AN ANALYSIS OF PAKISTANI ADVERTIZING DISCOURSE (TV COMMERCIALS)

Zafar Iqbal Bhatti, Assistant Professor at University of Management and Technology, Lahore Zafar.bhatti@umt.ed,pk
Aasma Nijabat, Lecturer at University of Management and Technology, Lahore aasma.nijabat@umt.edu.pk
Anila Khan, Lecturer at University of Management and Technology, Lahore anila.khan@umt.edu.pk

Abstract- The aim of this qualitative study is to explore discursive strategies used in manipulating the opinions of people about purchase of different commodities through TV advertisements. The use of visual and linguistics means persuade people psychologically to motivate them to use their product. Twenty advertisements of everyday commodities were selected purposely to address the above-mentioned aim of the study. Data are elicited from different Pakistani TV channels. For undertaking this task, purposive sampling is selected for scrutinizing different kinds of advertisements of different commodities of everyday use. Norman Fairclough's model of critical discourse analysis (2001) is used as theoretical lens to analyze the selected ads. The findings revealed that various persuasive strategies are employed to manipulate the audience. Furthermore, it is also found that the selected ads attempt to shift "wants" of the consumers to "needs" which in many ways perpetuate emotional, logical and ethical appeals to the target group to buy what they do not want to buy.

Key words: critical discourse analysis, advertisement, persuasive strategies, electronic media. advertising discourse.

I.   INTRODUCTION

Advertising is of vital significance in today's world of competition in business and trade. If we go to market to purchase something, different brands are available, and we cannot easily decide about the selection of some particular product. Ads provide us sufficient knowledge about something. More effective the ad is, more motivated we are to purchase something. In this regard, the advertising agencies adopt a particular model used in persuasive techniques. A cut throat competition in the advertising world has instigated the advertisers to launch effective advertising techniques such as, putting an issue that can only be resolved by using the respective products. This qualitative study aims to ascertain use of different persuasive devices used in Pakistani ads by applying Norman Fairclough's notions of critical discourse analysis presented in (2001). Discourse analysis emphasizes that language is a tool to create text and talk for a variety of purposes. Discourse analysts are more apprehensive with what individuals are generally concerned with during the process of conversation than what they appear to be expressing in their talk. Discourse analysts approach the advertising discourse in order to perceive the inherent message in it by scrutinizing the social processes directly or indirectly related with making ads. All these devices create discursive strategies, ads and advertising techniques. In this context, telecom companies are playing a trick with the customer by convincing them. TV is a good model of an influential media which influences the masses to an inordinate extent. There are many advertisements on TV about different commodities influencing people belonging to different walks of life. The textual and visual aspects of advertisements, present the ideal "man" as the stereotypical version of a real man. Kilbourne (2000) looks advertisements as the most influencing institute for socialization. Ads provide background, effectiveness and the testimony of some celebrities who seem to be really impressed and affected by the product. Habermas outlines that 'people with persuading power exercise their skills to manipulate people's beliefs' (1990).

Some linguists focus on the formal properties of a language for the analysis of discourse which is actually the analysis of language in use (Brown, 1983:1). It means that the advertising discourse is assumed to be the produced text with the idea of convincing the consumer to buy a product. People are greatly manipulated by believing that the advertising product is absolutely apt and inevitable for them. There are many stakeholders in advertising world but the most significant are the manufacturers, advertisers and consumers. The link between the consumers and products are developed via various sources such as internet, television and printed media. The advertisers ensure to target the desired groups, and then an appropriate medium is selected. For example, if the target group is composed of young audience, then the most appropriate source for capturing the attention of these people would be the internet, since the internet is always an obsession for them. As (electronic media) such as TV can approach all alike, the

product is effectively promoted through this media. The role of language and cultural visuals cannot be ignored in selection of advertising discourse.

Critical Discourse Analysis

Critical discourse analysis (CDA) is a promptly emerging zone of applied linguistics. Critical Discourse Analysis (CDA) as 'a form of social practice' (Fairclough & Wodak, 1997), while Wodak, (2009) is of the view that the setting of linguistic practice to be decisive to discourse. He tried to find the link between language and power. In other words, CDA approach claims that cultural and economic dimensions as well as "social practices" are substantial in the conception and maintenance of supremacy of power in discourse. In this regard, Norman Fairclough, Michael Halliday, Michel Foucault, Van Dijk and Wodak can be mentioned among a few discourse critics (Roestenberg, 2014) who really contributed in this domain. Furthermore, CDA cannot be categorized as a single system but as a multifaceted tactic from diverse viewpoints and a variety of methods are applied to inspect the correlation between the usage of language and societal setting. How 'mind' can be controlled by exercising discursive power, Fairclough, (1992) interprets this notion as, "…..a specific arrangement of societal practice, in the midpoint of ideological beliefs and power systems reciprocally effect and interrelate with one another". According to Widdowson (1995), CDA uses the term "critical" for gratifying the procedure of investigation which encompasses partisanship but on the antagonistic side, it engenders impartial elucidation of the discourse.

Discourse of Advertising World

In print publicizing, online advertising, only TV advertisements are very dominating and popular. However, modern trends in the online advertising scene are prevailing day by day in the advertising world. The internet has been developed as another effective electronic mass medium in the twentieth century. With the advent of global revolution in electronic media, this communiqué instrument is progressively influencing and apprehending the discourse of advertisers. It results in becoming one of the largest advertising media. Some critics such as Leong, Huang, and Stanners, (1998), consider this tool as "threat" to other mediums. In other words, it has become so powerful and effective that it can easily access the largest possible audience of many advertising companies.

Advertising Discourse

El-daly (2011), considers 'advertising' a type of public announcement which directly captures people's attention. Advertising is actually a disciplined field which aims at delivering the accurate note to the precise set of audience at the most appropriate time. It figures out ideas innovative and original by adding three features that are socially-governed: relevance, impact and originality (Wills, Burnett & Moriarty 1995). Goddard (1998) is of the view that 'advertisement' is the Latin word 'adverte' means 'to turn towards'. On the contrary, turning towards everything cannot be labeled as an advertisement but it is determined by the function it performs in a special situation with particular intent. The role of ideology is very significant in this context because it is considered valuable when a majority of people estimate it to be 'good sense" (Gramsci, 1971 as cited in Esposito, 2011). Language normally creates such shared ideologies, which the advertisers normally manipulate in the advertisement.

Analysis of Advertising Discourse

Cook (2001) considers advertisements as informing, persuading, reminding, influencing and to greater extent changing the opinions, emotions and attitudes of the public. It means advertisements work on two levels by selling products and changing social step up. In other words, these advertisements make people buy things; otherwise, these products are not needed or wanted by the people. He views advertisements as warnings or information to the masses. It shows the magical power of advertisements, which can bring awareness, even construct attitudes and realities. According to Van Mulkin, et al., 'these ads reflect the forms of discourse which present an emphatic involvement to how we create our individualities' (2005). The distortion and fabrication of reality manipulate the consumers for buying a way of life. Thus, studies regarding advertising discourse would be most suitable for the readers. In this study, how advertisers approach their target population is the key notion of the present research (Wodak & Meyer, 2009). In order to comprehend the types of the discursive practices employed in advertising products to manipulate the people. The role of advertisements is very pivotal but more researchers have not been

conducted in Pakistan from CDA perspective. The need for such studies is really felt for investigating the semiotic modalities and other uses of language in advertising products. The finding of researchers will definitely contribute to the advertising world. The findings can also identify the relationship between language and society, in a better way.

Research Questions

• What are the persuasive linguistics features, used in advertisements on electronic media?

• Which types of the discursive practices are used in advertising products to influence the consumers?

Significance of the study

The present study can be helpful to understand media discourses specifically strategies which are used to attract the consumers to sell the products. It can give insight to the semiotic modalities and other uses of language in advertising discourse.

<div align="center">

II.   RESEARCH METHODOLOGY
</div>

Advertisements are taken sampling as media discourse on the grounds of purposive. Data are elicited from different Pakistani TV channels. These advertisements on different brands, such as of mobile phones, beauty creams, soft drinks etc., are retrieved and analyzed from CDA perspective. The bits of talk under investigation are all TV ads (electronic commercials) taken from various TV channels. These commercials are investigated applying the selected approach to deal with given discourse which are illustrated in this paper. This analysis is based on CDA framework of Fairclough, (2001). The properties of language "text" and the nature of sociological practices were linked with help of this framework. The three-dimensional framework presents socio-cultural practice (the macro level) discourse practice (the meso level) and a commencement of discourse as manuscript (the micro level). The relationships among language, power and ideology can be explored by using this model. It clearly explains the way advertising agencies motivate the people to purchase the merchandises. Further explains how the tricky and technical use of language persuades the beliefs of the people regarding the validity of the product in an advertisement.
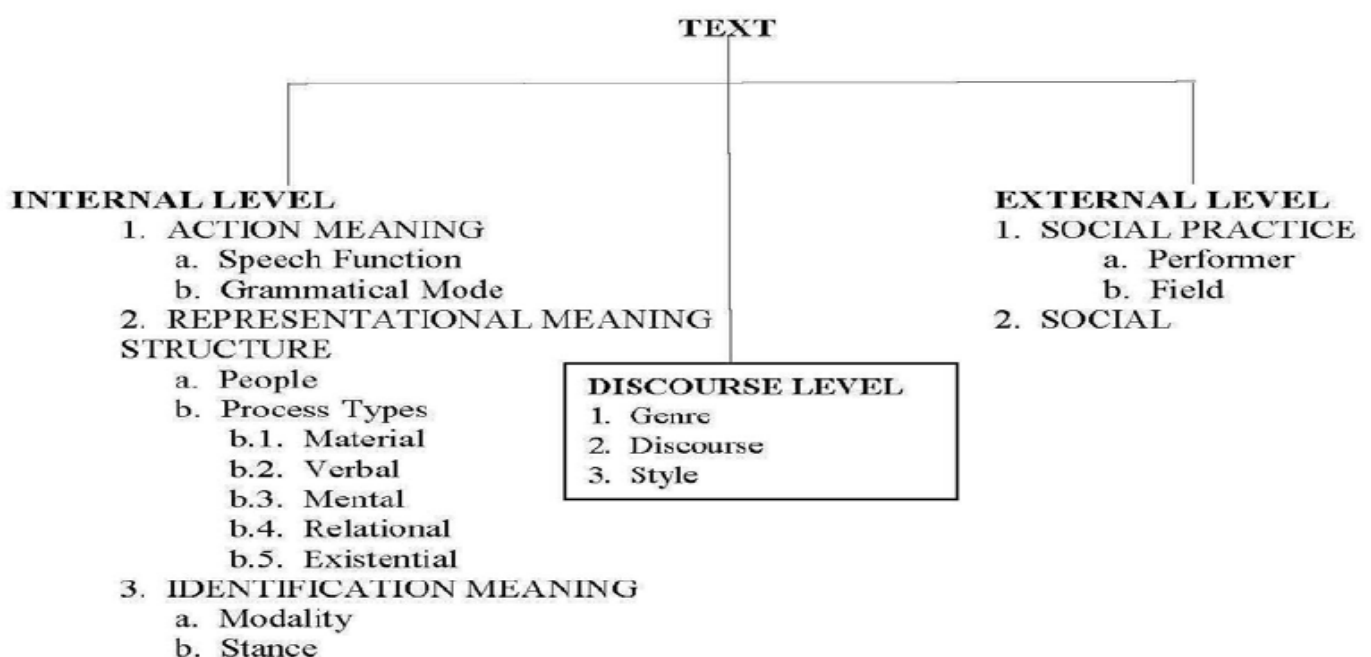

Figure 1. Fairclough's three-dimensional discourse

Textual Analysis

The research question 1 is related with the textual analysis on the features in advertising discourse. In this analysis different linguistic structures such as rhetorical devices, sentence structure and vocabulary used in commercials are critically conversed. In the present study, it is found that the direct address is in excessive use in the advertisements for different reasons. The second person 'you' as well as the possessive pronouns 'Yours' finds to attract the people in a straight manner and tend to create personal relationship with them to earn their trust. This is a common observation, when someone is addressed personally it is considered very honorable and valuable. This kind of managing the target audience on discrete level is termed as 'Synthetic Personalization' (Fairclough, 1994). In the total 15 advertisements analyzed, 9 had used direct address.

In these advertisements, some questions are raised for capturing people's attention. In this way, a sense of closeness is created by developing a personal relationship. Instead of giving convincing statement about the product, the people are engaged in informal conversation. The advertisers, used the trick by putting questions and imperatives, only in this way, they can create an atmosphere of friendship with people. This type of friendship generates informality which bridges the gap between the people and the advertisers. Furthermore, advertisements, in a tricky way, persuade the people for buying or taking certain actions. In these advertisements, generally, imperatives are used. The following examples can be analyzed in this study, for examples:

• Rock your unique style with the Nokia X+. [Nokia X+]

• Give your day a fresh start with olpers (Olpers Milk)

• Look gorgeous (Olivia Bleach Cream)

• Dress up with a slim HTC Desire 610 [HTC Mobile]

• Draw attention your teeth [Colgate Toothpaste]

• Insist on DAWN BREAD [Dawn Bred]

• Be the first to review (Head & Shoulder Conditioner)

In this perspective, simulation of conversational analysis is another strategy; disjunctive syntax is used (abrupt sentences, which are mostly without verbs or subjects). These are sentences without verbs or subjects and only one or two grammatical items are included. The examples are listed below.

Table 1. Disjunctive Syntax in commercials

Sr. No	Examples in Texts	Type of advertisements
•	Fortunately for you Fiber-rich formula	Cake & Bakes
•	Frankly, it gives voluptuous Care	Dior Lipstick
•	Clearly, it shines 'Buttery Balm'	Revlon Lipstick
•	Luckily, it gives 'Refined Taste'	La Madeleine Bakery
•	Strangely, it carries 'Dandruff Fighting Power'	Head & Shoulder
•	Surprisingly, it keeps 'Golden Glow'	Olivia Cream
•	Well could you wear? The pleasing feelings	Tie & Shirt
•	Motherly Care, it nourishes babies	Jonson & Johnson Baby Oil

In this pursuit of persuading the people, vocabulary plays very pivotal role for advertisers to share their conceptual estimations about the target people and current events. Research by Stephens (1991) illustrates that the role of adjectives is very significant and these are pertinent as they convey a positive or negative affective meaning. The people use the lens of affective meaning and show positive and negative judgments of a product. The positive or negative aspects are present in these adjectives. The product is presented with positive adjectives whereas the negative adjectives are attached with the non-usage of the said product. In this way, the advertisers extol the virtues of the product in these advertisements. Some of the adjectives used in these advertisements are listed below:

Positive and Negative Adjectives
The special qualities and attractions are introduced by using positive adjectives. These include Fabulous, water proof, maximum volume, light weight, natural feel, advanced, long lasting, super hit, fiber-rich, glossy, weightless, smoothes, blooming, wrinkles-resist, anti-ageing, powerful, younger-looking, advanced, protective, anti-dark circles, and dramatic, etc. Hence positive adjectives are used in order to show the promising effects of the product. On the other hand, the negative adjectives include Dark circles, sensitive skin, etc. In other words, the adjectival phrases and emotive adjectives can create the magical world of dreams and aspirations.

In this perspective, grammar is another mean to show required ideological meanings in the target text. In this process, active or passive sentences, tenses, modality, parallelism, nominalizations, different types of verbs and pronouns play a significant role in manifesting reality. Parallelism along with semiotic features is manipulated for in testifying the impact of commercials. For instance, synonyms, in this study, like, 'restore' and 'rejuvenate' are used in advertisements. In this process of advertisements, parallelism is another linguistic strategy for persuading or even compelling the people for buying product. Parallelism which means the repeated use of similar grammatical structures.
The examples of parallelism in advertisements are listed below:

• It deep cleans and removes dirt and makeup, even stubborn water proof mascara, while infusing your skin with vital moisture [Cold Cream Cleanser]

• A live home screen that streams all of your favorite content, a photo gallery that comes to life. [HTC Desire 610]

• Reduces visible wrinkles,

• Savor the flavor of the tradition in every sip of milk [Olpers Milk]

• Reduces……., reduces dark circles, reduces wrinkles around the eye.[Olivia Cream]

Another prominent linguistic feature 'modality' is also present in the advertisements as listed below:

• Baby oil is highly recommended for those …as it can help to simulate the growth of new skin cells….can also help alleviate the pain of sunburns.[Johnson & Johnson Baby Oil]

• Its unique quality has taken an everlasting place in the minds of the consumers.[Tibet Snow]

• It aims to provide hardworking individuals with energy to get them going through the day. [STING]

• It contains numerous vitamins, amino acids and essential fatty acids that could help slow the skin's aging process. [Golden Pearl Cream]

• JOHNSON'S® Baby knows that a good before-bed routine makes nighttime more peaceful for everyone. [Johnsons Baby Oil]

In these ads, present tense is mainly used with simple and declarative sentences. For convincing the people, future tense is also used in giving recommendations and suggestions about the benefits of products. The examples are listed below:

• It is with anti-aging moisturizing ingredients like vitamin E, cocoa and shea butters the sensitive area is nourished and moisturized.

• Dark circles, wrinkles and puffiness are visibly reduced.

• The head & shoulders team is made up of dermatologists and scientists who have all the advice you need for a healthy scalp and great-looking hair. [Head & Shoulder Shampoo]
Pronoun in these ads creates an atmosphere of friendship between the advertisers and the customers. In other words, advertisements are presented as a friendly talk with friends and actually it bridges the gaps between the advertisers and the people. After investigating the data, it is found, that, "We", "Your" and "I" are used as first and second person pronoun, and show sincerity and honesty with the help by making

promises. According to Okamoto and Smith (2004) the usage of personal pronouns generates a special kind of rapport between the readers and the advertisers. The pronoun "We" implies authority and power, while the use of "You" shows an intimacy with the people. In this regard, a few illustrations of pronouns in the product advertisements are listed below:

• For clean, soft and glowing skin, put your trust in a classic [Ponds Cream].
• The new HTC is ready to reshape your Smartphone experience [HTC Desire 610].
• It nourishes oil care shampoo with Fiber active and Vita-Oils gives vitamin enriched [Dove Shampoo]

The scientific terminology is used for strengthening the claims related with the product, such as: New Fair and Lovely Advanced Multivitamin ™ targets the same fairness problems as 5 Export Fairness Treatments. [Fair and Lovely Cream]

'That's why we partnered with Dr. Jodi Mindell, a leading pediatric sleep expert, to develop a clinically proven before-bed routine shown to help babies and toddlers fall asleep faster and sleep better'. [Johnson Baby Oil]

• Ultra-light Hydrating formula. [Dove Beauty Soap]
• It contains micro moisture Serum, that gently restores your dry hair lost. [Kala Cola]
• Those with sensitive eyes will be glad to know that this eye ointment has been ophthalmologist tested and does not contain fragrance [RESTASIS®].

• Within two hours get anti-ageing results that other eye creams give in five weeks [L'OREAL].

• Its anti-ageing results have also been ophthalmologically tested where visibly firmer eyes were reported within 28 days. [POLYSPORIN®]

• The metaphors are also used in the ads "glass-like structure" [DIOR]

• Skin as soft as rose-petals [Olivia Lotion]

• Warp-speed performance driven by a quad-core processor. 4G data speeds for seamless video playback. [HTC Desire 610]

• Four-inch screen. And with satellite GPS, Wi-Fi and 3G connectivity. [Nokia X+]

In this advertising discourse, the use of poetic devices in very common, for example alliterations create ease and comfort for remembering the name of brand, as these are mentioned below:

• Striking, soft, attractive. [Pond Cream]

• Pleasing image. [Tie & Shirt]

• Fragrance free. [Revlon]

• Chemical free. [Maidora]

• Bone strong tou mein(me) strong. [Nestle Nesvita]

The taglines of these ads are very catchy as:

• "Barbie-Like Eyes". [Barezee]

• "Unleash your confidence". [Tie & Shirt]

• "Big is Beauty". [Olivia]

• A refreshing energy drink that gives you a positive kick. [STING]

The impact of the ad is enhanced by using numbers. The examples of these are listed below:

• It is actually 50% moisturizer. [Cold Cream Cleanser]

• 100% pure. [Nestle]

- 40% EXTRA [Mode Girl]

- Let's use Olper with 100% pure. [Olpers Milk]

- The 30% discount on Textillain. [Textillian]

- 24 hrs. germs free atmosphere. [King Mosquito Killer]

In this pursuit of attracting others, use of compound words is another strong weapon applied by the advertisers in the product advertisements. For examples, Long-lasting, airy-light, youthful looking, high performance, wide eyed, smooth graphics, easy multitasking, and rapid web browsing, durable body.
These ads ideally construct a fair land for capturing the customer. In other words, these create a fake image of capturing or influencing others, only by using the respective product. It means people are misled by media. They try to fabricate facts and figures for trapping the customers.

Discourse Practice Analysis

This analysis focuses on the production and consumption of text along with the process of power relations enaction. In this way, different strategies are used in advertising discourse for attracting the customers. These strategies are listed below:

Table 2. Discourse Strategies

No. Strategy used in advertisements	Linguistic Devices
• Invoking inadequacies	• Wrinkles and dark circles are visibly reduced. • DNA damage and skin aging. Now you have more control over it than you think.
• Unreal representation	• Be in tune with your body. [Samsung Galaxy Mobile] • Great taste is a piece of cake. Fresh & Refined taste. [Cakes and Bakes] • The 100% sure. [Dettol Soap] • The 100% pure. [Nestle] • Purity guaranteed [Aquafina Water] • Dandruff would not come back. [New Clear anti-dandruff Shampoo]
• Positive self-representation	• Walls share happiness. The walls heary brand stands for a good honest scoop of pleasure. [Walls Ice Cream] • The crisp, smoothing, scent of cucumber and green tea. [Dove Beauty Soap] • You can keep the fun going wherever you go. [Nokia X+] • ...Salty taste and light golden color are relished by all alike. [Tuck Biscuits]
• Constructing willingness through implications.	• It gently restores your dry hair lose softness by moisturizing it from the roots to the tips. It makes your hair softer and smoothers. [Kala Cola] • It can bring an amazing change in your life style. [Tie & Shirt] • It targets unsightly spots on the skin due to freckles or skin ailments, and provides clear and spotless skin. [Still man's Freckle Cream]
• Puffery	• It even removes and cleans stubborn water proof mascara. [Pond's] • Not just a cream, it's a fairness treatment. [Fair & Lovely] • It enriches an ideal skin care cream for all

	season. It has strong brand loyalty and brand equity. [Tibet Snow] • It sharpens the mind and body to endure taxing situations. [STING] • Adventure, excitement and the magical world of child imagination, that's whatever premium cream brand Prince is all about. [Prince Biscuits]

• We have heard the benefits of oils. [Jonson & Jonson Baby Oil]

• Emolin enriched Tibet Snow is an ideal skin care cream for all seasons. It is made according to the BP (British Pharma) grade ingredients added with moisturizer and skin nutrients. [Tibet Snow]

• The skin recovers its optimum activity.

• It contains numerous vitamins [Nestle].

• ......give you beautiful skin. [Olivia]

• Gala biscuits contain the natural goodness of milk and eggs. [Gala biscuits]

In this study, 'reason advertising' and 'trickle advertising' is another powerful category of advertisements. Firstly, 'reason advertising' hits the reason of the people and brings facts and truth while 'trickle advertisements' creates emotive imaginative atmosphere for the people. As both advertising types are used in attracting the people. Hasselg\a ard (2004) regards conjunctive adjuncts in reason advertisements, are very frequent in advertising discourse.

Conditional: [positive] if ….then, in the events of, when [negative] otherwise, if not.

Adversative: also, but, on the other hand, yet.

Causal: then, so, as a result, because, that's why.

Additive: moreover, and, not, also.

Purposive: for, in order to, to (infinite).

Mayer et al. (2010) is of the opinion that causal, conditional as well as purposive types make the semantic foundations of motivating texts. (Pruitt & Adlin, 2010) further claims that the impact of these adjuncts broaden the perspective of the 'reason to buy', a product.

The conditional structure is very obvious in these ads, examples are listed below:

• If you have ever experienced the "ouch" effect….[Iodex]

• If you are a fan of the previous…………..[Ad for Olivia]

• If you have thin body…………………….[Ad for Sona Belt]

The causal conjunct is used in reason advertising. The reason is presented with argument in the following examples,

• Short-lashed gals-rejoice! The product contains…………………….as well as………. To elongate and lift lashes. [Medora]

• The bakery biscuits with their unique shape and delicious lemon and vanilla flavor are a treat for sense. [Bakery biscuits]

In this sentence, cause and effect is presented for convincing the people, it describes the magical effect of the product, and the customers will definitely see the result of the product.

It may be concluded that these sentences (advertising discourse) convince the people about the effect and power of the product. In this perspective, a semantic connectivity is based on conjunctive adjuncts which creates, attract for the product. In reason advertisements the message is simple while 'trickle advertisements' need to be interpreted. The advertising discourses in conventional for connecting the advertisers and the customers. The emphatic use of the scientific and technical words attracts the customers. They intend to create an impression of professionalism and technological advancement. The relevant examples of scientific and technological words in ads are listed below:

• Advanced micro cleaning moisture [Ad for Fair and Lovely Cream]

- Flex- Polymer Technology [Ariel by Saher Lodhi]
- Multi-purpose device (Twitter-Facebook etc.) [Dany Geneious Tab by Wasim Akram]
- Modern Japanese Technology [Osaka battery by Sohail Ahmad]
- International formula [Dettol Soap]
- TUC holds true to the claim that the freshness in its light crispy texture. [TUC Biscuits]
- clinically proven to help restore scalp's natural moisture [*head & shoulder*]

The customers are manipulated by believing in facts about the products in ads. The people are really enticed and persuaded by the headlines. The language of headlines powerfully attract the people, the examples are listed below:

"Beauty with brain", "Real watch for real people", "Barbie like eyes", "Dandruff won't come back".

In other words, the advertisers reduce the people of presenting unusual and impractical (settings) scenes and sights. These advertisements artificially set standards for beauty, durability, comfort, power, etc. For instance, beauty products insinuate that those who are ambitious to become gorgeous and beautiful, these ladies should have big, attractive and expressive eyes. They should not have dark circles around them, in this way; lashes should be silky, long, soft and sexy. According to Moeran (2013), electronic media, magazines and even newspapers are the main propagandists for providing seductive images of celebrities. They attract the people by creating dreamy world fantasy with slogans like "Eleven thousand years in its evidence we are trying through many cultures (HBL value Account ad)", "My life powered by Samsung Galaxy S5", Be in tune with your body". The strategic approach of representing positive-self is also reflected when the adviser asserts his claim that his product is better than other products in the market.

Social Practice Analysis

This scrutiny attempts to enlighten the impact of society on commercials. The concept of intertextuality eases to understand the effect of societal currents on the text. In this perspective, cosmetics industry is the fast-emerging industry in the world. People are so passionate in getting luxurious life style. They are ready to go to great extent to achieve their desires. For example, it has been observed in this study that beauty products ads have special power over customers. People are generally misled in believing what is presented in ads is absolutely true. It can be pointed out that advertisers of products with their power subdue the customers by imposing and manufacturing their consent. Intertextuality appears in ads when different words are used from other sources and discourses to call the onlookers, audience and the customers. The best example is words from science in ads, like "Jellybean Software" (Samsung Galaxy Core). In this way, identities are created through advertisements, these make people realize that they must be included 'in group' rather than some other group and they should buy the product. They compare themselves with the celebrities who use those advertising products.

The hidden message is conveyed that the use of respective product is the key to success. According to recent research that less attractive people do not have an edge over the attractive people. In this perspective, Hamermesh (2011) observed that gorgeous ladies are more efficacious in the field of business and domestic life. It is general observation that not only ladies but gents also so touchy about their appearance. They are made to realize that good looking people definitely win the hearts of the others. The self-image of the customers is lowered by the presence of fabulous models in the ads. Hence the sense of relief is created with the help of advertising product as it claims that the respective problem can be resolved by using the certain product. It means advertisers play a trick with the customers by arousing the feelings of dissatisfaction among the people for focusing on the product. A few researchers in the field have supported the idea that cosmetic advertising works by depressing women's self-prestige and then distributing respite from these undesirable sentiments as a responsive assistance through the product (Hartmann & Apaolaza-Ibáñez, 2009). It may be concluded that advertisers not only project their products but also provide different societal strands for ease, cultural aspects, and fabulous lifestyle.

Product-Consumer Relationship

Fill (2002) demonstrates that consumers are influenced to buy product that they have never used before. The advertisers convince the customers for looking after their appearance by suggesting products which can provide ideal results. The linguistic tools are very powerful that can shape the ideal images of the products. These play very key role in communication. Fairclough, Cortese, and Ardizzone (2007) analyzed the printed and electronic media delineate an emphatic impact on people due to the complication of the broadcasting discourse, the diverse ideological progressions are presented. In brief, people are manipulated by the advertisers to buy a way of life for fulfilling the deficiencies and deprivations. Since

the customers or target gathering of people here are both sexes, their connection to the item can be depicted as far as their motivation of utilizing it. The reason behind its utilization isn't just to look great yet to reinforce their confidence and create self-esteem.

Product-Producer Relationship

In order to follow the relationship between product and producer in the present situation, one is required to comprehend the role of the director Dove marketing company, Silvia Lagnado. She has been busy in driving a "Battle for Real Beauty" since 1991. The goal of the battle was to deny the implausible beliefs about prettiness and beauty. As they prompt their objective expressing "Past Typecasts: Rebuilding the Foundation of Beauty Beliefs". Discussing transformation in philosophy of inclination for "implausible magnificence" and reconstructing another confidence in "genuine excellence", underlines the supremacy which is being experienced through advertising discourse. In the present study, the advertisers, in their products, present solutions to the consumer's problems. For example, the use of POND will remove dryness and dark circles of skin. The effects of these are reinforced by the participation of local or international celebrities. The products are emphatically endorsed and imposed by these celebrities. The technique of positive self-representation also attracts the consumers for realizing how they can get benefit from the product in the advertisement. This study validates above mentioned claims regarding the advertising discourses.

IV. CONCLUSION

By keeping in view, the data analysis of different advertisements accessed from TV, it can be pointed out that the recurrent theme of "the ideal appearance" in the advertisements. The findings highlight the use of these products making the consumers more comfortable and intelligent. In other words, the advertisers present the ideal and imaginative standards of advertising products. Thus, people consciously and unconsciously are forced to buy the respective product by persuasive techniques. The advertisers employ multi-purpose linguistic devices such as headlines, eye-catching words, Euphuism, bombastic vocabulary to get attention of the people. The vocabulary in these ads is ideologically contested and contrasted. In these ads one specific message is conveyed that how one individual should look like for getting acceptability of others. The customer is given an utmost significance by using pronoun "You", the customer is greatly influenced. The concept of intersexuality plays very significant role, the advertisers create attraction for the consumers. The use of scientific and technical words convinces the customers for the authority authenticity and validity of the product.

V. FUTURE RESEARCH CONSIDERATIONS

In this context, future research can be managed on different other domains of media. In other words, some other media like internet, radio and even television, can be under taken for future research projects in Pakistan. In the present research, some mixed categories of different ads have been included for research. Thus, future research can include other specific products with a big population. Regardless the present study, future research projects need to address pragmatic, semiotic and sociolinguistic analysis of different products advertisements.

REFERENCES

1. Brown, G., and Yule, G. 1983. *Discourse analysis*. Cambridge: Cambridge University Press.
2. Cook, G. 2001. *The discourse of advertising*. Oxfordshire: Psychology Press.
3. El-dali, H. M. 2012. Toward an understanding of the discourse of advertising: Review of
4. research, with special reference to Egyptian media. *Global Journal of Human-Social Science Research* 12(4).
5. Esposito, J. 2011. A critical approach to the analysis of advertisements. *The Linguistics*
   a. *Journal* 5(1): 197-219.
6. Fairclough, N., Cortese, G., and Ardizzone, P. 2009. *Discourse and contemporary social*
7. *change*. Frankfurt: Peter Lang.
8. Fairclough, N. 2001. *Language and power*. London: Pearson Education.
9. Fairclough, N. 1994. Conversationalization of public discourse and the authority of
10. the consumer. In *The Authority of the Consumer,* eds. N. Abercrombie, R. Keat, and N. Whiteley.

11. Fairclough, N. 1992. Discourse and text: Linguistic and intertextual analysis within
12. discourse analysis. *Discourse & Society* 3(2): 193–217.
13. Fill, C. 2002. *Marketing communications: Contexts strategies and applications.* New York: Harlow.
14. Gay, L. R., Mills, G. E., and Airasian, P. W. 2011. *Educational research: Competencies for*
15. *analysis and applications*. New York: Pearson.
16. Goddard, A. 1998. *The language of advertising.* London, UK: Routledge.
17. Habermas, J. 1990. *Moral consciousness and communicative action*. Cambridge, MA: MIT.
18. Hartmann, P., and Apaolaza-Ibáñez, V. 2009. Green advertising revisited: Conditioning virtual
19. nature experiences. *International Journal of Advertising* 28(4): 715–739.
20. Hasselgård, H. 2004. Temporal and spatial adjuncts as elements of texture. In *14th Euro-International Systemic Functional Workshop, Paris,* ed. *D. Banks.*
21. Hamermesh, D. S. 2011. *Beauty pays: Why attractive people are more successful*. London: Princeton University Press.
22. Kilbourne, J. 2000. *Deadly persuasion: Why women and girls must fight the addictive*
23. *power of advertising*. Canada: Lexington Volunteer Recording Unit,
24. Leong, E. K., Huang, X., and Stanners, P. J. 1998. Comparing the effectiveness of the web site
25. with traditional media. *Journal of Advertising Research* 38(5): 44–45.
26. Mayer, T., Rohrdantz, C., Plank, F., Bak, P., Butt, M., and Keim, D. A. 2010. Consonant co-
27. occurrence in stems across languages: Automatic analysis and visualization of a phonotactic constraint. In *Proceedings of the 2010 Workshop on NLP and Linguistics,*
28. *Finding the Common Ground* 70- 78.
29. Moeran, B. 2013. *Folk art potters of Japan: beyond an anthropology of aesthetics*. London:
30. Routledge.
31. Okamoto, S., and Smith, J. S. S. (Eds.). 2004. *Japanese language, gender, and ideology:*
32. *Cultural models and real people*. Oxford: Oxford University Press.
33. Pruitt, J., and Adlin, T. 2010. *The persona lifecycle: Keeping people in mind throughout product*
34. *design*. Morgan Kaufmann.
35. Van Dijk, T. A. (ed) 1985. *Discourse and communication: New approaches to the analysis of mass media discourse and communication.* New York: Walter de Gruyter.
36. Roestenberg, L. 2014. *Marketing romantic relationships through social media: An analysis of*
37. *the online discourse of relationship counsellors*. Nova Scotia: Mount Saint Vincent University.
38. Stephens, N. 1991. Cognitive age: A useful concept for advertising? *Journal of*
39. *Advertising* 20(4): 37-48.
40. Van Dijk, T. A. 1997. Discourse as interaction in society. *Discourse as social interaction* 2(1): 1-37.
41. Wells, W. B. J. and Moriarty, S.1995. *Advertising: Principles and practice.* London: Prentice-Hall International.
42. Widdowson, H. G. 1995. Discourse analysis: A critical view. *Language and literature* 4(3): 157-172.
43. Wodak, R. 2009. *Discursive construction of national identity*. Edinburgh: Edinburgh University Press.
44. Wodak, R., and Meyer, M. (Eds.). 2009. *Methods for critical discourse analysis*. London: Sage.