

عنوان مقاله:

The Effect of Cultural Linguistic Quran Ayat Signs on Male and Female Foreign Tourists' Attitude

محل انتشار:

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خلاصه مقاله:

This study investigates the effects of Cultural Linguistic across Quran Ayat Signs on Male and Female Foreign Tourists' Attitude in Isfahan city. Quran Ayat were written on signs which emplaced on Iran cities walls. They are in three languages; Arabic, English and Persian. However, there is not any study on this topic. what is the effect of QAS on Male and Female Foreign Tourists' Attitude? is a fundamental question in Cultural Linguistic area. It was hypothesized that the effects of Cultural Linguistic QAS is more positively related to Male and Female Foreign Tourists' Attitude. This study has two purposes: (1) discover the effects of these signs on Male Foreign Tourists' Attitude and (2) Female Foreign Tourists' Attitude toward Iranians' culture. Aquestionnaire was used to collect data about 60 tourists both Male and Female Foreign Tourists. The preliminary results of the research show that Tourists' from different cultures initially have different Attitude about QAS. We test the effects of Cultural Linguistic signs on Foreign Tourists' Attitude. The findings from the research are :first, female foreign tourists rate transferring our culture and conceptualizations through these signs very good second, using metaphor and explicit meaning in sentence structure has encouraged them to developing their knowledge about language ,culture of Iranian people. The findings .offer development of these signs in Germany, French, Russian and Korean or two other more

کلمات کلیدی:

cultural linguistic, QAS, Foreign tourists' Attitude

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