



## The Use of Advertising Appeals and Women Delineation in Breast Cancer Related Web Advertisements: A Semiotic Analysis of Western and Eastern Advertising

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### Abstract

*This study explores the use of various advertisements and representation of women role in web-based Breast Cancer related advertisements that appeared online, were observed on Google images for three months on weekly basis. Systematic sampling technique was used to gather the sample for the analysis. Signs and symbols are involved in creating the meanings and advertising creates to use of these signs to convey the desired intended messages. This study used semiotics as a method for analyzing various appeals and depiction of females in these breast cancer related web advertisements (BCAds). This research serves as a reagent by building a knowledge base and raising awareness regarding breast cancer related advertisements to develop a persuasive message in order to influence the female in detection of cancer. This study will be significant for policy makers and health communicators in developing effective public services messages to understand the power of signs and symbols.*

**Key Words:** Web Based Advertisements, Breast Cancer, Advertising Appeals, Semiotic Analysis

### Introduction

Goldman (1992) asserts that advertising being a social and economic institution plays an important role in maintaining cultural hegemony and making sense of the world by providing socially constructed ways of viewing the world. Public service advertisements are noncommercial and are created to spread awareness regarding any issue or need, required to bring change in the community by making the people more aware of a topic. A current example of this way of informing the public via a public service announcement is the Shaukat Khanum Breast Cancer Campaign that has been speculating mostly on online platforms. This type of announcement is a little different as its main platform is online, but still achieving its goal to create awareness in the public about breast cancer.

Advertising appeals are the persuasive pressures that catalyst a person to buy a product or service by speaking to a person's needs, desires, or wants (Raza et. Al., 2020). The companies use several different appeals to shape people's perception in purchasing a product, service or idea (Steve, 2013). Media awareness campaigns, known as information campaigns, mostly, are used to raise awareness of health problems, with the intent of motivating people to avoid the problems (DeJong, 2010).

The most chronic form of cancer in females is breast cancer in Asia (Minhas, 2015). Not only breast cancer but sexually transmitted diseases are now very common diseases among females in Pakistan (Umer, 2016). In Pakistan, the socio-economic circumstances are contributing factors for the poor health of the females in the countryside. Approximately, each year more than 83,000 cases of breast cancer have been reported in Pakistan. Nearly 40,000 women die due to the fatal diseases (Shaukat Khanum Experts, 2018).

The purpose of this study in a qualitative perspective is to analyze the strategies that experts are opting to use to communicate and inform the female public. With a close analysis on the appeals that have been disseminated through web ads and what type of women personality has been depicted to enhance the way this information is distributed. Hopefully, the outcomes of the study would be significant for the policy makers and for the advertising experts to plan their future strategies for breast cancer.

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## **Significance of the Study**

The purpose of analyzing web-based breast cancer advertisements is to understand the different messages being conveyed by the national and international advertisements and why it is very important for the policy makers and communication specialists to know how much these ads can be effective. Also, what type of appeals are being used in web-based breast cancer advertisements.

Another reason to study the advertisements both globally and locally is to find out if both advertisements convey the message in the same way and what impression these ads give, e.g. do they motivate women towards precautionary measures or self-examination, if not then how do these adverts persuade their viewers to find advice or solutions.

## **Problem Statement**

Advertising is an immediate cultural form that reflects and shapes our lives (Raza, Hasnain & Khan, 2018). Advertising has the potential to configure the opinions, attitudes, and behavior, and is therefore regarded as means of social reinforcing stimuli (Roy, 1998). "Semiotics refer to the explanation of mechanisms and functions of the text as well as visual communicators and gives us a chance of better understanding of the nature of the social processes" (Solik, 2014).

The use of fear appeals in breast cancer detection messages create great impact and persuade people or females to change their behavior (Allen, 2000). Fear appeal is only effective if it reinforces people for behavioral change. (Soames, 2011). The ad appeals are adopted according to the cultural values of the audience so that people get influenced and adopt them and people used to like such ads due to cultural affiliation. (Christian, 2016).

The advertisements around the globe are using different appeals to influence the behavior of audience (Johar & Sirgy, 1991). And same is the case about the influence on women regarding breast cancer prevention awareness campaigns. The portrayal of woman may cause significant impact on the mental health of women and perception about the women (Harrison & Fredrickson, 2003).

## **Literature Review**

In routine practices, individuals are uncovered to the numerous diverse advertising appeals. There are variations of the execution strategies, engaged in the advertising, vary from the information on the emotional. Amongst those intended to assort feelings, one discovers fright, comicality, friendliness, and information. (Raza, Bakar, & Mohamad, 2018). Instead of using fear appeal, emotional ads or messages have a strong impact on the female attitude and emotional messages or content is more likely to remain in memory. (Panda & Mishra, 2013)

Centered on the theory of planned behavior, a model that encompasses norm congruence, in which the degree of individuals' uncertainty avoidance (UA) moderates the relationship between advertising appeal (AP) and behavioral intention (BI), and attitude towards advertising appeal (AT) serve as a key causal mechanism that mediates advertising appeal-behavior relationship. (Raza, Bakar, & Mohamad, 2019). Fear and motivational appeal motivate and change the behavior. These two appeals mix together and lead to HOPE. Feelings of hope contribute to successful results. (Jessica, 2018)

Breast cancer death story of celebrity leaves emotional impact on the audience and creates a feeling of fear but such campaigns deliver a message that it is curable if detected earlier and properly treated (Gall, 2017). Messages of hope should be shown in breast cancer campaigns to encourage women for detection and treatment. When fear appeal is being shown, many women make negative perceptions like death, unrealistic physical impairments results from breast cancer treatment. (Cynthia, 2002)

A sign is a basic incentive that resorts to something else. Symbols are much more in-depth concepts than mere signs. Symbols make people think about things beyond their obvious and immediate meaning. (Langer, 1942). Langer believes that what distinguishes humans from animals is the use of symbol. Animal life is dominated by feelings and a human feeling is mediated by concepts, symbols and languages. (Langer, 1942)

Women are being underprivileged of opportunities and are restricted to specific roles being affected by the typical gender stereotypes. (Liberal Feminist, 1939). Men and women are fundamentally different. Women are being dominated by patriarchal practices in all aspects of their life. (Radical Feminist).

## Research Questions and Hypothesis

This research is focusing on what types of various appeals are being used and how women are being depicted. This study also focuses on how different signs and symbols do convey the message among the women. On the basis of above reviewed literature, the following hypotheses are formulated for the study. The following research question and hypothesis are developed:

### Research Question

**RQ1: What Is Difference of Appeals in Breast Cancer Advertising Among Eastern and Western Ads?**

### Hypothesis

**H1:** It is likely to be that web-based breast cancer advertisements contain hope appeal.

**H2:** It is likely to be that web-based breast cancer advertisements us fear as major appeal.

**H3:** It is likely to be that women representation in web-based breast cancer advertisements are strong, glamorous and confident.

## Research Methodology

Semiotics is the science of signs that provide a set of assumptions and concepts that permits systematic analysis of symbolic system (Culler, 1986). The semiotic analysis methodology has been chosen to scrutinize various types of appeals and women portrayal in these advertisements and the reason for studying semiotics is that it gives us a useful set of tools for recognizing and developing the patterns that lead to meaning in communication. The main focus will be the screen and background elements such as expressions, colors, dressing, and use of text. The population of the study will be eastern and a western breast cancer web advertisement through systematic sampling.

## Results

### Advertisement 1:



**Figure 1:** Showing Western Advertisement for Breast Cancer Awareness

### Semiotic Analysis of “Figure 1”

Figure 1	Signifier	Signified
	Hands	Part of Human Body/ Generosity/ Hospitality/ Stability
	Women	Female/ Glory of Creation
	Awareness	To get to know Something
	Breast cancer	Serious Disease/ Cancer
Screen	Heart	Happy/Optimistic/Life/Love
Elements	Butterfly	Endurance/ Flying Insect/ Hope/ Life.
	Standing girl	Healthy/Dignity/Strength
	Doctor	with Treatment/ a Person who is Qualified to Treat People who are Ill
	Stethoscope	
	Stethoscope	An Instrument that is used to Transmit Low-Volume Sounds such

		as a Heartbeat to the Ear of the Listener.
	Tablet	Medicine/Prevent from Disease
	Ambulance	Emergency Medical Service
	Injection	Liquid Medicine
	A Girl with Long Hair	Hope/ Femininity
	Thermometer	A Device that Measures Temperature
	Bandage	Long, Narrow Piece of Cloth that is Tied Around an Injury or Wound
	Ribbon	Awareness/ Narrow Strip of Fabric
	Drip Bottle	A Plastic Bottle Through Which Medicine goes Directly into the Veins of Human Body
	Aid box	An Equipment used for Medical Treatment
	Clipboard	A Paperboard to Write Something
	A Circle with a Small Cross Below it	Venus Symbol/ Symbol for Female
	Heart Rate	Speed of Heartbeat/Life
	Hot Pink	Pure Love/ Energy/ Life
	Dark Pink	Hope/Awareness/ Sensitive
	Plum	Pride/ Peace/Wisdom/ Creativity
Colors	Purple	Royalty/Independence/ Mystery
	Light Purple	Nobility/ Luxury/ Power
	White	Safety/ Purity/ Cleanliness/ Positive
Background	Grey	Dull/Dirty/Sophisticated

This advertisement is cleverly put together. The strategic use of different colored hands raising their hands up in unison, which connotes togetherness and power and can be said that the female being is considered as the glory of the creation. Women are the indispensable part of the society, “No nation can rise to the height of glory unless your women are side by side with you.” (Jinnah 1944). It is clear for a country to develop the contribution of women is essential. This can only be the case if the women of the country are healthy, and made aware of precautions they can take to help them stay healthy. This is why awareness regarding breast cancer must be spread in order to persuade women for regular self-examination and if breast cancer is being diagnosed, the victim should consult the relevant doctor.

The different signs and symbols in the background signify various possible methods of treatment of breast cancer. The background is more likely to be grey. Grey serves as a good background for other colors as it doesn't attract attention, allowing the other colors within the advert to take prominence. The above advertisement signifies various survivors and victims of breast cancer and indirectly motivates that if breast cancer is detected one should not give up and consults the relevant doctor as soon as possible in order to get cured.

**Advertisement 2:**



**Figure 2:** Showing Western Advertisement for Breast Cancer Awareness

### Semiotic Analysis of “Figure 2”

Figure 2	Signifier	Signified
Screen	Ribbons	A Thin Band of Cloth/ to Create Awareness/ Support a Cause
Elements	Tree	Life/Growth/Oxygen/Power/Prosperity
	Grass	Good Thing to come/ Fertility
Colors	Dark Purple	Royalty/ Nobility/ Luxury/ Power/ Ambition
	Hot Pink	Pure Love/ Energy/ Life
	Pastel Pink	Friendship/ Affection/ Love/ Care/ Health
	Green	Renewal/Nature/ Energy/Freshness/Safety
	Plum	Creativity/Wisdom/Dignity/Pride
	Black	Mysterious/ Seriousness/ Power/ Authority/Strength/Sadness
Background	White	Purity/Innocence/ Goodness/Heaven/ Safety/Cleanliness/Faith/ Sincerity/Protection/ Softness/ Perfection

In this advertisement, tree symbolizes life, growth and a compact body of representation. The tree signifies a community of breast cancer victims or survivors. A ribbon in the form of small leaflets symbolizes breast cancer patients, victims, survivors and is spreading awareness regarding breast cancer and they all are the part of this trunk. The grass/ greenery is metaphor of life. This advertisement signifies that you are not alone; it is a bunch of people who are accused of breast cancer and when all these people will come together, there shall be unity. When all the victims, survivors will get united to fight against this disease there shall be growth, prosperity, life. According to Langer’s theory of Symbolism “The content of the advertisement offers symbols in such a way that the audience remembers and that leaves an effect in their minds to think about it and to respond to *call for action* expressed in advert.” (Littlejohn & Foss, 2005). The researcher agrees with this aspect of Langer’s theory that the use of signs and symbols in breast cancer advertisements leave a thought in mind of the consumer regarding breast cancer and urges them to take precautionary measures.

### Advertisement 3:



Figure 3: Showing Western Advertisement for Breast Cancer Awareness

### Semiotic Analysis of “Figure 3”

Figure 3	Signifier	Signified
Screen Elements	Hand	Strength/Power/Protection
	Two Fingers with Nail Paint	Motivation
	Covering Two Alphabets	
	Ribbon	Awareness/Support/ Narrow Strip of Fabric
	Breast Cancer	Cancer/Serious Disease

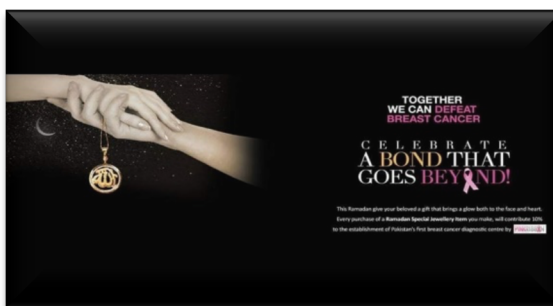
	Brown	Seriousness/ Down to Earth/ Honest
Colors	Black	Power/ Elegance/ Formality/ Death/ Evil/ Mystery.
	Baby Pink	Romance/ Love/ Friendship/Feminine
Background	Light Grey	Moody/Neutral/Dull/Depression/Loss

Breast cancer is a cancer that forms in the cells of the breasts. Breast cancer can occur in both men and women, but it's far more common in women. This advertisement symbolizes that breast cancer is a disease that is curable and it is important to spread the awareness regarding breast cancer among women so that they can do self-examination and if breast cancer is detected, she should be strong enough to beat the breast cancer. The word breast cancer also contains the word BEAT if the alphabets R and S are removed which signifies motivation and hope that if you become a victim of breast cancer, you have the power to beat it.

Color is a form of non-verbal communication. The meaning of colors can vary depending on culture and circumstances (Empowered by color). The color of the hand is skin color which depicts Asian skin tone which signifies that Asian women are the victims of breast cancer. The color pink signifies femininity, life, love, friendship. The grey background signifies loss, depression which symbolizes that it is necessary to have treatment and follow-ups because LIFE is important.

This ad depicts that awareness regarding breast cancer should be spread among Asian women in order to persuade them to do self-examination and to motivate them to fight against this disease.

**Advertisement 4:**



**Figure 4:** Showing Eastern Advertisement for Breast Cancer Awareness

**Semiotic Analysis of “Figure 4”**

Figure 4	Signifier	Signified
Screen Elements	Moon	Feminine Symbol/Eternity/Immortality
	Stars	Purity/Good Luck/Sorrow/a Big Change
	Pendent Containing the name of Allah	Hope/Trust/Faith/Love/Peace
	Hands Holding each other	Trust/Support/Care
	Ribbon	Awareness/Support/ Narrow Strip of Fabric
	Together we can Defend Breast Cancer	Hope/Message
	Colors	White
	Golden	Illumination/Wisdom/Glamour/Generosity/Richness



### Semiotic Analysis of “Figure 5”

	<b>Signifier</b>	<b>Signified</b>
Screen Elements	Clock	Time/ a Need to give Yourself the Gift of Time/ Life and Death
	Butterfly	Endurance/ Flying Insect/ Hope/ Life/ Campaign IDENTITY
	Rings	Accessory/ Individuality/ Responsibility
	Bracelet	Accessory/Style/Friendship/Fashion
	Studs	Accessory/Fashion/Small Piece of Metal
	Pendent	Necklace/Fashion/Hanging Piece of Jewelry
	A Woman with open Hair and Right Hand on her Chest	Confident/Dignity/Initiative/Hope
	Logo of Shaukat Khanam Memorial Hospital	Hope/ the Catchy Figure
	#5min for me	Initiative/Hash Tag
Colors	White	Safety/ Purity/ Cleanliness/ Positivity
	Baby Pink	Nurturing/ Good Health/ Care/ Love
	Hot Pink	Pure Love/ Energy/ Life/Femininity
	Black	Evil/ Color of Mourning/ Fear/ Ignorance/Strength/Mysterious
Background	White	Purity/ Cleanliness/ Positivity
	Neon Pink	Friendship/ Affection/Peace

This advertisement signifies woman as strong and confident. Although the talk about breast cancer is ubiquitous in western society, and recently the issue has made its way into the limelight in Pakistan (Images, 2015). This web-based advertisement motivates women towards self-examination. It encourages women to give themselves only 5 minutes to relax and to take an initiative to fight against breast cancer.

Sanam Saeed as campaign ambassador for Shaukat Khanum helps break the taboo about the curable disease. Famous Showbiz celebrity has joined hands with Shaukat Khanum Memorial Hospital to raise awareness about the disease that is curable if it's diagnosed early. Sanam Saeed wearing Qameez is depicting/representing Pakistani culture. Her open hair and accessories she has worn symbolizes her as confidence, independent, strong and up-to-date.

Butterfly has different connotation in different cultures. In the Old World, the butterfly was thought to be the spirit of the dead. In early Christianity, the butterfly was a symbol of the soul. In China, it was used as a symbol of conjugal bliss and joy. To Native Americans, the butterfly is a symbol of change, joy and color. In this advertisement, the butterfly symbolizes life, hope, strength and courage. A clock signifies when a minute pass the next begins when an hour passes the next begins. This tells that nothing remains constant in life and everything changes. Some things will come back again and again while some things will be gone forever. #5min for me metaphors a hash tag of any new campaign or initiative. It motivates women that in this busy life they have to spare just 5 minutes for themselves in order to monitor themselves. Logo of Shaukat Khanum Memorial Hospital symbolizes hope and a catchy figure. Shaukat Khanum Memorial Hospital, the first specialized cancer facility helps in the fight against cancer all over Pakistan and is responsible in creating awareness, diagnosis, and treatment of cancer in Pakistan. Woman with open hair signifies confidence, femininity, strength and hope.

The web-based advertisement indirectly shows hope that if breast cancer is detected than there is a breast cancer hospital where treatment is possible. So, it is evidenced that H1 has been acknowledged after the semiotic analysis of the selected advertisement. H2 has been rejected and H3 is accepted after the semiotic analysis.



Advertisement 6:



Figure 6: Showing Eastern Advertisement for Breast Cancer Awareness

Semiotic Analysis of “Shaukat Khanum Breast Cancer Public Service Advertisement”

Shaukat Khanum Public Service Advertisement	Signifier	Signified
Screen Elements	Apple	Fruit/ Tree of life/ Immortality
	Capsicum	Multitude of Colors/ Vitamins A and C/ Vegetable
	Cauliflower	Vegetable/ Prevent Cancer/ Fiber/ Vitamins B
	Bananas	Fruit/ Health/Happiness/Energy
	Stove	Kitchen Appliance/ Cooking
	Bottle	Water/ Liquid/ good and Secured Future
	Tray	Items Carrier/ Flat Piece of Wood, Plastic, or Metal
	Cabinets	A Cupboard that has Draws or Shelves Inside
	Flowers	Happiness/Wealth/Beauty/Purity/Positivity/ Prosperity
	A woman with open Hair Standing and Holding an Apple	Healthy/Positive Energy/Modern
	Staircase	Positive/Hopeful/Purposeful
	Bookshelf	A Piece of Furniture with Horizontal Shelves
	Photo Frame	A Decorative Edging for a Picture
	Decoration Pieces	Adornment/ Embellishment
	Dining Table	A Table at Which Meals are Eaten
	Glass	A Container for Holding Liquids/Water
	Plates	Food/ Crockery
	Studs	Accessory/Fashion/Small Piece of Metal
	Woman with open Hair Standing with the Support of the Table	Active/Queen of her House/ Authoritative Women
	Plants	Nature/ Life/ Fertility
	Butterfly	Flying Insect/ Hope/ Life

	Woman with open hair holding dress suit	Housewife
	Women with open hair wearing shirts and right hand on their chest	Culture/ Hope/Initiative
	Logo of Shaukat Khanam Memorial Hospital	Hope/ THE Catchy Figure
Colors	Black	Evil/ Color of Mourning/ Fear/ Ignorance/Strength/Mysterious
	Grey	Boredom/Loneliness/Lifeless Situations
	Purple	Royalty/ Nobility/Luxury/ Power
	Red	Passion/ Desire/ Love/ Danger
	Green	Growth/ Freshness/ Harmony/ Safety
	Yellow	Sunshine/Hope/ Happiness
	White	Goodness/ Innocence/ Purity/Cleanliness
	Blue	Trust/ Loyalty/ Wisdom/Confidence
	Pink	Affection/ Harmony/ Inner Peace/Approach Ability
	Brown	Simplicity/ Friendliness/Dependability/ Health
	Pastel pink	Femininity/ Care/ Love/ Compassion
	Purple	Royalty/ Nobility/Luxury/ Power
	Navy blue	Depth/ Trust/ Loyalty/Sincerity/ Wisdom/ Faith
	Dark blue	Trust/ Dignity/Intelligence/ Authority
	Red	Energy/ War/ Danger/ Strength/ Power/Love

In this public service advertisement, women have been depicted as strong, confident and they are not different from the common Pakistani woman as they are also housewives. This advert has huge publicity factors as well-known Pakistani celebrities have been used in this campaign to create awareness of breast cancer, since the triumphant depends in early detection and treatment, these celebrities urge women to undertake regular screening. All women at the age of 40 should conduct regular self-examinations while those over 40 should go for mammography once a year.

The first image of this public service advertisement signifies a housewife, this is evident in the way that the producer has strategically shot this scene in a kitchen with a bag of groceries to make it relevant to the many Pakistani housewives that will be exposed to this campaign. The vegetables and fruits on the worktop hint out to healthy food and lifestyle, a way to reflect good health as being an important factor in staying healthy. It also subtly has implications that the regular intake of fruits and vegetables as part of a balanced diet can reduce the possibility of breast cancer. The apple in the hand of the woman signifies good health and prevention of disease as there is a proverb “An apple a day keeps the doctor away.” In relation to breast cancer, “eating an apple a day may help guard against breast cancer” (Hitti, 2005).

The second (Top Right) image showcases a lavish home in the background representing financially stable and elite woman. The use of a dining table signifies that she is leading a family, not living alone.

The next image (Bottom Left) of the advert signifies a very white and lavish background that portrays purity and an elite society. As the woman is holding man’s outfit this can signify that she is a housewife who is taking care of her husband and her family.

In the last image, all the females are wearing pink color which signifies femininity and breast cancer awareness. The dress code is the identity of any culture. The strategic use of Shalwar Kameez and Dupatta are essential for every female signifying the modesty, chastity and gesture of protection for females while its

absence denotes that excessive liberty has crossed the limits or a sign of freedom from norms. All three of them are wearing the traditional dress of Pakistan, representing Pakistani culture. A hand on their chest shows solidarity towards themselves, their dedication and sincerity towards themselves and Pakistan, as this is the pose the national anthem is sung in. The Logo of Shaukat Khanum Memorial Hospital symbolizes hope and it can be said to being a well identified logo. The Shaukat Khanum Memorial hospital is the first specialized cancer hospital that helps in the fight against cancer all over Pakistan and is responsible in creating awareness, diagnosis, and treatment of cancer in Pakistan. The way the women have been styled to have their hair down, signifies confidence, femininity, strength and hope.

The researcher analyzed that all of the women in the Public Service Advertisements have been portrayed as strong, confident and leaders of the house, this can be due to the fact that this is the way the government wants to encourage women to come forward if they need help. This Public Service Advertisement motivates women towards self-examination. It encourages women to give themselves only 5 minutes to relax and to take initiative to fight against breast cancer confidently if they do suspect they have found a lump, if not it is still important to continue with self-monitoring.

**Advertisement 7:**



**Figure 7:** Showing Eastern Advertisement for Breast Cancer Awareness

**Semiotic Analysis of “Shaukat Khanum Breast Cancer Public Service Advertisement”**

Shaukat Cancer Advertisement	Khanum Public Service	Breast Service	Signifier	Signified
Screen Elements			Digital Watch	Timepiece Worn by a Person/ a Watch that Displays the Time in Numerical Digits/ Latest Era
			Trophies/ Shields	a Cup or other Decorative Object Awarded as a Prize for a Victory or Success
			Photo Frames Hanging on Wall	Memories/ Decoration/ Photos
			Lamp	Divinity/Wisdom/ Intellect/Good Work
			Staircase	Positive/Hopeful/Purposeful
			Studs	Accessory/Fashion/Small Piece of Metal
			Women with Pony Tail	Modesty/ Sports/ Confident/

	Wearing Shirt and Jacket	Professional
	Clock	Time/ a Need to Give Yourself the Gift of Time/ Life and Death
	Butterfly	Endurance/Change/ Hope/ Life/ Campaign Identity
	#5 min for me	Initiative/Hash Tag
	Women with Pony Tail	Confident/Dignity/Initiative/ Hope
	Standing with Right Hand on her Chest	
	Table	Piece of Furniture/ Comfortable Family Life
	Books	Power of Imagination/Freedom to think/ Reading
Colors	Hot pink	PURE Love/ Energy/ Life/Femininity
	Black	Evil/ Color of Mourning/ Fear/ Ignorance/Strength/Mysterious
	Purple	Royalty/ Nobility/Luxury/ Power
	White	Goodness/ Innocence/ Purity/Cleanliness
	Green	Growth/ Freshness/ Harmony/ Safety
	Golden	Love, Compassion, Courage, Passion, Magic/ Wisdom
Background	Neon pink	Friendship, Affection, Harmony, Inner Peace/ Approachability
	White	Goodness/ Innocence/ Purity/Cleanliness

This web-based advertisement motivates women towards self-examination. It encourages women to give themselves only 5 minutes every other week and self-examine, as this can be the difference between good and bad health.

Using Sana Mir as goodwill ambassador for Shaukat Khanum helps to break the taboo of speaking out in the open about the curable disease. As a famous captain of Pakistan international cricket team has come together with Shaukat Khanum Memorial Hospital to raise awareness about the disease, the cause gets more attention as Sana Mir is a much-loved asset to Pakistan. This technique to use the loved celebrities of Pakistan in the campaigns is one that pays off for Pakistan as these women are very influential to many Pakistani women.

Even though Sana Mir is not wearing the traditional Shalwar Kameez, it is acceptable as she is a cricket athlete and it signifies that not only housewives but the women working in the field or sports athletes can also be a victim of breast cancer. Shields and trophies in the background of the female cricketer signifying her success that she is a highly successful women and a star of her field but she can be the victim so monitoring and self-examination is important for every woman.

In the last image, the female wearing the pink color signifies femininity. A hand on her chest shows solidarity, her dedication and sincerity towards the cause. The logo of Shaukat Khanum Memorial Hospital symbolizes hope and is well recognized. The Shaukat Khanum Memorial hospital is the first specialized cancer hospital that facilitates in the fight against cancer all over Pakistan and is responsible in creating awareness, diagnosis, and treatment of cancer in Pakistan. The woman with a ponytail and wearing a shirt and jacket signifies that she is a sports athlete. She is confident and a professional lady. The use of the digital clock signifies modern era, she is up-to-date. The clock on the wall signifies time, it depicts that we need to give ourselves time too. The hash tag #5minsforme is a good way of incorporating social media in the campaign. The semiotics and visuals of this Public Service Advertisement creates awareness among females regarding breast cancer and motivates them to do regular self-examination.

**Advertisement 8:**



**Figure 8:** Showing Eastern Advertisement for Breast Cancer Awareness

**Semiotic Analysis of “Indian Breast Cancer Related Public Service Advertisement”**

<b>Indian Breast Cancer Related Public Advertisement</b>	<b>Signifier</b>	<b>Signified</b>
Screen Elements	Smiley Balls	Emotion/ Human Facial Expression/Female Body
	Woman with Open Hair Wearing Shirt and Coat Thinking and Smiling	Recalling a Memory/Satisfied
	Window	Opening and Illumination of Darkness
	Cushion	Comfort/ to Soften the Hardness/ a Soft Bag of Cloth
	Woman Pressing the Ball and Getting Worried	Hardness/ Stressed/ Thought
	Woman Holding the Balls with Worried Expressions	Problem/Issue/Hurdle/Unhealthy
	Act Today, Avoid Hard Decisions Tomorrow	Motivation/ Hope
Colors	Black	Evil/ Color of Mourning/ Fear/ Ignorance/Strength/Mysterious
	Grey	Boredom/Loneliness/Lifeless Situations
Background	Grey	Boredom/Loneliness/Lifeless Situations

This Public Service Advertisement has portrayed three different modes / situations in life faced by women. The first image shows that the woman is having a tension free life and is living happily. The next image portrays that something has gone wrong and she is curious and worried about it. In the last image, she has been portrayed as worried, fearful and surprised that everything was fine, how did the unexpected affect her all of a sudden.

The first image of the advertisement shows a common way of thinking within women, they are not aware of many possibilities because they are extremely focused on their life and just want to enjoy it. In this shot the smiley balls that she is holding represent the carefree attitude females may have when they are not aware of

what is affecting their body, it may also show guilelessness that females who have no idea how to self-examine. The smile on the balls symbolizes that everything is okay and life is going well, it can also show that everything only goes well when you turn a blind eye and stay unaware of precautions you can take.

In the next image, the woman is monitoring something in the smiley balls that symbolizes female body and surprisingly she found one of them hard when touched which made her to become concerned.

In the last picture, when she found that she has become a victim of breast cancer; she has become worried, fearful, and shocked because she was thinking that everything was normal, and life was going well.

This Public Service Advertisement strongly conveys the message to all females that you have to monitor yourself regularly in order to get cured. It makes a point of the fact that if detected earlier there are more chances of stopping the cancer from spreading, so be vigilant when it comes to your health. The use of grey in the background, serves as a good background as other colors would not allow what is in front to reach its full potential. This way of portraying the campaign is allowing the other colors to take prominence. It should be blended with other colors to give it passion, energy and life. Grey is associated with prestige and wealth and seen as a sophisticated color linked with female energy, prosperity and modernity. The use of the gloomy background helps to focus on the protagonist and her act. The dressing of the protagonist portrays her as a foreign, liberal and young woman who signifies that young woman need to monitor themselves on a regular basis for the timely identification of breast cancer, timely medication and survival of the human body.

This public service advertisement creates a fear appeal that if you are enjoying a healthy life, still you need to monitor yourself and if you find any symptom that you feel is worrisome then consult a doctor as soon as possible.

## **Conclusion**

### **RQ1: What is Difference of Appeals in Breast Cancer Advertising Among Eastern and Western Ads?**

The semiotic analysis shows that Eastern ads are using the fear appeal and hope appeal at the same time. The character is afraid of having breast cancer and there was hope in taking care and preventive measures (See fig:6,7 & 8). On the other hand, Western ads are also using fear and hope in their ads. But the hope is major appeals used by Western awareness ads about breast cancer. (See Fig: 1, 2 & 3).

### **H1: It is likely to be that Web-Based Breast Cancer Advertisements Contain Hope Appeal.**

Analysis showed that most of the awareness campaign advertising of both the eastern and western countries are using hope as a major appeal. There has been a consistent use of hope appeal in Eastern advertisements about breast cancer awareness (See Fig: 2,5,6 & 7). Almost all of the ads under investigation have major or minor element of hope in the message. So, it the hypothesis H1 is proved.

### **H2: It is likely to be that Web-Based Breast Cancer Advertisements Us Fear as Major Appeal.**

Analysis of the advertisements about the breast cancer advertising has revealed that there has been a use of fear appeal to persuade the viewers. But this appeal is not being used as a major tool for getting the attention of viewers. There have a mixture of fear appeal and hope appeal in some advertising. But the use of fear appeal as a major appeal is not clearly evident in the analysis. So, the H2 is not proved, hence it is a null hypothesis.

### **H3: It is likely to be that Women Representation in Web-Based Breast Cancer Advertisements are Strong, Glamorous and Confident.**

Women have been shown as strong and glamorous in the advertisements about breast cancer. There has been similarity in ads of western and eastern ads that women are depicted as empowered and confident. The portrayal of women in breast cancer related web based and Public Service advertisements is the same while using fear appeal of hope appeal.

## **Discussion**

This study analyzed both National and International advertisements (eastern and western web-based advertisements) and concludes that the majority of the Western adverts were family oriented, signifying the importance of support, specifically family support. However, in Eastern breast cancer advertisements females were depicted as alone in the fight against breast cancer. This comparison concludes that families in the East do not show their support towards women fighting against breast cancer but in the West, families support the victim showing an understanding that a support system is equally important as being a strong individual.

The analysis of the advertisements concludes that Eastern adverts contain more fear appeal in their content and in the West, breast cancer related adverts consist of more hope appeal than fear thus, explaining how motivating and persuading women to monitor themselves on a regular basis is more of a thought that is pushed in the western society.

To conclude, both hope and fear appeals have been used by the advertisers in order to convey breast cancer related information and overall, women have been depicted as strong, glamorous, empowered and confident in both Eastern and Western Breast cancer related web based and Public Service Advertisements.

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