



Voices of Power, Beauty, and Ideology in Pakistani TV Advertisements: A Critical Discourse Analysis

Rimshah Shaukat*, Sehreen Mustafa, Armish Rizwan, Kisaa Zahra, Qurat Al Ain, Saliha Arbab

Scholars, Department of English, Riphah International University Islamabad, Pakistan

*Corresponding Author: krimsha.7575@gmail.com

Received: 22 May 2025; Received in revised form: 18 Jun 2025; Accepted: 21 Jun 2025; Available online: 27 Jun 2025

©2025 The Author(s). Published by Infogain Publication. This is an open-access article under the CC BY license

(<https://creativecommons.org/licenses/by/4.0/>).

Abstract— This study explores the persuasive strategies employed in Pakistani beauty product marketing, paying special attention to the ways in which these commercials impact Pakistani culture. In addition to being business tools, advertisements are cultural artefacts that represent and influence societal norms, values, and ideas. The study intends to identify the subtle ways in which five print media advertisements for beauty products employ persuasive techniques to sway consumer behaviour. The advertisements are examined using Norman Fairclough's Critical Discourse Analysis (CDA) methodology to show how language and discourse are used to both promote items and reinforce cultural views and ideologies. This study examines how language, advertising, and consumers' perceptions of beauty interact, emphasising how ads influence societal norms and establish new cultural standards. The study also looks into how advertisers use rhetoric and emotional appeal to connect with consumers by crafting unique language terms to appeal to specific audience segments. In the end, this study offers a thorough grasp of how advertising for beauty products function in Pakistani culture as both commercial instruments and cultural representations, shedding light on the influence of the media on societal values and consumer attitudes.



Keywords— Magnificence Items, Enticing techniques, Belief system, Print Media, Pakistani Culture, Talk Investigation

I. INTRODUCTION

1.1 Background of the Study

In the contemporary media landscape, television advertising remains a powerful tool for promoting a wide range of consumer goods, particularly those associated with high prestige and quality. In Pakistan, the media industry has seen a rapid transformation with television promotions playing a central role in shaping consumer behaviours and brand perceptions. Brands in Pakistan, both local and international, have leveraged television advertising to communicate messages of excellence, luxury, and prestige, often targeting consumers who are attracted to high-status products. Such promotions are particularly significant for items that are perceived as symbols of social status, success, or superior quality. As a result, the language, imagery, and

overall discourse of these advertisements play a crucial role in the brand positioning process (Kress & van Leeuwen, 2001).

The Critical Discourse Analysis (CDA) approach, as proposed by scholars like Fairclough (1995), offers an effective lens through which to explore how power dynamics, ideologies, and societal values are embedded in advertising discourse. CDA examines how language and other semiotic resources (such as visuals and sounds) construct and reproduce social meanings, and it focuses on how these meanings serve the interests of dominant groups or ideologies. In the case of Pakistani TV advertisements, the use of discourse can reflect the tension between modernity and traditional values, as advertisements often attempt to blend global marketing strategies with local

cultural references. This intersection of local culture and global media strategies makes television advertising in Pakistan an interesting field of study, particularly when examining the promotion of excellence items (Chouliaraki & Fairclough, 1999).

The concept of excellence items in advertising refers to high-end products that are marketed as symbols of superior quality, luxury, or status. These products are often associated with cultural values of success, achievement, and social distinction (Hodgkinson, 2009). The promotional discourse surrounding these items aims to establish an emotional connection with the consumer, positioning the product as not just a commodity but as a means to achieve personal prestige and societal recognition (Kress & van Leeuwen, 2006). In Pakistan, the advertising of such items is influenced by societal hierarchies and aspirational desires, with TV ads utilizing strategies that appeal to both traditional and modern sensibilities. Celebrity endorsements, for example, play a significant role in the promotion of excellence items, as celebrities are often seen as models of success and aspiration (Shukla & Singh, 2010).

This study aims to compare the methodologies employed in TV advertisements promoting excellence items from various brands within the Pakistani market. By applying CDA, the research will explore how brands use different linguistic, visual, and semiotic strategies to construct and reinforce the ideologies of prestige and superiority. Key aspects such as language choices, narrative structures, visual representations, and symbolic associations will be examined to understand how advertisements communicate these ideologies and their potential influence on the target audience (Brake, 2012).

In the modern world, the media has become one of the most influential sources of communication, creating a vast, interconnected global village. Through various platforms such as electronic media, social media, and print media, communication is disseminated to vast audiences across the world, making media discourse a central part of contemporary life and mass behaviour. Media shapes the way individuals perceive the world, influences social trends, and responds to various cultural and societal issues. At the heart of media's influence lies its ability to manipulate, persuade, and sometimes even control public opinion. As Fairclough (1995) highlights, Critical Discourse Analysis (CDA) provides a tool for understanding how media discourse can impact the belief systems, ideologies, and decision-making processes of individuals within a society. Through the examination of media language, one can uncover how specific values and viewpoints are conveyed, often to influence consumer choices, political opinions, or cultural norms.

Mass media is a powerful vehicle for shaping public opinion, and its ability to sway attitudes towards consumer products, societal values, and even political ideologies is well-documented (Fowler, 1991). Media, especially television, play a central role in disseminating information, promoting brands, and guiding public perceptions. Media advertising, in particular, has grown in sophistication and power, with companies leveraging different media platforms to promote their goods and services. Advertisements are public announcements or messages placed in media outlets to inform the audience about a particular product, service, or brand. These messages are often designed to persuade, influence, and create demand, thereby contributing to the economy and altering consumer behaviour. Advertisements not only promote products but also shape the ideologies and cultural norms of the society in which they are created (Hall, 1997).

In the 21st century, the marketing industry has increasingly relied on media as a strategic platform for brand promotion. With the advancement of technology, companies now use mass media to advertise on a larger scale than ever before, reaching consumers across the globe. In Pakistan, television advertisements are among the most common forms of media promotion, with brands utilizing TV to create narratives that resonate with local cultures and values. As advertisements are directed at large segments of the population, they must be carefully crafted to reflect the target audience's social and cultural background. This necessitates a deep understanding of how media talk operates within a specific cultural context (Janks, 1997). In the context of Pakistan, media advertisements often play on nationalism, aspirational values, and social identity, appealing to the country's cultural fabric while also adhering to global branding trends.

Television advertisements in Pakistan play an influential role not only in promoting products but also in shaping public consciousness. The cultural impact of advertisements is profound as they often reflect societal norms and expectations, influence consumer desires, and reinforce societal hierarchies. As Ingham (1995) notes, the time spent viewing advertisements constitutes a significant portion of an individual's daily media consumption. The sheer volume of exposure to advertisements means they have a lasting effect on individuals, influencing everything from personal choices to societal values.

This study aims to conduct a comparative analysis of Pakistani television advertisements by utilizing Fairclough's 3D Model of Critical Discourse Analysis (CDA) to examine the linguistic, visual, and social structures that shape these advertisements. The focus of this research is to investigate how advertisements in Pakistan

target citizens, particularly how they appeal to the cultural and societal values embedded in Pakistani society. Additionally, this research will explore the impact these advertisements have on the audience, considering how they affect public opinion, social identity, and consumer behaviour. Through this analysis, the study will provide insights into how television advertisements serve as a cultural tool, creating meaning and reinforcing specific ideologies, and how this process can influence the broader societal context of Pakistan.

1.2 Problem Statement

The media is the most powerful factor shaping modern society. It shapes individuals' minds and inculcates differing belief systems and suppositions in their minds. Companies deliver different talks in notices to capture and pull in the greatest clients and offer their products. In this manner, this inquiry about ponder is an investigation of the influential techniques within the Pakistani promotions of different brands of magnificence items, which have not been considered some time recently by other analysts. Additionally, this inquiry will highlight the components and highlights utilized in notices which speak to Pakistani culture and society.

1.3 Research Objectives

The main research objectives of the study are;

- To illustrate the enticing techniques of different magnificence brands while making advertisements?
- To investigate the semiotic and etymological expressions utilize in these advertisements.
- To analyze the impacts of promotions on individuals' discernment emphatically towards their product

1.4 Significance of the study

The ongoing study is noteworthy because it enlightens distinctive strategies which diverse excellence brands utilize in their advertisements to draw in their shoppers. This thinks about inspected and gives both commonsense and hypothetical commitment to basic talk through Fair Clough's 3D demonstrate applications on notice staking into thought the strategies the sponsors utilized for the stream of their items. This investigation will include information in the field of phonetics, more particularly within the field of Critical Talk Investigation. It'll offer assistance to readers to decipher the promotion of micro levels and their underlying plans. Besides, it'll also exclusively clarify the socio-cultural collision of such substance.

Umezina (2017) has propounded that everyday dialect can be altogether explored and analyzed through the use of basic discourse analysis. Phonetics examination depends upon the structure and properties of dialect, while talk investigators center on the work and utilize of dialect. In this manner, several strategies are utilized to analyze and translate the talk in any shape. Talk is any dialect utilized in a social setting, and a belief system is the set of convictions of a group of individuals. They do it through the talk they deliver. The relationship between belief system and talk is an interlinked one, one forming the other. However, Basic talk investigation to uncover philosophies concealed within the words spoken by the media specialists in news features is visit, and generally focuses on printed news sources. Features are an "emotion-inducing arrangement within the hands of the editor utilized to kick off, keep up talk and frame the view of the readers on national issues. Features are of fastidious intrigued since they "reveal the social, social and national representations circulating in a society at any given time.

According to Ruane (2011), discourse examination includes a modern drift where the comparison of two talks is made. The investigation isn't built on all the show parts, but mostly on the relevant portions of the work. The pertinence of the content examination is judged on the chosen speculations that tell of how the selected context is assumed to be analyzed. Thus, the chosen works that are considered turn out to be a portion of talk examination in it put of standing as a disengaged frame.

Kim (2016) conducted a study on talk examination where he says that CDA is designed to formulate obvious affiliation among talk, communal standards and social structure, which for several individuals is questionable. It is, subsequently, exceptionally difficult each so frequently to understand discourse and make its connection with social apply and structures. CDA assist individuals in arranging to appreciate the talk as the most amazing. As Fairclough (1992) has characterised that it could be a field that finds relations between rambling writings, honors and occasions and social and scholarly structures, relations, and method.

Clough (1995) portrays three stages for Basic Talk Investigation the characteristics are depiction, translation, clarification which are inbox in one another, as portrayal as it were has its concern with content counting highlights such as lexis(choices of word, designs in lexicon, allegories etc.) language structure(utilize of passives, modular verbs, nominalization) and cohesion(use of conjunction, utilize of equivalent words, etc.) and content structure(e-g problem-solution, cause-effect, turn taking in a conversation). Interpretation, which is rambling hone alludes to content and its interaction in society, which suggests how

II. LITERATURE REVIEW

heterogeneous components combine and carry a strong message (Setiawan, 2016).

According to Akbar *et al.* (2019), the three-dimensional demonstrate of Fairclough can work best as a hypothetical system for investigating the content or talk and its connection and utilize within society. This model likely covers all pertinent ranges for investigation because it covers content, verbose investigation and socio-cultural home.

Salam *et al.* (2019) have analyzed the representation of ladies in the Lux Notice on Pakistani. They have moreover examined the impact of talk utilized in notice on Pakistani Ladies. They think about appeared that women in such adverts are different to the ladies' convictions and scholarly standards within the convention of Pakistan. Besides, they have also attempted to open out the out-of-place implications moulded in our social view by implies of semiotic pondering of chosen TV advertisements utilizing Saussurian semiotic demonstration of understanding signs. Their upshot illustrated that pictures arranged by these promoters are not broad but centred on social standards deep-seated in matured conventions is browbeaten by the badgering of a new social. All through these commercials, they advance modern social slants career situated energising ladies marginalising regular, out-of-the-box keep on at domestic spouses.

Shahwar (2018) explores for to portray the views and reactions of the viewers against the delineation of ladies within the advertisements of Pakistani Electronic Media. As often as possible, the sponsors make utilize of females as the discernible substance to detain the attention of the onlookers. The fight comes about that the representations of ladies in exposure are modifying the perception of compliments among the ladies among the minds of the group of onlookers and in expansion indicate that a woman's mortal magnificence is likely to be an instrument for bringing to mind requests for goods.

Khoiriyah (2016) conducted work on the magnificence concept in toothpaste promotions by utilising the Reasonable Clough 3d show. Laila (2019) conducted an inquiry about the on talk consider of work of philosophy in the TV money-making of cold drinks in Pakistani media by Reasonable Clough 3d show. Zuhulokan (2017) inquired about a Basic Talk Examination of Promoting: Suggestions for dialect educator instruction while utilising a reasonable Clough 3d model. Additionally, analyst works on promotions talk but from a diverse viewpoint such as examination of methods which promoters make utilize of for clients fascination by utilizing Reasonable clough 3d demonstrate, and is exceptionally inventive work on which there appears insignificant small work prior and the ongoing

think about is anticipated to supply a hypothetical and viable both commitment to the zone of basic talk investigation in etymological (Akram et al., 2022).

Regardless of past work having its quality and shortcomings, the analyst chose this starting mode to mean "making is dialect. Nowadays, other than dialect, wherever we move, our faculties are offered by parcels of signs, images and visual communication, from a signboard, TV, web, to cinema, etc. Headway advance constrained a dialect to have a back situate and let pictorial representation make commotion (Mahwal, Unused Shirt: Elbaum partners, 2007, PP, V, 403). To the meaning "making wonder of a dialect, pictures are contributing. The as it were reason for utilising various ways in a single discourse is for conveying the covered up implications in arrange to urge the required results (Abid, 2018).

At its core, media discourse serves as a persuasive tool, aiming to influence the audience's behaviour, attitudes, and purchasing decisions (Fowler, 1991). Television advertisements, as one of the most prevalent forms of media discourse, use a blend of language, imagery, music, and narrative structure to create a desired impact on the consumer. Scholars argue that advertising's primary goal is not merely to inform the audience but to create emotional connections that stimulate consumption (Kress & van Leeuwen, 2001). This process involves ideological manipulation, where advertisements subtly convey ideas about success, prestige, and social belonging. In the case of excellence items, this manipulation is often linked to concepts of luxury, status, and quality, with advertisements portraying products as symbols of upward mobility and personal success.

According to Janks (1997), advertisements function as both cultural products and agents of socialization, disseminating values, norms, and ideologies to a mass audience. They often serve to reinforce the dominant ideologies within society, such as materialism and consumerism, promoting the notion that acquiring certain products can lead to improved social status and personal fulfilment. This dynamic is especially evident in Pakistani advertisements, where television ads often tie the product to national pride, family values, or aspirational class mobility. These advertisements create an illusion that the consumption of excellent items is not just about acquiring a product, but about embracing a particular lifestyle or identity.

A central theme in the literature on media discourse is the relationship between language and ideology. Advertising discourse is not neutral; it is imbued with power relations and ideological messages that serve the interests of dominant groups (van Dijk, 2008). Advertisements for excellence items are often constructed using semantic fields

that convey notions of success, wealth, and status. For instance, high-end products like automobiles, electronics, and luxury goods are often associated with positive qualities such as prestige, sophistication, and modernity.

Visual rhetoric also plays a critical role in reinforcing these ideologies. Studies by Kress and van Leeuwen (2006) demonstrate how visual elements—such as the use of colours, camera angles, and the positioning of the product—are designed to elicit emotional responses and create a strong association between the product and a desired lifestyle. For example, advertisements for high-end products may feature affluent, stylish individuals in upscale settings, reinforcing the message that the product is a gateway to an elite social status.

In Pakistan, where issues of social class and identity are particularly pronounced, advertisements are designed to appeal to a wide spectrum of social groups, using language and visuals that speak to both traditional values and modern aspirations. Celebrity endorsements are also a key feature in Pakistani television advertisements, leveraging the star power of celebrities to associate the product with success and admiration. Research by Toncer (2012) suggests that celebrity endorsements work by tapping into the audience's aspirations, as individuals often view celebrities as role models and idealize their lifestyles.

2.1 Television Advertising and Socialization in the Pakistani Context

The role of media in shaping social identity and reinforcing cultural values is particularly significant in the context of Pakistan, where television advertisements often blend global marketing strategies with local cultural nuances. In a society where family values, religion, and nationalism are central to social identity, advertisements serve as a reflection of societal beliefs while also pushing consumerist ideals. This duality is apparent in how advertisements for excellence items frame the product as not just an object of desire, but as a means of fulfilling social roles and achieving cultural aspirations (Shukla & Singh, 2010).

Moreover, television advertising in Pakistan often intersects with national identity. Many advertisements seek to evoke patriotism by associating brands with national pride, subtly suggesting that purchasing a particular product is part of supporting Pakistan's progress and global standing. This is especially prevalent in advertisements for locally-produced excellence items, where brands may emphasize their role in economic development and job creation.

2.2 Impact on Society and Consumer Behaviour

The influence of television advertisements in Pakistan extends beyond individual consumer behaviour to encompass larger social structures and cultural practices.

Advertisements for excellence items reinforce class distinctions and contribute to the formation of consumer identities, often linking social status with material wealth. As Ingham (1995) points out, the time spent watching advertisements is not just a passive activity but a form of social conditioning that shapes individuals' aspirations and consumption patterns. The aspirational culture promoted in advertisements encourages individuals to align their identity with the products they consume, further blurring the lines between individual desires and societal expectations.

CDA stands for Basic Talk Investigation, could be a Latin word which suggests "running to and fro", directly, in phonetics the talk is alluding to discussion that's why Brown and Maghfiroh (2020) states that a dialect that's past the sentence is talk, which implies that talk investigation utilized different procedures for the examination of a content in a setting and its social impacts. CDA analyzes all talks which has communicative control, including composed, spoken, signals, signs and images, blurbs, electronic and printed promotions, etc. Moreover, CDA is taking an interest in how dialect and diverse etymological highlights shape society (brown, 2006).

Furthermore, different approaches have been done in the field of etymology to analyze the inconspicuous structures beside the implanted message in a talk, and Fair Clough's 3d demonstration is one among those which contributed to the field. This hypothesis endeavours to create an organized strategy for investigating the relationship between content and its social setting (KHOIRIYAH, 2016). Though the measurement clarification is concerned with social hone, which is concerned with the relationship between interaction and social examination and its impacts on society. The analyst utilized the over-talked-about demonstration of phonetics proposed by Reasonable Clough for her inquire about conduction on different strategies which notice carries for the fascination of clients. Media talk talks almost intuitively through the broadcast stage, which can be composed, talked or pictorial, in which the talk introduction is between non-present audiences (brown, 2006).

In media talk, promotions play a key part, which alludes to honing the art of educating the people around items, services and inducing them to buy or profiting from the benefit. Additionally, Kress and Van Leeuwen (2001:4) characterizes promotions as the cruel or compelling consideration of something. Showcasing competitiveness compels promoters to form utilize of such highlights methodologies and procedures, including issue construction for which, as it were a possible solution, may be the utilize of their product. The as it were reason for doing so is to create promotions in such a design that seems to draw in the largest number of shoppers. Not as it were that, but the

visuals alongside dialect take over one's judicious self, and as a result, one chooses in their favour. For drawing consideration to something promoting companies employments diverse strategies which can be the center of the continuous investigation (KHOIRIYAH, 2016).

For the influence of gathering of people, Aristotle states three ways: ethos, pathos and logos. Ethos alludes to morals, what is called as value of the speaker, as diverse brands decide on popular celebrities for promotions, as well-known people's suggestions have higher esteem in society. Pathos concern is with feelings in a group of onlookers, as in most promotions, we will see a sincere reaction from a group of onlookers. At last, logos put rationales into promotions by utilising confirmations and realities, like for beauty items depiction of sometime recently and after comes about magnificence items (brown, 2006).

The overwriting surveys appear that the Media is the foremost impactful calculate in a cutting-edge society. It shapes individuals' minds and inculcates different philosophies and suppositions in their minds. Companies create different ads in notices to capture and draw in the most extreme clients and offer their products. It moreover appears that no investigation is available on comparative ponder of the notices of different brands through talk analysis. In this manner, this inquiry about thinking is an investigation of the enticing techniques within the Pakistani advertisements of different brands of beauty items, which have not been considered some time recently by other researchers.

According to Emodi (2011), language can be used as a device to advertise and promote the business and capture the attention of the audience. The producers of the commercials take much care regarding the language of the commercials. The language of the commercials should be appropriate and relevant to the culture and needs of the audience. Commercials are directly concerned with the ethics, behaviour, morality, concepts and building of a culture. These are not just for commercial purposes (Sinclair, 1987). The commercials should be enchanting and attractive enough to grasp the attention of the audience. The style, production, presentation, and language of the advertisement vary from culture to culture and community to community. In the advertisement, it is kept in mind that the commercial which is being produced or presented should not be unethical or immoral. There are many ways of advertising products like TV channels, newspapers, Magazines, Radio, Social media, Billboards, posters, wall paintings, etc. TV channels, Newspapers, Magazines, Radio, Social media, Billboards, posters, wall paintings, etc. The companies set a huge budget for the advertisement of their products. Through these advertisements, they penetrate their product features

and ideology into the minds of the audience.

According to Fairclough (2013) the critical discourse analysis is a sort of community exercise in which the power and ideology affect one another. We live in a society in which we have daily interaction with one another. We discuss many topics. In these topics, we have some power and ideology which we want to deliver to the person or persons to whom we are having a conversation. So it is a routine and daily exercise that comprises power and ideology.

Van Dijk (1997) defines critical discourse analysis as also called the analytical discourse. The main areas of it are society, the exercise of power, discrimination, and supremacy. The basic purpose of critical discourse analysis is to evaluate and analyze, so it is called the analytical discourse as well. In the critical discourse analysis of commercials, these are evaluated and analyzed from every aspect in terms of ideology and power. The major aspects of commercials that are to be focused on and analyzed are product, its features, audience, setting, ideology, etc. The commercials which are made on beauty products persuade people and make them believe that whatever is shown to them is based on reality.

Haq (2013) describes that the commercials perform many functions to influence people to understand, recall, and shift their emotions and opinions. It can also be said that the advertisements are a social practice which not only gives information to the people but also changes their intentions and ideology. Unilever is a multinational company, and its business is spread all over the world. Major Brands of Unilever are cleansing agents, personal care, and foods. The salient products of Unilever are Lux and Lifebuoy soaps, Sun Silk and Clear Shampoos, Surf Excel, Lipton, and Brook bond Supreme tea, Ice cream, Close Up toothpaste, etc. Unilever owns over 400 brands in the world. Unilever claims in its products the ideology of home and personal care. They impart unique style, language, models, participants, and ideology in their commercials. In their beauty brands, they hire the top models for their advertisements and attract people. For this purpose, they even hire the top models, who are called the brand ambassadors. They select exact wording in their commercials because they know very well that the wording has a direct impact on the audience. Sometimes this wording comprises the shape of slogans, as in the commercials of 'Surf Excel,' they have a slogan in Urdu as 'daagh to achay hote hain.' The English translation of this slogan is 'stains are good.' We judge from the slogan that no one accepts stains, but they claim that Surf Excel can eliminate every type of stain. The context of this slogan is that 'if you are doing something good and in doing so you receive some

stains, then in this condition, the stains are good.' Now we see that, beautifully, they choose the words and present them in front of the audience. The primary purpose of the commercials is to advertise the products and convince people to buy the products.

According to Wills (2011), commercials cannot be isolated from society; rather, they are interconnected with objects as people, communication, power, ideology, and concepts. These are also called a social practice. Unilever Pakistan Limited claims that it makes products that are required by everyone from birth to death. There is nothing left which are not made by them. They cover the entire needs and demands of society. They try their level best to fulfil the social needs of society. The most eye-catching thing in the advertisements is beauty, especially the beauty of women. The exposure of the body parts of women in the commercials.

III. RESEARCH METHODOLOGY

3.1 Theoretical Framework

This paper will look at 5 distinctive notices of items from the perspective of Basic Talk Investigation using Fairclough's three-dimensional demonstrate (1995). Fairclough gave three angles to analyze any text:

3.2 Text analysis

According to Fairclough (1995), within the printed examination, we for the most part center on the way they clarify the assets and what kind of phrasing they utilize when they promote their product. We will begin by looking at the choice of words through their determination of lexicon. At this time, we moreover go for disparate semiotic highlights.

3.3 Discourse analysis

This arrange bargains with the point of content development, allotment, and utilization that gives a see at how specialist relations are recognized all through content. This footstep deals with the examination of inter-textual affiliations among writings, talk, and settings. That's, the talk must not as it was be considered since the etymological depiction, but too an assortment of verbose practice.

3.4 Social analysis

According to Fairclough (1995), this point bargains with ideological gatherings, it gives points of interest on the existing circumstances, development, and environmental data. This stride is on edge with the affiliation between dealings and social circumstance, with the common determinants of the strategy of generation and understanding, and their social property.

3.5 Tools and Process of Data Compilation

This consideration is carried out through both sorts of information, essential and auxiliary. The essential source for analysis is the chosen advertisements and the chosen hypothesis. The auxiliary information is composed of different online establishments in both delicate from as well as strong copies.

IV. ANALYSIS AND DISCUSSION

This chapter will look at five diverse notices of different items from the viewpoint of Basic Talk Investigation by applying Fair Clough's three-dimensional demonstrate.

4.1. Advertisement No1



Text Analysis:

The first dimension deals with the textual, verbal, and semiotic features of discourse. Here, semiotic features are used for attraction, showing an appealing lady who is a user of the product. The model has beautiful, healthy hair to show the results of the product usage. The bright colour schemes and the fonts are like icing on the cake, grabbing the audience's attention to the fullest. The text contains adjectives such as 'repair' and 'expert' (capitalized) to create an image of the desired product that anyone asks for with hair.

Discourse Analysis:

The translation of the composition of words and the development of sentences are managed within in 2nd measurement. 'REPAIR HAIR DAMAGE', the explanation is brief and composed in a striking showing it as an imperative point of the promotion. The state draws in customers with hair problems. The strategy of devouring the item for way better comes about is expressed right underneath the primary explanation within the same brief way. The explanation is the one that can make buyers go for three products rather than a single hair item due to the solid claim of the makers. Presently, the third articulation is presented with oddity and white foundation to create it stand out within the picture for the gathering of people to choose it up as soon as they see the picture, centering on the repairing quality of the item. Within the conclusion, another

agreed and revelatory claim is drawn by the makers, alluding to their items as “the harm expert’s to guarantee the gathering of people to donate it.

Socio-Cultural Analysis:

Hair harm has been a common issue in the present day world, other than the ubiquity of excellence items and the self-grooming state of mind of the first-class individuals of the world. Showcasing companies are attempting their level best to outdo their rivals and to pick up more clients. They are utilising strategies to help their clients realize how much they require the item and how the item can play an imperative part in developing a perspective of their personality.

Advertisement No. 2



Text Analysis:

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

Discourse Analysis:

They have given the picture of a performing artist with sound, long and dark hair which appears like her hair is solid since of the brand. Code-switching is additionally there which increments the number of groups of onlookers. 96% and 20X are the universal numbers. People of all dialects can understand it.

Socio-cultural Analysis:

As numerous individuals need a life like on-screen characters and performers. To awe customers, they have given a picture of the performing artist. Hair loss may be an exceptionally common issue in the present day era, which is why they have said less hair loss. On the off chance that we look at the on-screen character, she is grinning. The advanced world is full of uneasiness and discouragement.

They have related this sadness with hair loss, like on the off chance that you have solid hair, you may be free from discouragement and will grin as long hair includes on to beauty.

Advertisement No. 3



Text analysis:

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

Discourse Analysis:

The translation of the composition of words and the development of sentences is through the moment measurement. Her skin color makes it appear conceivable for any ethnicity, the pictures of coconuts make the product see sound and advantageous and the brand title within the same influence movement either the girls' hair mesmerizes the viewer.

Socio-cultural Analysis:

Dandruff could be an exceptionally common issue, and on the off chance that it comes with a regimen that also doesn't have a terrible odour, at that point the watcher will see it as a bonus.

Advertisement No. 4



Text Analysis:

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

Discourse Analysis:

The target audience members of magnificence advertisements are ladies, so the maker is deliberately utilized within the talk technique to capture the attention of ladies. They present an on-screen character and imply that her excellence is fair because of the usage of this brand. Consequently, these advertisements capture the minds of their onlookers to utilize their products.

Socio-cultural Analysis:

A famous female Bollywood on-screen character appears. Picture of the eye-catching show and entirety prepare that turns from anguish to reasonableness makes ladies enthusiastic approximately creating the feeling of being an idealized one like her as well. Their color combination in promotions, that's white and pink, appears the results that one will to get to be white and pink after utilizing that item regularly.

Advertisement No. 5



Text Examination:

First deals with the textual, verbal and semiotic features of discourse. The semiotic features in this advert are the clear-skinned girl, the palettes, the subtle colour of the background, the bold and different font of the “No”, and the word ‘makeup’ being slightly light and invisible, almost implying in a cosmetic advert that cosmetics are not important, ironically. The phrase written in black ‘face perfecting pallet’ though not bold, yet prominent, catches the viewer’s attention.

Discourse Analysis:

The elucidation of the composition of words and the development of sentences is through the moment measurement. The exceptional thing to begin with, look is of the clear, clean young lady having a faultless skin, appearing that expending this item will deliver you that gleam and natural impact. The unpretentious colour subject also includes the expectation and no cosmetics symbol, as its all light and normal. The no is made in a diverse textual style to nearly make you accept you don’t require cosmetics, even though it may be a cosmetics include, and the words confront idealizing reverberate with any and every shopper of cosmetics who needs to have that immaculate skin.

Socio-cultural Analysis:

Clear skin and immaculate excellence are each girl's dream, and they endeavor so difficult to achieve that, and in this you see that arrangement with the picture of an immaculate girl.

V. CONCLUSION

The analysis of the five advertisements through the lens of Critical Discourse Analysis (CDA) and Fairclough’s Three-

Dimensional Model has provided valuable insights into the linguistic, discursive, and socio-cultural dimensions of television promotions in Pakistan. Each advertisement strategically employs semiotic elements, such as vivid colours, powerful adjectives, celebrity endorsements, and imagery, to shape consumer perceptions and influence purchasing behaviour. Textually, the advertisements use appealing language and visual cues to create emotional connections with the audience, invoking ideals of beauty, success, and self-improvement. Discursively, they rely on persuasive techniques, including product claims (e.g., "96% effectiveness") and the use of numbers and percentages to enhance credibility and appeal to rational consumers. Sociocultural, the advertisements tap into the deeply ingrained cultural notions of beauty, social status, and aspiration, aligning the products with desirable identities, often portraying them as tools for achieving personal and societal ideals. Through these techniques, the advertisements not only promote products but also reinforce gender norms, class structures, and consumer ideologies, shaping public attitudes and behaviours. The study underscores the critical role of media discourse in the construction of consumer identities and the reinforcement of socio-cultural values in the context of contemporary Pakistani society.

Recommendation

The main recommendation is;

Select a wider range of advertisements from different companies and brands within the Pakistani market for a broader analysis.

- Analyze advertisements from different cultural contexts or societies to explore how language and power dynamics vary globally.
- Apply other linguistic theories or CDA models (e.g., van Dijk's or Kress and van Leeuwen's models) for a deeper understanding of discourse in advertisements.
- Extend the analysis to digital or multimedia advertisements (e.g., social media, TV) to examine how discourse differs across media.
- Explore how linguistic choices vary based on demographic factors such as age, gender, and socio-economic status in Pakistani advertisements.
- Investigate the use of local dialects or regional languages in advertisements to cater to specific audiences within Pakistan.

Limitation:

There are different companies and brands in Pakistan which offer excellence items and grant promotions on media. It

was incomprehensible for the analyst to conduct analyst on all notices. Subsequently this consider limits its self to five promotions distinctive excellence brands. It is advance constrained to the examination of five notices by different brands is done by applying the Fair Clough 3d show.

REFERENCES

- [1] Abid, H. G., & Mohammad, M. J. (2022). Critical Discourse Analysis of American Ideology towards Qatar Isolation in Selected USA Editorials. *Al-Adab Journal*, (141), 31-48.
- [2] Akbar, M. (2022). *Meta-analysis: the use of cooperative learning model in English language teaching and learning* (Doctoral dissertation, STATE ISLAMIC UNIVERSITY).
- [3] Akram, M., & Saleem, Z. (2022). A Critical Discourse Analysis of Language Used in Advertisements. *Turkish Online Journal of Qualitative Inquiry*, 13(1).
- [4] Brake, D. R. (2012). Who do they think they're talking to? Framings of the audience by social media users. *International journal of communication*, 6, 21.
- [5] Chouliaraki, L. (2004). Watching 11 September: the politics of pity. *Discourse & Society*, 15(2-3), 185-198.
- [6] EMODI, L. N. (2021). A Contrastive Analysis of the Syntactic Features of English and Igbo Nouns and Verbs. *Ansu Journal of Language and Literary Studies*, 1(5).
- [7] Fairclough, N. (1993). Critical discourse analysis and the marketization of public discourse: The universities. *Discourse & society*, 4(2), 133-168.
- [8] Fairclough, N. (1993). Critical discourse analysis and the marketization of public discourse: The universities. *Discourse & society*, 4(2), 133-168.
- [9] Fairclough, N. (2013). Critical discourse analysis. In *The Routledge handbook of discourse analysis* (pp. 9-20). Routledge.
- [10] Fairclough, N. (2013). Critical discourse analysis. In *The Routledge handbook of discourse analysis* (pp. 9-20). Routledge.
- [11] Fowler, M. R. (2005). Transplanting active learning abroad: Creating a stimulating negotiation pedagogy across cultural divides. *International Studies Perspectives*, 6(2), 155-173.
- [12] Hager, P., & Hodkinson, P. (2009). Moving beyond the metaphor of transfer of learning. *British educational research journal*, 35(4), 619-63.
- [13] Hall, P. M., & McGinty, P. J. (1997). Policy as the transformation of intentions: Producing a program from statute. *Sociological Quarterly*, 38(3), 439-467.
- [14] Haq, A. R. N. (2011). *Stereotyping of women as a domestic being in Bangladeshi television commercials: A critical study of discourse* (Doctoral dissertation, East West University).
- [15] Ingham, M. (2021). Agents, Agency, & Agencies in Assembling Liminal Learning Spaces.
- [16] Janks, H. (1997). Critical discourse analysis as a research tool. *Discourse: studies in the cultural politics of education*, 18(3), 329-342.
- [17] Janks, H. (2009). *Literacy and power*. Routledge.
- [18] Khoiriyah, I. (2020). *The Effectiveness of Sequence Pictures Media in teaching Writing at the Eighth Graders of MTs YP*

- KH Syamsuddin Durisawo Ponorogo (Doctoral dissertation, IAIN Ponorogo).
- [19] Khoiriyah, L., & Mujiyanto, J. (2022). The realization of formulaic competence in the classroom interactions among learners in Kampung Inggris Pare. *English Education Journal*, 12(2), 141-150..
- [20] Kim, E. Y. J. (2016). Persuasive strategies in a chauvinistic religious discourse: The case of women's ordination.
- [21] Kress, G., & Van Leeuwen, T. (2002). Colour as a semiotic mode: notes for a grammar of colour. *Visual communication*, 1(3), 343-368.
- [22] Laili, N. A. (2019). *A Multimodal Analysis of Fallacies in Malaysian and Singaporean Anti-Smoking Advertisement* (Master's thesis, University of Malaya (Malaysia)).
- [23] Maghfiroh, A., & Triyono, S. (2020). The ideological embodiment of Nadiem Makarim's speech: A critical discourse analysis. *Indonesian Journal of EFL and Linguistics*, 5(1), 97.
- [24] Ruane, R., & Lee, V. J. (2016). Analysis of discussion board interaction in an online peer mentoring site. *Online Learning*, 20(4), 79-99.
- [25] Salam, S. (2019). *Imposed silences, subversive voices:(re) reading selected Pakistani Anglophone writing through the bodies of Pakistani-Muslim women: a dissertation presented in partial fulfilment of the requirements for the degree of Doctor of Philosophy in English Literature at Massey University, Manawatu, New Zealand* (Doctoral dissertation, Massey University).
- [26] Setiawan, R., Kencanawati, D., & Nurhajati, D. (2020). *THE IMPLEMENTATION OF PROJECT BASED LEARNING TO INCULCATE THE STUDENTS' SKILL IN SPEAKING FOR INFORMAL COMMUNICATION AT UNIVERSITY OF NUSANTARA PGRI KEDIRI* (Doctoral dissertation, Universitas Nusantara PGRI Kediri).
- [27] Shahwar, D., & Dhar, R. L. (2023). Unravelling the mysteries of cyber incivility: A systematic review and research agenda. *International Journal of Conflict Management*.
- [28] Shukla, A. Political Discourse on the Platform of New Media: An Analysis of People's Quotient of Involvement.
- [29] Shukla, P., Banerjee, M., & Singh, J. (2016). Customer commitment to luxury brands: Antecedents and consequences. *Journal of Business Research*, 69(1), 323-331.
- [30] Toncar, M., & Fetscherin, M. (2012). A study of visual puffery in fragrance advertising: Is the message sent stronger than the actual scent?. *European Journal of Marketing*, 46(1/2), 52-72.
- [31] UMEZINWA, J. (2018). CONCEALMENT, AMBIGUITY AND VAGUENESS IN SELECTED MEDICAL CONSULTATIONS WITH THE TERMINALLY ILL.
- [32] Wills, J. (2011). *Rhetorical motives in advertising: A theory of advertising genre as religious discourse* (Doctoral dissertation, University of Saskatchewan).