

MASTER'S THESIS

Language persuasion in Hong Kong

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Language Persuasion in Hong Kong

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Abstract

Are languages apt to be more effective in persuasion for messages associated with their own restricted functions? This has been a question studied by Joshua A. Fishman et al. and the answer has proved to be in affirmative. The question whether it can be applied to the language situation in Hong Kong has led to a replicatory study carried out in Hong Kong. The languages tested are Chinese and English. Chinese is assumed to be more persuasive for traditionally - based argument, while English is assumed to be more persuasive for scientifically - based argument. Two studies have been carried out and the assumption can be established in most cases.