

Media, Power, and Persuasion: A Multimodal Discourse Analysis of Print Media Advertisements in Pakistan

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Abstract

The study presents a multimodal discourse analysis (MDA) of the language used in print media advertisements published in Pakistan's national newspapers. A qualitative research design was used to analyze the data by looking at two features, i.e., i) the strategies to persuade people to buy a particular product and ii) the use of linguistic choices to establish a narrative in political ads. Eight English advertisements were randomly selected from Google Images for the analysis. The study used the Critical Discourse Analysis (CDA) theoretical framework with a Multimodal Discourse Analysis (MDA) approach by Kress and Leeuwen (2005). The study revealed that print media ads that advertise products use powerful language that convinces the consumer in decision-making towards buying that product, and the ads that the government advertises help build a positive narrative, an agenda, or a specific ideology towards a political party. Moreover, it explored how cultural touch in ads is added to play with the psychology and emotions of the public. This study will help explore more genres of advertising in the future as it is becoming popular with the emergence of different media platforms.

Keywords: CDA of print advertisements, Mediated communication, Multimodal analysis, Narrative building through advertisements

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Introduction

Print media advertisements are among the oldest modes of communication, and they target the desired audience by selling products or sharing an ideology. Before the emergence of social media, newspaper and magazine ads influenced the business communities and political

agenda-setters to find a space in newspapers. In this regard, the newspaper's different sections, such as the front page (Reisner, 1992), hold quite significant value. The language used in advertisements is designed to target a larger audience, and it has a more significant impact on influencing them to buy something. In political communication, a newspaper space sets an agenda and builds a public narrative by showing the public what good is being done for them (Coche & Bell, 2024). Secondly, some public service messages to create awareness are also found in these ads. Whether advertisements are just a source of information, they develop a long-lasting acceptance behaviour about a particular product, a brand, or an idea (Zainal et al., 2024). For such purposes, the same advertisements are shown at specific time spans, including the same or similar messages that show why it is essential to establish a narrative about a particular product or an ideology. However, advertisements help improve lifestyles, particularly when the latest innovations are introduced. In this context, Critical Discourse Analysts have explored the language of advertisements in terms of assertive communication, propaganda setting, the application of mind-mapping strategies and changing consumer behaviour towards these ads.

Moreover, the multimodal analysis MDA approach by Kress and Leeuwen (2005) further helps us understand the psychology of images and texts in the ads. This model is the preferred framework for the present study. Text and images work together to create a powerful message that instantly encourages the reader or viewer to take a step forward to buy something now or save it in mind for a future purchase in case of financial constraints or other delays. That means the advertisement's message is quite powerful and highly persuasive.

The study aims to explore a selected sample's textual and image features in terms of effectiveness, looking at how advertisements build a narrative about a particular product or political ideology, as our sample contains a combination of political and business ads. In this research, we propose that advertisers use a specific language to create a positive image of a given idea or product. Through this approach, advertisers develop a strong bond between the brand and its public. The word '*public*' was briefly defined by Grunig (1978) in his study. The term public is used explicitly for those linked with brands. Public Relations Officers keep that list in mind before publishing the final ads as the advertisement communicates with the buyer and targets competitors, government officials, agenda setters, etc. In this regard, some ethical considerations should be met, such as selecting the language or images because they should not harm anyone's

emotions or feelings. In this article, our prime focus will be to look at the ideology of using PR strategies with the help of ads and how those strategies help advertisers achieve their goals. The study is significant in understanding how language can be explored by looking at its in-depth features that assist advertisers and research students in creating more creativity in the production and analysis of ads. Secondly, it helps the familiar readers know how advertising they come across changes their decisions. The following are the questions being investigated in this paper.

- 1) What are the prominent linguistic choices in the advertisements printed on the front pages of English and Urdu newspapers?
- 2) What are other discursive strategies used in these advertisements to build a positive public narrative about the product?

Literature Review

People used to advertise on woods, stones, and metals centuries ago, as some of the oldest wall paintings were found in India, dating back to 4000 BC (Bhatia, 2000). Earlier, people used to exchange goods instead of selling them; this system was known as the barter system (Kriegel, 2021). As the business grew and the competition rose, the brands needed advertising in the 15th century. As there was illiteracy in reading and writing, most advertisements contained images instead of text (Aftab et al., 2021). The latest form of print ads includes both text and images. Modern newspaper advertising started in the 18th century in England (Coates, 1908). As linguistics emerged as a scientific study of a language, CDA experts applied it in different fields, particularly in the media context (Ramanathan & Hoon, 2015), where language is excessively used. CDA has assisted in understanding the hidden features of a language, focusing on ideological representation, persuading, and manipulating the masses (Bustan & Dawood, 2024).

The related literature presents an analysis of the advertisements from *The Dawn* and *The Nation*, focusing on how capitalists set an agenda—whether implicit or explicit—agenda through advertisements (Khan et al., 2017). Another study explored how advertisers use rhetorical devices to effectively convey their messages. Alliteration and analogy are also part of specific ads, such as beauty products. Moreover, the prominence of a particular gender even makes an ad more persuasive (Shah & Saher, 2019). Further studies show how real estate ads display starting prices in a deceptive manner or by giving several incentives to immediately book a plot, pushing the customers to make an instant decision (Shaheen et al., 2016). Akorede (2024) mentions

certain ideologies such as religious identity, hegemonic masculinity and female subjugation, cultural diversity and unity, affordability and use-value, and nationalism and patriotism. These are similar to the ideologies we have tried to explore in the present study. The advertisers also target specific genders, as a recent survey by Qayyum (2024) reveals how advertisers control Pakistan's female consumers by presenting products in a specific way, such as using particular words and images (Qayyum & Ali, 2024). In addition, camera techniques are crucial in ad production as the images are taken in a way that presents a product as a perfect choice that fits best in our lives (Liu et al., 2001).

Methodology

The present study follows a qualitative approach for selecting and analyzing the data, and the reason for choosing this design is to share an in-depth analysis of mutually connecting text and images found in Pakistani newspaper advertisements because advertising is a vast domain that uses a wide range of linguistic choices. The sample contains eight print ads selected randomly from Google Images using convenient sampling, giving keywords: print ads in Pakistan's national newspapers. The images that appear on top pages of Google are selected; therefore, the sample is a mixture of brand and political ads, i.e., i) KPK's ad promoting Quranic education, ii) Zong's 4G ad, iii) Jazz/Mobilink Ad iv) UBL Ad v) Pak Army Ad vi) State Life Ad vii) KPK's Promoting Women Education Ad viii) Zong Network Ad. Pakistan is a multilingual country where Urdu newspapers are comparatively published in a greater quantity, but for this study, we have preferably selected English advertisements. For the analysis, we use a Critical Discourse Analysis (CDA) theoretical framework with a Multimodal Discourse Analysis (MDA) approach by Kress and Leeuwen (2005). As the data is already public, no further ethical consideration criteria are followed. Each ad is analyzed separately as the language contains different linguistic choices in each ad. The analysis is done on two levels: i) textual analysis and ii) Socio-Cultural Perspectives and Semiotics. At the first level, we analyze each word, phrase, or sentence, while at the second level, we look at the contextual use of language and the images used with the text. At this level, we approach Halliday's philosophy, "every semiotic fulfils an "ideational" function, a function of representing "the world around and inside us" and an "interpersonal" function, a function of enacting social interactions as social relations: The

implication of this philosophy has enriched our analysis in seeking how language and images establish meanings to manipulate or target a specific audience.

Data Analysis

4.1 Textual Analysis

The advertisement in Figure 1 (see Appendix) uses a public relations tool for the image building of the government of KPK with the slogan '**Reforming and Transforming**'- *Bol Raha Ha Khaybar Pakhtunkhwa*' which clearly shows that there is a projection of the province. The use of the word '**initiated**' shows that Quranic Education is a new step that will bring a change in the province. The word 'initiated' also shows that Quranic Education has never been practised in *Khaybar Pakhtunkhwa* before this project, and for this, credit goes to the KPK government for taking such a step. The second important thing that was mentioned in the body text is the 'teaching of the Holy Quran with translation.' This is a key step, and it may differentiate their education system from the other systems, i.e., adding translation studies with Arabic for comprehending the meaning of the Quran. The advertising team directly highlights the provincial government's efforts by mentioning 'government schools of Khyber Pakhtunkhwa'. In the phrase 'In government schools of *Khaybar Pakhtunkhwa*', the compound noun 'government school' has been used to attract the target audience's attention to the government's efforts. The text 'Department of Elementary & Secondary Education Government of Khyber Pakhtunkhwa' and contact information indicate that the information has been released by the Public Relations Department of Khyber Pakhtunkhwa government. The book, 'Mutaliya Qur'an Hakeem' (The Study of the Quran) has been placed under the Quran in Urdu to deliver the message to a maximum number of audiences. 'Hisa Awal' (first part) shows that the teaching of the Quran has become compulsory from the first level (see Figure 1, Appendix).

The Zong advertisement (see Figure 2) tries to influence the audience to choose the Zong 4G network if they want the fastest internet speed. Textual analysis shows that a comparison has been made with other networks using superlative degrees of adjectives. The advertisement slogan, 'Ride the right network', takes the audience into a situation of a long drive. The selection of the word 'ride' hits the audience psychologically. There is an indirect comparison in this statement. Ride the right network because other networks may also be the right ones. The text behind the slogan shows a strong comparison with other networks, and Zong asks the users of all

other networks to switch to Zong because it is the no. 1 network. The adjective ‘the largest’ finally proves that the comparison exists, and Zong asks to shift the network and its users to keep using Zong. The text on the left bottom corner, ‘Zong 4G a New Dream,’ shows that a fast network was a dream before Zong introduced 4G, but now it can be approached by every citizen (see Figure 2, Appendix)

In the UBL advertisement (see Figure 4), the word ‘thank you’ has been used for World XI, which came to Pakistan after a long time. ‘International Cricket is back in Pakistan’ throws light on the dark chapter in the history of Cricket. International cricket teams used to visit Pakistan before an incident that happened with Sri Lanka’s cricket team. Now, for the first time in history, a remarkable series of cricket matches has started, featuring cricket teams from eleven countries that have come to Pakistan. The word ‘thank you’ has deep meanings. This ‘thank you’ is for World XI, the ‘thank you’ is also for the Pakistan Cricket Board for arranging such a momentous event, and the ‘thank you’ is also for the people of Pakistan who warmly welcomed the international team. The ‘thank you’ is also for the forces to manage security. UBL Independence Cup 2017- Pakistan VS World XI has been mentioned two times, even in the smallest description of the ad. One time, the logo of UBL was designed according to the event, and the second time, it was used in the body text of the advertisement. ‘UBL’ is the brand’s name, an important word that Musto noticed in the advertisement. Independence Cup is a compound noun used with Cricket; e.g., ‘Cricket Cup’, the advertiser has used ‘independence’ with ‘cup’, which has deep meanings. Pakistan is independent, and no external elements can stop international Cricket in Pakistan. The enemies need to know that Pakistan is an independent State, and those who think that Pakistan has a bad image in the world should keep in mind that Pakistan is no longer a terror State in the eyes of the world. ‘Where you come first’ is the slogan that gives meaning to people’s choices. The advertiser has made an indirect comparison with other Banks. UBL is a place people visit and is the first choice. The word ‘you’ directly involves the customers in the message. Every reader will think that he has been addressed individually in the advertisement (see Figure 4, Appendix)

In the Defense Day advertisement (Figure 5), Pakistan State Oil pays tribute to the Martyrs of Defiance Day. The affection word ‘honouring’ was used to give respect to the martyrs of the homeland. Honouring is present continuous tense, which shows that the heroes are still

remembered and get honoured every moment. ‘Honouring’ has been modified by three nouns and linked with the preposition and a pronoun. ‘Courage,’ ‘Dedication’ and ‘Sacrifice.’ The second important word, ‘Nishan e Haider’, is found on the beige and written in Urdu. Nishan e Haider is Pakistan’s highest military gallantry award and means ‘Mark of the Lion.’ Literal meanings can be interpreted as bravery because the heroes fought like lions.

The body of text starts with the name of the brand and has been used as a subject. ‘PSO pays tribute’ can be interpreted as the brand has mentioned its name to capture the attention that PSO is paying tribute, which contains the brand’s projection. By using ‘PSO’ as a subject, the brand has also represented the whole nation. The word ‘martyrs’ is linked with the adjective ‘gallant’ to create intensity in the phrase. Then, after using the object ‘for the nation,’ the advertiser has used an action verb. The word ‘homeland’ contains possession of ‘our homeland’, which means the brand tries to capture the attention of the maximum audience. By reading this text, readers will think that their homeland ‘Pakistan’ has been discussed here. ‘We salute the heroes of the nation’, which is the voice of the whole nation, not only PSO. ‘Voice to the voiceless’ is a famous term and is being practised in journalism. The brand has spoken from the nation’s side to pay tribute to the heroes (see Figure 5, Appendix).

The advertisement (see Figure 6) is based on the theme of giving education to children who lose their parents or guardians. The targeted audience of the advertisement is school principals and the authorities running schools. The textual analysis shows that the advertisement slogan, ‘Continue the Promise of Education’, gives the hope to complete education even if extreme hurdles are mentioned in the body text. ‘Continue’ is a verb that can be analyzed as a suggestion or request from State Life Insurance Company to get the school-going kids registered with their company. So, if they have to leave their education, State Life will support them. ‘The promise of Education’ is a noun phrase that includes the article ‘the’, which emphasizes the ‘promise of education’ that State Life fulfils. Another slogan, ‘Brandon ki Kamiya,’ holds significance in the advertisement because it is the only phrase written in Pakistan’s native language. This ensures that the slogan creates a direct and impactful connection with the Pakistani audience. The slogan Brandon ki Kamiya is linked with the picture of who is motivated after his achievement. Brandon (determination) is plural, showing several other determinations apart from educational goals. State life helps to fulfil all the determination. The body text

consists of a noun phrase, ‘state life continuation scheme’, the name of a project in 2009. The project aims to promote child education, especially for those who accidentally leave their studies. The project also aims to wipe out child labour from the country. In the advertisement, the word insurance gives strong assurance and future hope from the state life education continuation scheme for the children to complete their education. ‘You’ has been used to address the target audience directly. So, the advertisement clearly shows that its audience is school owners and principals. The word ‘today’ has been used with ‘contact’, interpreted as ‘do not be late’ or ‘limited offer.’ State Life asks to contact them as soon as possible. Possession has been used in ‘for your schools’ children’ so that every audience directly influences the advertisement message and may also influence parents to register their kids (see Figure 6, Appendix).

The textual analysis of the advertisement (see Figure 7) gives the theme of the importance or promotion of education in *Khaybar Pakhtunkhwa*. The advertisement’s slogan is ‘Education is Calling’ and is written in capital letters. ‘Education’ has been presented as a living thing and, in the phrase, performs as a subject. It is directly appealing and calls people for something significant. The words of education may be, “Get me; I am a guarantee of the nation’s success and bright future.” The ad’s surface meaning is not education promoted here, but they have also tried to promote and highlight the province’s efforts. The slogan ‘badal rha’ has been discussed in detail in section 4.3.1. The advertiser used massive types of advertisement because it reflects the maximum thoughts and knowledge of the audience. The government’s efforts are described on the right-hand side of the advertisement. Key statistics are presented in digital format, highlighting the following achievements: KPK has provided 73,418 missing facilities in schools, installed 5,351 solar panels, increased the education budget by 114%, and enrolled 151,000 private school students into government schools. Rupees 7 million were allocated for the comfortable furniture over 40,000 competent teachers recruited who have been instructed to follow the ‘tolerance policy on corporal punishment’. This is unusual because we do not use such heavy words and massive statements in advertisements. However, here, what does it mean? It is not only a focus on education here, but the advertiser also wants to make it more prominent and vivid how the province is trying to provide the best facilities and competent teachers at government schools. In the body text, the ‘tolerance policy on corporal punishment’ is significant because children do not like to go because of fear of punishment. Some moralities have been mentioned here, such as no fixed punishment being allowed in schools (see Figure 7, Appendix).

The advertisement (see Figure 8) promotes the Zong 4G network. The advertiser utilizes concise, relevant, and appropriate content to convey the message. The word '4G' is printed in red to enhance its prominence. The Eid Event is associated with the brand to create a psychological impact, as Eid is a time when people use the internet to share happiness and connect with close friends. The closeness of friends has also been shown in the image. There will be no hurdle in communication because Zong is the largest and fastest network. During Eid days, networks like Warid finish SMS service, and charges apply there, so Zong 4G will be the best choice. There will be no interruption in signals because of the busy network. Below is a sentence with a small font size: 'Pakistan's largest 4G network with 300 plus cities'. This means that Zong services are spread over more than three hundred cities in Pakistan, which covers a large area. The advertiser has used numbers like 300+ to make it quickly noticeable. The word 'largest' is a superlative degree of the adjective 'large' that compares Zong's performance with all the networks and shows it is on the top (see Figure 8, Appendix).

4.2 Socio-Cultural Perspectives and Semiotics

The contextual analysis shows that the purpose behind the advertisement (see Figure 1) could be part of the upcoming 2018 elections. In this regard, several other political parties are also active in their image-building campaigns. The second purpose of the ad is to target the people who send their kids to madrassas or private schools. The initiative of teaching the Quran with translation by the provincial government will indeed move students from madrassas to government schools. The advertiser has mainly used the image of a girl with a scarf to influence people because there is a dire need for girls' education in KPK and the whole of Pakistan as well. The culture is still present in mountainy areas where the people often do not send their girls to school. At the same time, some parents prefer to send their daughters to Madrassa for education. Through this initiative, the Khaybar Pakhtunkhwa government can change people's minds so they can send their girls to school. Apart from Qur'anic Education, they could also get worldly education. The second image in the picture was the Quran in a book. That clearly shows that Quranic Education is included in the school syllabus. A single image of the Quran could attract people because Muslims have an emotional touch with the Quran and Islamic images (see Figure 1, Appendix).

The advertisement (see Figure 2) was made in Pakistan. There is no class, gender, or age group to hit. The advertisement shows that whoever uses the internet is supposed to choose Zong because it is the fastest network. If we analyze it deeply, we can say youngsters are the target audience because they use the internet excessively and showing racing cars indicates that youth is the target. While collecting data, a Mobilink ad (see Figure 3, Appendix A) came across, in which Mobilink showed its internet speed to a running man who had scattered newspaper letters by its speed. Comparison of competition is not possible openly, so advertisers do not lack creativity in this matter. Zong also indirectly has compared its network with Mobilink because of Warid/Mobilink. The car behind it has the number '300', the first code of the Mobilink series 0300-0307.

In comparison, the winning car represents Zong because the number of the car '310' is the first code in the Zong series of 0311, 0312, 0313. The number '310' is significant in many other ways. '*310#' is a Self-Service Channel through which customers can check usage details, activate/deactivate packages, recharge their account and information on all the latest bundles. Chinese text has significance in the advertisement because under the Chinese text, 'Chinese mobile' is written, which promotes Chinese mobiles in Pakistan. Zong is also a Chinese company (see Figure 2, Appendix).

The advertisement (see Figure 4) sheds light on history using text and sign language. The word 'YOU' in 'thank you' has been kept bold, and the letter 'O' has been replaced with the ball, which swings fast, which is the creativity of the designer to give a taste of Cricket in the advertisement, which has been particularly designed for the occasion when international cricket team visited Pakistan. The curved shape of green grass around the text gives the meaning of protection for international prayers and can be a signifier of shelter for them. The curved shape of the grass greenery of Pakistan's playground means that the international cricket team is safely playing on the grounds of Pakistani land, and the Pakistani nation thanked them for such a great visit (see Figure 4, Appendix).

Each image in the advertisement (see Figure 5) is essential. Photos of Pakistani heroes are placed on Pakistani maps, symbolizing that thanks to them, Pakistani map is safe; otherwise, it could have been scattered. The pictures are also in cutting shape, which may mean that they sacrificed and lost their body parts in battles to save the country. The second important image is

‘Nishan e Haider’ in the Pakistani map’s left corner. That can be interpreted as an excellent reward for the heroes who saved the homeland. The word honour has significance in society, and everyone seeks honour from others. So, PSO has started the text of the advertisement body with the word ‘honouring.’ If we see it in a religious context, Allah has also given honour to the martyrs and has prepared a great reward for them. In this regard, The Holy Quran says, “and do not say about those who are killed in the way of Allah, “They are dead.” Rather, they are alive, but you perceive [it] not.” The other three images at the bottom of the body text are the logos of the Pak-Air Force, Pak-Army, and Pak-Navy, which have been placed in a queue and show the solidarity of all three forces which contributed to the survival of the homeland. If we analyze the logo of each armed force, we get some more profound meanings. The logo of the Pakistan Air Force contains a hawk, which is ‘Shaheen of Iqbal’ and the king of the birds. It flies on the heights. It is the same as its Pak Air Force, which is on top.

The second icon in its logo is the Star, which also exists on the Pakistani flag and Nishan e Haider. In the Pakistani flag, the crescent and Star symbolize progress and light, respectively. The same sign exists in the Pak Army logo. The logo of the Pak Army also contains a cross swords, which also exists in the ISPR logo. These crosswords can be interpreted as a battle. The same is true of the navy logo, which gives separate meanings. PSO’s logo is used in the right corner below, which shows that PSO did not forget its heroes on September 6, 2017, which is very important in the history of Pakistan (see Figure 5, Appendix).

The picture (see Figure 6) of the child shows that parents should send their children to school. The medal in the ad shows the child’s success and is also a source of determination for other kids. The sky blue text is included in the State Life theme (see Figure 6, Appendix).

From a socio-cultural standpoint, as seen in the advertisement (see Figure 7), KPK consists of most Pathans who dislike their girls taking school admissions. The advertisement contains only girls’ pictures of different age groups, which can be interpreted as no co-education, even at the primary level. The image of girls also emphasizes equal education for both males and females. One more thing quite prominent here is the work and services of the province, which have been highlighted. Contextual analysis shows a dire need to promote education in KPK, so the government is spending a considerable budget on it. Punishment is also considered immoral in Pakistani society, so it has been mentioned explicitly that the teachers would follow a

‘tolerance policy on corporal punishment.’ The context also shows that several children in Pakistan left their studies because of punishment fear (see Figure 7, Appendix).

The advertisement (see Figure 8) is colourful and has been designed with natural colours based on greenery. It is appealing and attractive. Some friends are enjoying picnic support. They are sitting in the forest. What we think in the forest is that there are no signals because they are living far away from the city. Despite that, they enjoy the internet facility there. The advertisement has been designed for the Eid context, so the theme is based on sharing happiness with others. The theme ‘Sharing Happiness’ is visible by showing friends together to summarize their memories and good moments with each other. This is possible only with the help of the Zong 4G network. All of them are happy that there is no tension in using this network. We summarise our analysis on such a statement; the advertiser has used very compact and brief words to convey his message (see Figure 8, Appendix).

Discussion and Conclusions

The purpose of the current study is to investigate how the advertisers in print ads use specific language to convince the public to buy a product or establish a specific narrative about their brand. The analysis is conducted using the multimodal analysis approach developed by Kress and Leeuwen (2005). The study reveals that the ads contain linguistic choices that help build a narrative, such as the image building of the Pak Army observed in Figure 5 (see Appendix) and State Life’s efforts in helping the masses (see Figure 6, Appendix). Moreover, KPK’s educational ads are significant in religious and cultural contexts (see Figures 1 & 7, Appendix) and develop an ideology of how the KPK government struggles for women to promote Islamic education. The other ads used powerful words such as particular slogans such as ‘ride the right network’ in the Zong ad (see Figure 2, Appendix).

In conclusion, this study has explored how newspaper ads effectively use linguistic choices to achieve their goals, whether selling a product or building a political narrative. Key findings reveal that specific words, phrases, or sentences contextually equipped with sugar-coated language are used to target an audience looking at its demographics, geo, and psychographics. For instance, people like to buy things at discounted prices, so advertisers give a linguistic touch of discount offer that attracts more people. In political ads, it was seen how motherland, cultural and religious elements were added to reach the audience’s emotions. Such

strategies may not convince you to buy something, but they build up a positive image. For instance, a person may not buy a product but does not hate it. This is one of the prime focuses of Public Relations strategies. This study helps linguistics researchers and explores the dimensions of CDA analysis for media students.

Moreover, researchers working in media and marketing may use this study to understand how national newspapers strategically use linguistic choices. The limitations of this study are that the data was taken from Google images, and some data needs to be updated. Secondly, the data was selected randomly; therefore, there is limited coherence among the ads, which means no ads of a specific genre or ideology were taken to reach a solid conclusion. Overall, the research shows results that prove our stance regarding how language is used in ads to set an ideology. In future research, the selection of ads may be refined to yield more specific results. Finally, advertisements play a crucial role. We recommend that readers make decisions carefully after looking at an ad, and the business communities use their ads positively to reach their audiences.

Appendix

Images of Print Media Advertisements

Figure 1

Quranic Education

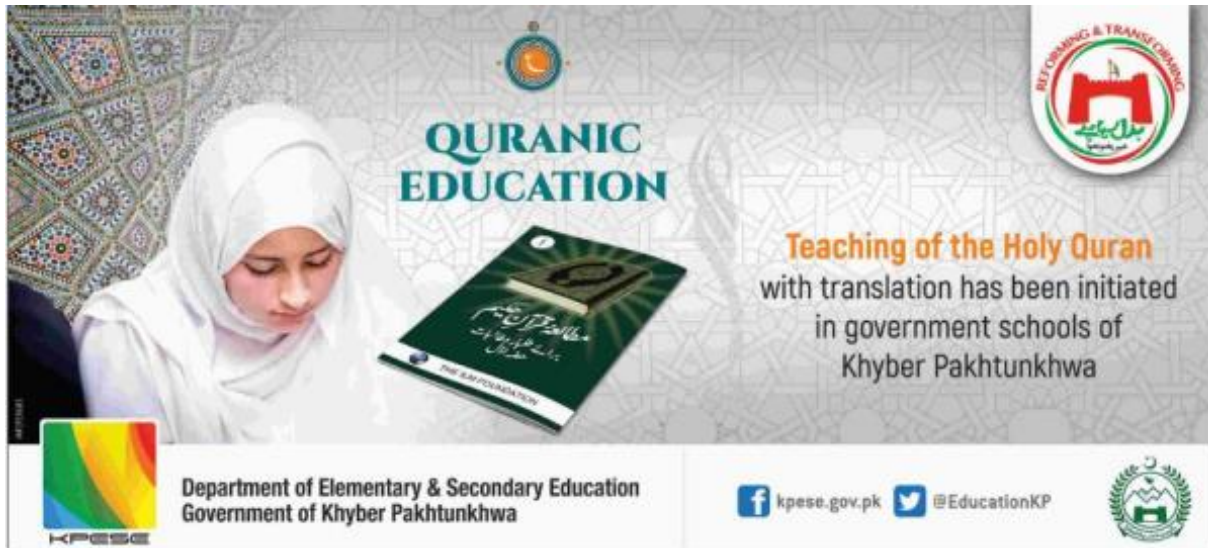


Figure 2

Zong Ad



Figure 3

Mobilink Ad



Figure 4

UBL Ad



Figure 5 – Defense Day

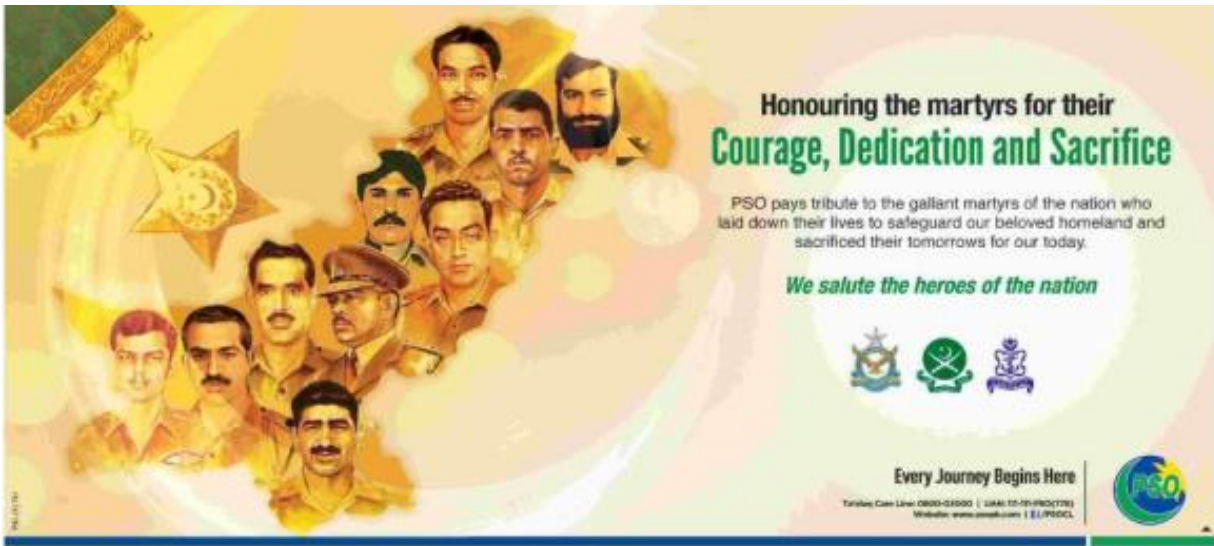


Figure 6

State Life Ad



Figure 7 – Education is Calling



Figure 8

Zong 4G Ad



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