

## **Generic analysis of speech introduction in Persian-speaking media: Patterns of religiously motivated language**

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This lecture presents a qualitative analysis of the religiously motivated language that is used in the introductory sections of Persian-speaking media in different discourses, though this language is not necessarily restricted to media discourse. Following the theoretical framework adopted for the study, I provide an account of the generic analysis of the religious language that is used as a prelude to the speech. Evocation of religious concepts by lexical and grammatical expressions can also occur in other parts of a discourse in addition to the introductory part. However, I aim to show how those introductory insertions that evoke religious thoughts thematize discourse and how they shape the mind of the society. I report my findings in terms of the language in which religious expressions are realized (Persian or Arabic), the position of these expressions in relation to the rest of the discourse, the functions they serve and the targets they address.