (Verb phrase, Noun phrase, Adjectives, Numerals, Foreign words, Intertextuality, Formation of new words and phrases, Idiomatic constructions, Collocations), Syntactic (Sentence types, Sentence structure, Schematic pattering, Ellipsis, Incomplete sentences), and Semantic (Personification, Simile, Hyperbole, Metaphor, Metonymy, Antithesis, Polysemy, and Homonymy). In fact, prior to carrying out the analyses, the researcher discussed the definitions and instances for each category of the framework with the help of her supervisor. Then, both the supervisor and the researcher analyzed 100 English and Persian headlines separately. Finally, the inter- rater reliability was calculated through Phi-Correlation which was 0.85 an acceptable index, assuring the reliability of the analyses which were to be conducted through the framework.

Having conducted the pilot study, the researcher tried to find these four aspects separately in all the 800 headlines to see whether they contain those aspects. Then the frequency of different items of each aspect was calculated. Finally, Chi-square tests were run to determine whether the differences in the use of linguistic means between the two languages were statistically significant.

**3.4 Procedure**

As the point of departure, the abstracts were first analyzed for IMRD structure, and those which were not based on the IMRD structure or a variation of this structure were crossed out. Twenty of the selected abstracts were chosen for the promotional metadiscourse markers by the researcher and an experienced researcher in discourse analysis. At this stage, analysis was done separately and the differences, which were differences in interpretation, were negotiated and agreement was reached accordingly. The rest of the abstracts were analyzed by the researcher of the study individually. To facilitate the comparison of the data obtained for the economics discipline, the English abstracts were first analyzed for the IMRD structure and the means of persuasion. Next, the Persian abstracts were analyzed.

Whereas majority of Persian abstracts followed the IMRD structure, the English abstracts were based on a variety of this structure.

For the means of persuasion, first *logos* appeals were realized through lexicogrammatical devices (e.g. conjuncts and fronted dependent clauses). Distribution of lexicogrammatical devices varied between two corpuses and it was more obvious in English abstracts. In addition, many abstracts contained ethos appeals related to the writer’s reputation and/or alignment of the proposed analysis with the views accepted in the field. Personal and possessive pronouns were employed to strengthen ethos appeals as noted in the following example:

1. **We** carefully utilize empirical methods and measurement and find the effect of human capital on China’s economic growth may be indirect through physical capital investment.[RAA19]

The identification of personal credibility was an easy task in English abstracts since it was an opportunity to boost ethos by self-reference, and it was the most overt promotional value. However, in Persian abstracts the overt occurrence of ethos appeals was not observed. In a few examples, the Persian abstracts used *im,* as self-reference, but the majority employed the passive voice, and this stems from the attitude of Persian writers to increase the academic flavor of their writing as shown in the following example:

1. Dar in maghaleh bar an shod**im ta** be barrasie rabeteye miane sanaate tourism va roshde eghtesadi dar keshvarhaye ozve (OIC) bepardaz**im**. [RAA98]

Pathos appeals occurred in both corpuses as well through positive value and the aims of the current research and of negative value to other research. Note the following example:

1. Channeling human resources into occupations with high social productivity has historically been a key to economic prosperity.

However, the data in the present study could not be used only as raw frequencies because the RAAs were of varying length and were not directly comparable, and so one could not see whether the observed frequencies were related or independent; therefore, Chi-square test was administered to compare frequencies and determine the significant differences between English and Persian articles.