

# Dialogue promo odes Naser Khosrow Ghobadiani

Meisam Salimi Dafsari\*,

Promotional literature is a branch of didactic literature in which the poet or author promotes idea, thought or ideology. Naser Khosrow is of the great poets of persian literature of the fifth century that put poetry at the service of his ideology and thoughts. This thesis investigated his Divan with the aims to analyze the promotional structure of Naser Khosrow Ghobadiani ode and the method was analytical-descriptive. The results showed that author using writing techniques such as the use of the verses, sayings, anecdote and etc... trying to instill and persuade his ideology and in this way also benefit insulting the rival sects. Nasser Khosrow with inspiration and premonition of intellectual, try to breach his accepted philosophical, moral and religious in the mind of reader. For more effectiveness of his words, he used a variety of methods to advertise and promote his beliefs. Methods such as persuasion and enforcement, thinking motivation method (the use of moral conscience and awaken the conscience), guiding the specific behavior, altering perceptions, reasoning method (understanding and applying different opinions), association method, slogan method, persuasion or encouraging, assessment and awareness. In fact, this great poet In his odes and poetry transfer his human mission to all the world that is Promotional rational insight , Philosophical and moral.

**Keywords :** Promotional literature, Naser Khosrow, Ismailia, odes.

[Islamic Azad University, Rasht Branch - Thesis Database](#)  
دانشگاه آزاد اسلامی، واحد رشت - سامانه بانک اطلاعات پایان نامه ها