

A Study on Function of Persuasion Techniques in the Press Ads of Ziba Advertisement Agency in 1339 A.H (Case Study of Ettelaat Newspaper)

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Abstract

Persuasion means delivering a message in a way that the recipient of the message accepts it willingly, eagerly and will full of satisfaction. In order to steer audience' mind towards their goals, the media use various known as "persuasion techniques." Therefore, Ziba advertising agency, which was established in 1319 AH, created a great evolution in advertising of Iran by using these techniques. This research has been studied the formation and activities of the Ziba advertising agency in the decade 1316 AH by considering the psychology of advertising and persuasion of the audience. The research was conducted based on descriptive-analytical and written sources of the Ettelaat newspaper. The aim is to get familiar with the psychology of advertising and persuasion of the audience in the Ziba advertising agency. The results of the research indicate that this agency, in addition to utilizing the emotional and psychological capacities of the audience, achieved its ultimate advertising goal by emphasizing poetry, Iranian proverbs and localizing advertisements. Ziba advertising agency has used various advertising methods such as repetition, negation and affirmation, reasoning, simultaneous association of two phenomena or events, significant association, and transferring in some of its commercial advertisements including those for Pepsi- Cola beverages, Philips shavers, Duo-therm heaters, Siemens electric irons, National radios, Coleman heaters, Ford automobiles and so on. All these techniques are effective for registering a brand in the audience's memory. Using these methods has led to the audience persuasion, growth of commercial advertising and the prosperity of the industries of that time.

Keywords: Advertising, Psychology of Advertising, Persuasion Technique, Ziba Advertising Agency.

1. Introduction

Providing a comprehensive definition of advertising is challenging; therefore, its categorization is helpful in clarifying this multifaceted concept. Commercial advertising can be described as a set of images, texts, and symbols disseminated through specific media to persuade audiences (Ahmadi Deka, 2016: 65). In Iran, printed advertising flourished during the 1930s (the second Pahlavi period), coinciding with economic prosperity, the growth of domestic production, and the import of foreign goods. Trade practices also shifted from traditional to modern methods in line with the social transformations of the era. Advertising agencies that had been active since the early 20th century experienced significant growth in the 1930s. Agencies such as Ziba, Facopa, Aavazeh, Caspian, and Fenzi became some of the most successful players of this period. These agencies recognized the importance of advertising in light of Iran's political and social changes and pioneered many innovative methods. Some of them are now considered leaders in the history of Iranian advertising. Studying Ziba is particularly noteworthy as it represents a crucial part of the history of graphic design and advertising in Iran. This research acknowledges the contributions of earlier generations of Iranian advertisers while establishing a link to contemporary and future practices. Accordingly, this study investigates the activities of the Ziba Advertising Agency through a descriptive-analytical approach, drawing primarily on *Ettelaat* newspaper. It seeks to answer the key question: What methods did Ziba employ to persuade its audience?

2. Literature Review

The Ziba Advertising Agency is regarded as one of the earliest professional agencies in Iran during the 1930s–40s. However, scholarly literature on its activities remains scarce and fragmented. Notable works include:

- **Ali Alizadeh**, *Iranian Packaging*, which introduced Ziba and provided brief insights into its history, management, and clientele.
- **Meraj Ghanbari**, *One Hundred Years of Graphic Design in Iran*, which discusses various advertising agencies in Tehran.
- **Mohsen Mirzaei**, *230 Years of Commercial Advertising in the Persian-Language Press* (4 vols.), an essential reference for the history of advertising.
- **Jowett, Garth, and O'Donnell**, *Advertising and Persuasion* (2017, tr. Hossein Afkhami), which examines the impact of advertising and persuasion over time.
- **Farshid Parsi Kia**, *100 Press Ads* (2013), a collection of advertisements from the 1920s–30s.
- **Mohammad Ali Hakim Ara**, *Persuasive Communication and Advertising* (2009), which explores the role of the four communication elements: source, message, medium, and audience.
- **Mehdi Seifi**, in "A Look at the History of Iranian Contemporary Design" (2013) and in interviews published in *Herfeh: Artist* magazine (2008), reviewed

Iranian advertising from new perspectives.

- **Mitra Manavi Rad and Farimah Fattemi**, "Advertising and Audience Persuasion with Emphasis on Hyper-Realistic Commercial Advertising" (*Jelve-ye Honar*, 2017), which highlighted the effectiveness of surrealist advertising.

This study builds on the above works but goes further by analyzing the formation and persuasive functions of Ziba's press advertisements in 1339 A.H., contributing to the history of Iranian graphic design and advertising.

3. Methodology

This research adopts a descriptive-analytical approach, with data collected through documentary methods and library sources. Content analysis and case study techniques were applied to *Ettelaat* newspaper to identify Ziba's press advertisements from 1339 A.H. A total of 33 advertisements were analyzed. Ziba's methods included repetition, negation and affirmation, reasoning, simultaneous association of two phenomena, significant association, and transfer. These strategies were employed in campaigns for products such as Pepsi-Cola, Philips shavers, Duo-Therm heaters, Siemens irons, National radios, Coleman heaters, and Ford automobiles.

4. Findings

The study shows that Ziba Advertisement Agency relied most heavily on reasoning, simultaneous association, and significant association/transfer, with less emphasis on repetition or negation/affirmation.

- **Reasoning:** Used for brands such as Toshiba, Carrier, Siemens, Gala, Humber, Philips, Pepsi-Cola, and Coleman.

- **Simultaneous Association:** Poems, proverbs, and familiar expressions localized advertisements for brands such as Serol, R.S.A., Pepsi-Cola, Duo-Therm, and LG. This method proved especially effective from the mid-1950s onward.
- **Significant Association and Transfer:** Applied in campaigns for Kohler, Ford, Universal, Anglia, and others.

The results suggest that localization—through the incorporation of Iranian cultural elements—was central to Ziba's success. Its advertisements also reflected seasonal demand: automobiles, refrigerators, and drinks in the first half of the year; heaters, clothing, and food in the second half. Overall, Ziba enhanced the effectiveness of commercial advertising by leveraging psychological insights and cultural familiarity, thereby shaping consumer behavior, lifestyles, and broader cultural change.

5. Conclusion

During the 1940s–50s, advertising in Iran was largely devoted to imported goods. With advancements in printing technology, advertising entered a period of significant growth, and the 1930s can be considered the "golden age" of advertising. Founded by Moezzi in 1316 A.H., the Ziba Advertising Agency pioneered modern advertising in Iran. It gradually introduced professional standards, collaborated with international organizations, and trained staff in line with global practices. Its creativity and innovation in design and slogan-making earned credibility and influence. By employing persuasive techniques—especially reasoning, association, and transfer—Ziba created memorable and successful press campaigns in 1339 A.H. These strategies not only promoted sales but also ensured long-term brand recognition. In some cases, brand names such as "Duo-

Therm” became synonymous with entire product categories, much like “Kleenex” in the West. Ziba’s integration of psychological methods and cultural localization positioned it as one of the most influential pre-revolution advertising agencies in Iran, playing a role not only in commerce but also in shaping social and cultural change.

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Authors’ Contribution

The author contributed equally to the conceptualization and writing of this article. The author approves the content of the manuscript and agrees to all aspects of the work.

Conflict of Interest

The author declares no conflict of interest.

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