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Salma-Inès Daou is a PhD Student in mass communication language at High Institute of Management in Tunis, Tunisia. She received an M.A and a B.A from High Institute of Management in Tunis. Her research interests include advertising persuasion as well as the mass media discourse and consumer behavior. Recent publications concern the rhetoric influence on advertising persuasion. She and her co-author have tested a theoretical model of rhetoric persuasion effect on consumer behavior. She started at communication agencies where she has learned the mass communication production process. She has taught “Communication Strategy “, “Marketing Principles”, “International Marketing” and “Export Market Studies” at the graduate level.

