

Comparison of the Persuasive Strategies in the Pakistani Print Media Advertisements of Various brands of Products: A Critical Discourse Analysis

Abstract: *Advertisements promote their products using different persuasive strategies. They are artwork that also represents society, and its culture, and inculcate different new ideologies. This research study is an exploration of the persuasive strategies in the Pakistani advertisements of various brands of products. In addition, this research study also analyses how media and advertisements affect Pakistani society. For this study, five advertisements are chosen from Print media. To these advertisements, many things are related and could consider such as the playing field for the brand, regarding marketing, advertising, and consumers for which the advertisers have their own favoured linguistic expression. However, the current study uses the analytical paradigm of Critical Discourse Analysis (CDA) for the evaluation of different brand advertisements, discussed by Norman Fair Clough (1995). The analysis of selected advertisements shows how linguistic and Meta linguistic features combine and play a key role in terms of making advertisements attractive to give a maximum number of consumers to the brand.*

Contents

- [Introduction](#)
- [Literature Review](#)
- [Research Methodology](#)
- [Text Analysis](#)
- [Discourse Analysis](#)
- [Social Analysis](#)
- [Analysis and Discussion](#)
- [Discourse Analysis](#)
- [Conclusion](#)
- [References](#)

Key Words: Beauty Products, Persuasive strategies, Ideology, Print Media, Pakistani Culture, Discourse Analysis

Introduction

Language is a tool that is used in oral and written communication by people. Grundy (1993:7) states that apprehension of a certain characteristic of language is required to understand oral communication; therefore, language emphasizes tools with which its desired objectives could be achieved. While studying language, discourse analysis has a very substantial role. In the twentieth century, the study of discourse has

been the centre of attention and interest. Discourse analysis aims for inquiries as well as investigations of the relationship between forms and functions of communication.

A systematic study of language is called linguistics which is based on the investigation of language's form, implication, and contextual use. It engages the analysis of past, social, political, and cultural features manipulating language. Critical Discourse Analysis (CDA) is one of the

* Assistant Professor, Area Study Centre for Africa, North & South America, Quaid-i-Azam University, Islamabad, Pakistan.

† MPhil. Scholar, Department of English, Islamia College University, Peshawar, KP, Pakistan.
Email: gohartmg@gmail.com (*Corresponding Author*)

‡ Lecturer, Department of English, Abdul Wali Khan University, Mardan, KP, Pakistan.

linguistic approaches that deal with the relationship between language and socially constructed forms of social practice. Moreover, it deals with a serious analysis of the written or spoken language from the linguistic and also non-linguistic communal elements. According to Fairclough (2001:221-236) CDA studies and analyzes all kinds of discourse including written text, speeches, gestures, posters, signs, symbols, and electronic and printed advertisements that systematically communicate with us.

Norman Fairclough (1995) has extensively given three dimension models for discourse analysis. Fairclough was one of the great critics and founders of sociolinguistics and Critical Discourse. His three dimension model explains the relationship between texts or discourse and society and the possible effects of discourse on people. This model has three basic features; text analysis, discursive interpretation, and socio-cultural analysis. The three dimension model is mainly useful for media discourse.

The history of advertisements goes back to the 1950s and 1960s and the intent of advertisements was solid selling with several prudent strategies (Vahid & Esmae'li, 2012) but nowadays advertisements are very catchy because one can see them everywhere they move and has a very sharp influence on them. Similarly, Ruiz (2014) describes that for the exchange of goods and services advertising is the extensive procedure involved in marketing. Whereas the purpose of advertisements is concerned, it's multifunctional for they describe, sell, inform, entertain and sometimes warn as well. Regarding that still, the advertisement aims to persuade the mass for buying something or even to accept their ideologies. Today, advertisements are the sources for the dominant and influencing powers. Advertisements convey a message through language and signs which are the reason it is considered a discourse. This work mainly focuses on the analysis of tactics that advertisers used in their advertisements including ideologies, values, ideas, attitude, colours, font size, famous characters, etc the attraction of its consumers for analysis the researcher selected five advertisements and analyzed them in the light of Fairclough 3d model.

In the modern world Media is a big source of

communication and it has made the world a global village. Therefore media discourse plays an essential role in the modern lifestyle and mass behaviours. Media can be of various types. It can be electronic media social media and print media. All types produce discourse for the target audience depending on the social background and culture of citizens. Mass Media vividly stand for particular cultures and societies. It not just promotes diverse ideas, and awareness, and dig out social issues through suitable information but also shapes people's opinion and minds. It has a strong power to change people's minds and opinions about various things. In linguistics (more specifically in Discourse analysis) we interpret and analyze the impact of media discourse on people's ideology, opinions, and choices.

Furthermore, in the 21st century, diverse companies utilize it as a display place to advertise their brands and products. Advertisements are announcements in community mediums concerning manufactured goods or services. All along with brands' sponsorship and product promotion, there is a great deal to the ground of advertisement. These advertisements are generally oriented toward society and the social order and encourage different ideologies. Advertisements are almost certainly the most vital and leading foodstuffs of television. Without a doubt, the normal adult pays out two or three years of his or her life watching television advertisements. The quantity of time we waste examining adverts situates to rationale that these will have several categories of consequences on watchers (Ingham, 1995). Therefore, this research study aspires to comparatively analyze Pakistani advertisements by using Fairclough's 3D model and check how they pursue Pakistani citizens and what sort of upshot they have on society.

Media is the most impactful factor in modern society. It shapes people's minds and inculcates diverse ideologies and opinions in their minds. Companies produce various discourses in advertisements to catch and attract maximum customers and sell their products. Therefore this research study is an exploration of the persuasive strategies in the Pakistani advertisements of various products which have not been studied before by other researchers. Moreover, this

research will also highlight the factors and features used in advertisements that represent Pakistani culture and society.

There are various companies and brands in Pakistan which sell various products and give advertisements in the media. The researcher could research all advertisements. Hence this study limits itself to five advertisements of different brands. It is further limited to the Fair Clough 3d model. The undergoing study is significant as it illuminates different tactics that different beauty brands use in their advertisements to attract consumers. This study examined and provides both practical and theoretical contributions to critical discourse through Fair Clough's 3d model applications on advertisements taking into consideration the tactics the advertisers used for the flow of their products. This research will add knowledge in the field of linguistics, more especially in the grassland of Critical Discourse Analysis. It will help readers to interpret the advertisement of micro levels and their hidden agendas. Furthermore, it will also solely explain the sociocultural collision of such contents.

Literature Review

Umezina (2017) has conducted a study that daily language can be thoroughly investigated and analyzed through the use of critical discourse analysis. Linguistics analysis depends upon the structure and properties of language, whereas discourse analysts focus on the function and use of language. Therefore several methodologies are used to analyze and interpret the discourse in any form. Discourse is any language used in a social context, and ideology is the set of beliefs of a group of people. The discourse that a group of people produces is how they reveal their ideology. How does one understand or express their ideology? They do it through the discourse they produce. The relationship between ideology and discourse is an interlinked one, one shaping the other. To present one's ideology, he does it through his discourse, but that discourse then shapes and formulates the ideology of people as well, as is discussed in Louis Althusser's theory of ideology and two types of apparatus to module a certain ideology. Critical discourse analysis to expose ideologies concealed in the words worn by

the media practitioners in news headlines is frequent and mostly spotlighted on printed news sources. Headlines are an "emotion-inducing plan in the hands of the editor used to kick off, maintain discourse and form the view of the readers on national issues. Headlines are of meticulous interest because they "reveal the social, cultural and national representations circulating in a society at any given time.

According to Gee (2011), discourse analysis comprises a new trend where the comparison of two discourses is made. The analysis is not constructed on all the present parts or partly relative segments of the work. The relevancy of the text analysis is judged on the chosen theories that tell of how the selected context is supposed to be analyzed. Consequently, the chosen works that are studied turn out to be a part of discourse analysis in its place of standing as a disconnect form (117).

Fowler (1991) conducted a study on discourse analysis where he says that CDA is planned to formulate obvious associations amid discourse, communal norms, and social structure which for quite a few people is uncertain. It is, therefore, very hard every so often to understand discourse and create its link with social applications and structures. CDA assists people to appreciate the discourse to the most excellent. As Fairclough (1995) has defined that it is a field that discovers relations between discursive texts, practices, and events and social and literary structures, relations, and procedures. Norman Fair Clough (1995) describes three stages for Critical Discourse Analysis the characteristics are description, interpretation, and explanation which are in box in one another, as the description only has its concern with text including features such as lexis(choices of words, patterns in vocabulary, metaphors, etc) grammar(use of passives, modal verbs, nominalization) and cohesion(use of the conjunction, use of synonyms, etc)and text structure(e-g problem-solution, cause-effect, turn to take in a conversation). The interpretation which is discursive practice refers to text and its interaction in society which means how heterogeneous elements combine and carry a solid message.

Ali, Naz, Aftab, and Danish (2014) have analyzed the representation of women in Lux Advertisement on Pakistani. They have also discussed the effect of discourse used in an advertisement on Pakistani Women. Their study showed that women in such adverts are dissimilar to the women's beliefs and literary norms in the tradition of Pakistan. Furthermore, they have also tried to open out the out-of-sight meanings shaped in our cultural scenery using the semiotic study of chosen TV ads utilizing the Saussurian semantic model of understanding signs. Their upshot demonstrated that pictures prepared by these advertisers are not widespread but centring on cultural norms deep-seated in aged traditions is browbeaten by the harassment of an unfamiliar culture. Throughout these commercials, they promote new social inclinations career-oriented exciting women marginalizing usual, out fashioned keep on at home wives.

Shahwar (2018) looks to describe the view and answers of the viewers against the depiction of women in the ads of Pakistani Electronic Media. Frequently the advertisers make use of females as the noticeable entity to imprison the concentration of the spectators. The results quarrel that the representations of women in publicity are altering the perception of compliments about women amongst the minds of the audience and in addition specify that a woman's corporeal beauty is probable to be an instrument for bringing to mind demands for goods. According to Akbar, Agasi, and Yowata (2019), the three-dimensional model of Fairclough can work best as a theoretical framework for the analysis of a text or discourse and its relation and use in society. This model probably covers all relevant areas for analysis as it covers text, discursive analysis, and socio-cultural practice. Hence, the 3D model of Fairclough can work effectively in any analysis

The above literature reviews show that Media is the most impactful factor in modern society. It shapes people's minds and inculcates diverse ideologies and opinions in their minds. Companies produce various discourses in advertisements to catch and attract maximum customers and sell their products. It also shows that no research is available on a comparative study of the advertisements of different brands

through discourse analysis. Therefore this research study is an exploration of the persuasive strategies in the Pakistani advertisements of various brands of products that have not been studied before by other researchers.

Research Methodology

This study examines 5 different advertisements of products from the viewpoint of Critical Discourse Analysis via Fairclough's three-dimensional model (1995). Fairclough gave three aspects to critically analyze any text:

Text Analysis

According to Fairclough (1995), in the textual analysis, we mostly centre on the way they explain the belongings and what kind of terminology they use when they promote their product. We can first examine the option of words through their selection of vocabulary. At this time we also go for dissimilar semiotic features.

Discourse Analysis

This stage deals with the point of text construction, allocation, and utilization that gives a glimpse at how authority relations are recognized throughout the text. This footstep deals with the examination of inter-textual associations among texts, discourse, and settings. That is, the discourse must not only be considered through the linguistic description but also a variety of discursive practices.

Social Analysis

According to Fairclough (1995), this point deals with ideological meetings, it gives details of the existing situations, development, and surroundings information. This footstep is anxious with the association between dealings and social situations with the common determinants of the procedure of production and understanding, and their social property.

This study is carried out through both types of data, primary and secondary. The primary source for the study is the selected ads and the chosen theory. The secondary data is composed

of diverse online foundations in soft form as well as solid copies.

Analysis and Discussion

Advertisement No 1



Figure 1

Text Analysis

First dimension deal with the textual, verbal, and semiotic feature of discourse. Here semiotic features are used for attraction showing an appealing lady who is a user of the product. The model has beautiful healthy hair to show the results of the product usage. The bright colour schemes and the fonts are like ice topping on the cake, grabbing the audience's attention to the fullest.

The text contains adjectives such as "repair" and 'expert' (capitalized) to create an image of the desired product that anyone asks for with hair.

Discourse Analysis

The interpretation of the composition of words and the construction of sentences are dealt with in 2nd dimension. 'REPAIR HAIR DAMAGE' the statement is concise and written in bold indicating it is an important point of the advertisement. The phrase attracts customers with hair problems. The method of consuming the product for better results is stated right below the first statement in the same concise way. The statement is the one that can make consumers go for three products instead of a single hair product due to the strong claim of producers. Now, the third statement is introduced with novelty and white background to make it stand out in the picture for the audience to pick it up as soon as they see the picture, focusing on the repairing quality of the product. In the end, another affirmative and declarative claim is drawn by the producers referring to their products as " the

damage expert" to assure the audience to give it try.

Socio-Culture Analysis

Hair damage has been a common problem in the modern world besides the popularity of beauty products and the self-grooming attitude of the first-class people of the world. Marketing companies are trying their level best to complete their opponents and to gain more customers. They are using tactics to make their customers realize how much they need the product and how the product can play an important role in growing an aspect of their personality.

Advertisement No 2



Figure 2

Text Analysis

Adjectives like *proven* and *stronger* are used which take the attention of consumers. They use 96% to take the trust of the consumer. It is understood to viewers that 100% outcome is not possible so they claim 96% outcome to make it realistic to their audience. *7 oils in one* makes the consumers decide that rather buying seven different oils it's better to use one solution that is their oil.

Discourse Analysis

They have given the picture of an actress with healthy, long, and black hair which shows that her

hair is strong because of the brand. Code-switching is also there which increases the number of audiences. 96% and 20X are the universal numbers. People of all languages can understand it.

Socio-cultural Analysis

As many people want a life like actors and actresses. To impress consumers they have given a picture of the actress. Hair fall is a very common issue in the modern generation that's why they have mentioned less hair fall. If we look at the actress, she is smiling. The modern world is full of anxiety and depression. They have related this depression with hair fall if you have strong hair you will be free from depression and will smile as long hair adds to the beauty.

Advertisement No 3



Figure 3

Text Analysis

Semantically and textually the advert is in balance, the girl's perfect shiny hair and a smirk with dark skin give that element of the shampoo being useful to everyone, not just white dominant society as is in most adverts. The writing in white on top of the hair makes the words even more visible and the word used as the girl's hair flows and the word is used falls. The message is of a scented dandruff-curing shampoo. The word of the brand resonates with the girl's hair as they are both swaying.

Discourse Analysis

The interpretation of the composition of words and the construction of sentences is through the second dimension. Her skin colour makes it seem

possible for any ethnicity, the pictures of coconuts make the product look healthy and beneficial and the brand name in the same way motion as the girls' hair mesmerizes the viewer.

Socio-cultural Analysis

Dandruff is a very common problem and if it comes with a solution that also doesn't have a bad odour, then the viewer will look at it as a bonus.

Advertisement No 4



Figure 4

Text Analysis

Strong adjectives such as “*lovely, unbeatable fairness*” are used. The mentioned adjectives are used to stimulate the emotion in consumers that they have to buy the product. Women think that all such adjectives must be used with their names as it is a universal truth that women think there must be a huge social circle of her always praising her beauty and this is how the company increases their marketplace value by advertising the ideology that a beautiful woman must have fair and lovely skin texture and tends the outlook of women according to their income scheme.

Discourse Analysis

The target listeners of beauty ads are women so the producer is consciously used in the discourse strategy to catch the attention of women. They introduce an actress and show that her beauty is just because of the use of this brand. Hence, this is how these ads capture the minds of their spectators to use their products.

Socio-cultural Analysis

Famous Bollywood actress Mia Mania is shown. The image of the eye-catching model and a whole process that turns from gloom to fairness makes

women eager about producing the feeling of being perfect like her too. Their colour combination in advertisements is white and pink showing the result that one will also become white and pink after using that product regularly.

Advertisement No 5



Figure 5

Text Analysis

First deals with the textual, verbal, and semiotic features of discourse. The semiotic features in this advert are the clear-skinned girl, the palettes, the subtle colour of the background, the bold and different font of the "No" and the word 'makeup' being slightly light and invisible, almost implying in a cosmetic advert that cosmetics are not important, ironically.

The phrase written in black 'face perfecting pallet' though not bold yet prominent catches the viewer's attention.

Discourse Analysis

The interpretation of the composition of words and the construction of sentences is through the second dimension. The very first glance is of the clear-skinned girl having flawless skin, showing that consuming this product will give you that glow and natural effect. The subtle colour theme also adds to the naturalness and no makeup icon, as it's all light and natural. The no is made in a different font to almost make you believe you don't need makeup although it is a makeup ad and the words face perfecting resonate with any and

every consumer of makeup who wants to have that flawless skin.

Socio-cultural Analysis

Clear skin and flawless beauty are every girl's dream and they strive so hard to get that, and in this, you see that solution with the picture of a flawless girl. Society loves white and clear skin girls and the beauty of girls is measured by their skin and physical appearance. Therefore, women are directly and indirectly attracted by advertisements.

Conclusion

The analysis of selected advertisements shows how linguistic and met linguistic features combine and play a key role in terms of making advertisements attractive to give a maximum number of consumers to the brand. The metalinguistic skills such as pictorial representation, use of colour combination, and spatial and gestural details are considered more convincing factors for the positive effect of a language. While that is a language that describes the product in a very positive way to viewers by creating a problem to which the only possible solution is their product. The advertisers try their level best to get the full fledged benefit of lingual and meta-lingual features in such a way that they both together make a positive impact on viewers. Furthermore, the study also reveals that advertisement focus on dominant characteristics and features of society. Marketing companies are trying their level best to complete their opponents and to gain more customers. They are using tactics to make their customers realize how much they need the product and how the product can play an important role in growing an aspect of their personality and life.

In this study, the researcher has used only Fairclough's 3D on five chosen ads in Pakistani Print Media. For other studies, researchers can choose other ads, of other companies and brands, based on Pakistani culture and Society or also some other society, to be analyzed by a similar model. Moreover, other linguistic theories or models of CDA can as well be chosen for the analysis.

References

- Akbar, A. M., Agasi, R. S., & Yowata, T. (2019). Critical Discourse Analysis On Pan Political Banner Campaign Using Fairclough Three-Dimensional Model. *Prasasti Journal of Linguistics*, 4(2). <https://doi.org/10.20961/prasasti.v4i2.31580>
- Ali, A. H., Naz, T., Aftab, H., & Danish, M. H. (2014). Effect of Women Representation in Lux Advertisement on Pakistani Women Identity. *European Academic Research*, 1(9), 11486-11500.
- Fairclough, N. (1995, May 18). *Critical Discourse Analysis: The Critical Study of Language*. Addison Wesley Publishing Company.
- Fowler, R. (1991, April 11). *Language in the News: Discourse and Ideology in the Press* (1st ed.). Routledge.
- Gee, J. P. (2011). *In An Introduction to discourse analysis*. (3rd ed., 117–118). Routledge.
- Ingham, H. (1995). *The portrayal of women on Television*. Lawrence Erlbaum.
- Karnani, A. (2011). *Fighting Poverty Together* (p. 101). New York: Palgrave Macmillan US.
- Ruiz, S. (2014). The Discourse Analysis of Cosmetic Advertising: Max Factor's Discursive Development from 1940 to the Present. 1-50.