

**LINGUISTIC FRAMING IN REAL ESTATE
DISCOURSE: A MULTIMODAL ANALYSIS**

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**LINGUISTIC FRAMING IN REAL ESTATE DISCOURSE: A
MULTIMODAL ANALYSIS**

By

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ABSTRACT

Thesis Title: Linguistic Framing in Real Estate Discourse: A Multimodal Analysis

In this study, the researcher has explored the role of lexical choices and visuals in real estate advertising. The researcher has selected thirty-five real estate advertisements of Gulburg and Gulburg Greens for analysis. To make twofold analysis, the researcher has integrated two theoretical models i.e. Kress' (1996) Visual Grammar and Blackmore and Holmes' (2013) model of Frame Analysis. These two models helped in decoding and investigating the hidden ideologies and message which these advertising have. Firstly, the researcher made an analysis of linguistic frames which are created with the help of different syntactic and semantic techniques and with the help of trigger words to grasp the attention of the viewers for boosting economic growth. The researcher also found different values which are attributed with the frames. These values are categorized either as extrinsic or intrinsic. The extrinsic values are purely commercial and are meant to increase economic growth in real estate sector. The real estate advertising apparently creates intrinsic values which deal with the benevolence of society and environment, but the current research investigated how these values are used for commercial purposes. These values create a misleading impression on the viewers and the viewers are emotionally and psychologically tempted by the advertisements. The researcher also found different modes of communication which play a vital role in conveying the message of the advertisers. These modes also produce a misleading impression of advertisements on the readers. Finally, the researcher also explored the way through which the relation between the producers of the advertisements and the viewers is being developed.

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DEDICATION

I proudly dedicate this dissertation to my late father (Mr. M. Zahoor Khan) who had always been a source of inspiration and stamina to undertake my higher studies and to face the eventualities of life with zeal and fear of Allah Almighty

CHAPTER 1

INTRODUCTION

1.1. Introduction

Language is an effective tool to analyze the variety of texts related to our daily life which play vital role in our individual and social cognition and mind framing of different aspects of life. Language helps us in decoding the intended and underlying stories which the texts have between the lines. These texts and stories can be interpreted and analyzed through different perspectives such as socio-psycho, pragmatics, anthropological and forensic. The contemporary society is full of discourses which provoke the attention of the linguists for linguistic analysis. Discourses, as we live and die by them, contribute a lot in social and individual cognition. The level of understanding of these texts and discourses varies person to person and society to society. The language of these discourses is not as simple as it is assumed. There are many embedded stories in these lexical choices. The critical study of language can bring remarkable changes in social and cognitive behavior of the individuals. Thus, language used in different contexts and settings needs to be critically understood and analyzed. In the same way, advertising genre and manipulation in advertising has been the interest of many linguists, sociologists and psychologists. In the last two decades, there are many researchers which have been conducted to explore manipulation in the advertisements of various products and to examine the crucial role of advertising in creating unwanted necessities in young generation (Diaz, 2011). Advertising is an inevitable part of the modern capitalist society whose outstanding feature is its competitive fight. The aim of advertising is to be catchy and easy to remember. Advertisers use language quite distinctively: there are advantages in making bizarre and controversial statements in unusual ways as well as communicating with people using simple, straightforward language. Copywriters are well-known for playing with words and manipulating or distorting their everyday meanings. They break the rules of language for effect, use words out of context and even make up new ones. In its simplest sense, the word advertising means drawing attention to something or notifying or informing somebody or something. We can advertise by word of mouth, quite informally and locally, and without incurring great expense. But if we want to inform many people about something, we might need to advertise in the now familiar sense of the word. Advertising language can be defined

by its major functions, i.e. to attract attention and to persuade people to buy the product or service it presents. But from the predominant persuasive function, a set of typical linguistic features can be derived, which can be considered characteristic of the language of advertising, as they best serve the purpose of attracting attention, persuading and convincing as well as entertaining the recipients. The appellative function is the first and foremost function of advertising language. However, this does not always become clearly obvious, and the function to appeal to the recipients and persuade them to buy is often concealed underneath or accompanied by other functions such as the descriptive, narrative, expressive or poetic and aesthetic function of language. Descriptive language in advertising is most frequently found in product descriptions. However, the descriptive function of advertising texts is only fulfilled in very few cases. Narrative elements are essential to so-called testimonial ads where pseudo-users report on their experience of using the product. Advertising language takes on an expressive function when the sender of the message, i.e. the company advertising its products or services, makes statements about their history, philosophy and visions. Finally, the language of advertising frequently uses figures of speech and other stylistic devices that are considered typical of poetic language, such as puns, metaphors, neologisms, alliteration, assonance or rhyme. This bears witness to the high degree of creativity involved in advertising language and contributes to the secondary function of advertising to entertain the recipients. Due to its highly appellative character, advertising language is one of the most efficient vehicles of ideology. This aim is achieved by using simple language with a relatively weak structure grouped around a simple unit of meaning that can be easily remembered.

However, real estate sector and advertisements received less attention comparatively by the linguists. The real estate sector is a rapid growing sector in Pakistan. The real estate sector is rapidly boosting in Pakistan. Although the living and residential facilities are in deplorable condition in Pakistan, yet the advertisements create this dire need of purchasing land and provoke the investors to invest more and more in this sector. The misleading impressions of the advertisements provoke the investors to invest in different housing societies and construct their homes here to enjoy unlimited luxuries. The importance of the sector lies in the fact that it is the costliest investment sector in Pakistan. The land is being offered by the real estate agents as a commodity or a product which is supposed to be consumed more and more. The real estate market encompasses “all transactions which involve dealings in right or

access to land and buildings” as defined in a survey report on Real Estate in Pakistan commissioned by Ministry of Commerce (2007) as part of the larger study on Domestic Commerce (Niazi& Khetran, 2007). The survey report discusses that real estate market in Pakistan is not transparent; standards are not uniform and there are loopholes in transaction and legal system. The current study aims to explore and uncover the underlying principles working behind the Pakistani real estate advertising and their influence on social life with the help of interplay between verbal texts and visuals.

1.2. Discourse

Discourse, as a general term, refers to the language which is used in the social context. Discourse Studies is a discipline which is concerned with the interpretation of twofold relation between form and function in communication (Renkema, 2008). Discourse, in fact, is the use of language in social context to communicate broader meaning. Language is meaningful when its social conditions are considered, for example, who is speaking and under what circumstances. Language is never neutral as it has many social implications (Tator, 2002). The context of discourse also determines its type like political discourse, environmental discourse, religious discourse or medical discourse. On the other hand, discourse at sometimes, can contrast with the text. Text is more concerned with whatever is written or spoken, whereas, discourse includes the whole process of communication like context, background and other information and knowledge shared by the speakers and the listeners (Bloor, 2013).

Discourse is referred as a set scheme of cognition which is represented through language. There are variety of ways to investigate and interpret language because human language is diverse and multifaceted (Chaika, 1982). Language is such a tool of communication which turns meaningless elements into explicit and logical components. Words make sentences which produce discourses. Discourse shapes life in such a way where it is compatible with values, thoughts, visuals, and culture and body style. Our actions and thoughts are identified through discourse. Discourse is not developed by individual talks; rather it is developed in the context of society and culture (Gee, 1996). Discourse helps in understanding social norms and values in our surrounding. It helps us in determining right and wrong. It is, in fact, a mirror of society (Gorgorio, 2005)

1.3. Advertising Discourse

The present study focuses upon one of the most important genres, that is, advertisement. According to Cook (2001), advertising is everywhere in contemporary society. We can't walk down the street, shop, watch T.V, go through our mail and read a newspaper without it. These advertisements have different functions which work unconsciously on the readers or viewers. The function of advertisements is to remind, persuade, inform, and to change opinions (Cook, 2001). Goddard (1998) argues the real purpose behind the language of advertising to capture the attention of specific product and to develop the ideal attitude towards the very product.

As language varies person to person, region to region and society to society, same is the case with the language of advertisement. The style and approach of language is different in different societies and countries. Advertisements can be differentiated with respect to lexical choices, visuals and contents. The advertisements are designed according to the mental approach, trends, choices and preferences of the society and people and their social background (Dyer, 1995). Lexical choices are displayed in the advertisements to show the context of the advertisements. This context is just like a ground which is designed for a specific game. Thus, context show the salient features of the culture. The context is the basic element of out of six major components which communication includes. Cook (2001) argues that advertisements are a multidimensional activity which influences both culture and its context.

Currently, English has become contact language for different people and communities who do not have a native language. As a result, it is widely used for advertising for presenting modern ideas and concepts across the continents. "English performs diverse roles in various national contexts" (Myers, 2010).

Advertisements grab the global attention of the people, irrespective of their regional and cultural belongings. Advertising is a source of connecting people across the world. Advertising is meant to give notice, information and knowledge (Piller, 2001). He further argues that advertisement should also include information and stress in it. To him, the core purpose of advertising should not to sell only products but also create interest and produce curiosity among the consumer for innovations and products. The current study aims to highlight and explore these underlying strategies of the advertisements which play an important role in the mind mapping of the people. The focus is upon selected real estate advertisements of Gulburg Housing Society.

1.4. Frame and Framing

The linguistic analysis is made based on lexical choices which are used to create different frames in real estate marketing. Kaufman (2013) argues that frames are cognitive shortcuts that help us in making sense of complex information. Frames also help us to interpret the world around us and represent that world to others. We give meaning to some aspects of the frames and ignore the others which are not relevant to us. Thus, frames provide meanings through selective simplification, by filtering people's perceptions and providing them with a new vision. Stibbe (2015) defines two types of values of the frames i.e. extrinsic and intrinsic values. The extrinsic values are purely capitalists which boost power, status and economic growth, whereas, the intrinsic values deal with the universalism, social benevolence and welfare. The present research applies the model of Blackmore (2013) for the analysis of linguistic frames used in real estate advertising. The model helps in interpreting the lexical choices and their values. The real estate advertising uses transactional framing, which is loaded with extrinsic values, ignoring intrinsic values altogether. Consequently, the people become status conscious and their lust for power and status is enhanced through frequent use of extrinsic values in real estate advertising. The present study intends to highlight the prominence of extrinsic values in framing of real estate advertising. There are thirty advertisements which are selected for analysis of Gulburg Housing Society of Islamabad (Zone V). The present study explores how lexical choices and other multi modes communicate and embody different discursive techniques and ideologies.

1.4.1 Key Elements of Frame Analysis

Enatman (1993) defines four key elements of frame analysis or the elements which take part in the process of communication within a frame. These elements are speaker, receiver, text and culture. Firstly, the producer or speaker implements a frame according to his or her own point of view and belief system. Secondly, the text displays the frame itself. Thirdly, the listener or receiver who accepts or rejects the frame. Finally, the culture plays the most important role since we gauge the frames according to the standards which are set by the culture and society.

1.4.2 Types of Frames

The classification of frames can be made based on their values. Holmes (2013) defines two sorts of values of frames; intrinsic and extrinsic values. Holmes (2013), thus, categorizes the frames into intrinsic and extrinsic frames.

a) **Intrinsic Frames**

Holmes (2013) argues that the frames which are positive values are called intrinsic frames. These values can be related to the nature, creativity or collective action. These frames focus upon joint actions for nature and environment, discovery and exploration of natural beauty. These frames contain purely intrinsic values and work for the betterment of the society and environment. They have no hidden ideologies.

b) **Extrinsic Frames**

The frames which have extrinsic values like power, consumerism and status are called extrinsic frames. They are related to self-interest, wealth and power. These frames are transactional and commercial which are only concerned with economic growth.

1.5 Frame Analysis

Frames play powerful role because they help in making our perception of world in a specific way. We form an opinion out of multidimensional aspects of reality they decide to make some information and knowledge more useful and salient than other. We come across a variety of frames in our daily life. We highlight the area of our own interest out of these frames because we want to make reality from our own point of view and interests. Our perception depends on conceptual frames and patterns which are lying there in our mind. The function of frames is to highlight different issues, to make judgments, and to suggest solutions. Frame analysis helps us in understanding the impact of rhetoric and their underlying and embedded ideologies and motives. Thus, frames which are used in the text can only be interpreted through making a frame analysis (Kuypess, 2009).

Charlotte (1991) argues that frame analysis, in fact, is a tool for arranging and ordering information about how the listeners understand different issues. Frame analysis can be applied for grasping class judgments, fears and the way they perceive things. There are two main points of frame analysis; implementation of frame through a message or text, and deliberately making the perception of readers' understanding of a frame. Goffman (1974) argues that frame analysis plays a key role in classifying, organizing and experience of life to make sense of it.

The frames or schemata enable us to identify and interpret information. Gitlin (1980) defines frames as “persistent selection, emphasis and exclusion”. He argues that frames help in organizing and processing a great deal of information in a systematic and precise way which is helpful for both producer and listener. Gamson (1987) goes in further detail. According to him, frame is the central idea of the story which conveys intended meanings. These frames and stories are produced by different devices like metaphors, catch phrases, exemplars, and visuals.

1.6 Multimodal Discourse Analysis

The present study makes the visual analysis of the selected advertisements since the visuals also play an important role to convey the ideology of real estate agents. Kress and Leeuwen (1996) presented the model of visual grammar for visual analysis of images. The model is three dimensional i.e. Representational, Interactive and Compositional. The current study focuses upon only two dimensions i.e.

Representational and interactive. The interpretation of the visuals has two-fold effects. Firstly, visuals carry strong meanings and ideologies which should be interpreted to decode the meanings. The visual analysis helps in understanding the message of the advertisers. Secondly, the analysis of visuals also helps in identifying the relationship that exists between the producers and consumers. Thus, the current study is an attempt to decode the linguistic and visual frames in real estate advertising with special reference to Gulburg Housing Society.

1.7 Thesis Statement

Advertising as general and real estate advertising in particular play a vital role in social cognition and mind mapping of the people. The lexical choices and visuals carry different ideologies and messages through different advertising techniques. The manipulating and exaggerated role of real estate advertisements help in boosting profit and economic growth. Real estate advertisers create linguistic frames with the help of lexical choices and visuals. These frames contain extrinsic values like competition, power, status and economic growth. These frames lack intrinsic values which deal with universalism, and other beneficial values for society and environment. The advertisers use different techniques visually and linguistically to grasp the attention of the clients. Consequently, the clients enact on these directions of advertisement in the most expensive projects. These linguistic frames have great impact on social and individual behavior. The misleading impression of the advertisements equates the residential societies with the heaven. The lexical choices along with visuals play a

vital role in decision making process of the society. A thorough and multidimensional linguistic analysis is required to decode the linguistic framing which is being practiced by the real estate agents. The present study intends to decode and interpret these attention seeking devices used in the real estate advertisements.

1.8 Research Objectives

The research has following objectives:

1. To analyze and interpret lexical choices which contribute to linguistic frames in real estate advertisements.
2. To analyze different modes which play a communicative role in real estate advertising

1.9 Research Questions

There are following research questions.

3. How do lexical choices contribute in creating linguistic frames in real estate advertising?
4. How do different modes play a communicative role in real estate advertisements?

1.10 Significance of the Study

The present study plays a significant role in critical understanding of the advertising discourse with special reference to real estate advertising. The study highlights the underlying ideologies and assumptions which are used in real estate advertising. The study tries to decode the discourse which is produced by real estate advertising. The study further explores the way language contributes in economic growth and consumption of land and physical environment through lexical choices and visuals. The study might prove helpful in creating critical thinking about advertising discourse in general. The real estate sector in Pakistan is rapidly growing and the physical environment and agriculture land is consumed with a great speed. The housing societies are developed speedily for creating a sense of competition among the investors. There are no solid checks by the authorities, and as a result, the physical environment is being damaged. The real estate advertising creates a misleading impression on the readers and viewers. These advertisements represent the residential features in such a way, as they equate the housing societies with the heaven. The attention of the investors and the clients is being grasped through different advertising strategies which need to be interpreted. The current research aims to address this issue by decoding the hidden strategies. With this respect, the

current research might provide better social understanding for interpreting the real estate advertisements.

1.11 Delimitation

The current study is delimited to the multimodal analysis of thirty selected advertisements of Gulburg Housing Society, Islamabad. The selected advertisements are categorized under three areas. These areas are Sign Boards, Brochure, and Web based advertisements. The sign board of the time period for these selected advertisements ranges from April 2018 to December 2018. Theoretically, the study is also delimited. The researcher has integrated two theoretical modals with limited features, Firstly, the researcher has applied only first two dimensions of Kress (2013) modal of Visual Grammar i.e. Representational Dimension and Interactive Dimension. The third dimension i.e. Compositional Dimension is not applied in the study. Secondly, the researcher also applies Holmes (2013) modal of frame analysis. Here, the researcher applies only extrinsic and intrinsic values of the frames.

CHAPTER 2

LITERATURE REVIEW

2.1 Introduction

The current chapter focuses upon the review of literature. The researcher will critically evaluate the different theories and ideas in connection with the Discourse, Advertisement Discourse, Linguistic and Transactional framing, Real Estate Advertisement and Multimodal Analysis. The researcher analyzes the development and discussions which is relevant to the present research and its contents. The research topic, in fact, includes multiple terms like Discourse, Framing, Transactional framing, Real Estate Advertisement and Multimodal Analysis, which need to be analyzed independently as well as collectively to find the research gap of the present research.

First, 'Discourse' paves the way for interpreting real estate discourse. Secondly, multimodal and framing theories will further help in analyzing real estate discourse and different ideologies working behind real estate advertisements and discourses. The review of literature will also consider the previous works of scholars which are done with different perspectives on the same topic and to find the gap or the present study.

The foundation term of the current study is discourse. Discourse plays a vital role in linguistic analysis with different perspectives. Since the current research is based on real estate discourse, the researcher needs to explore the different functions of discourse and its application. The word discourse is a broad and elastic term as it is defined differently by different writers and theorists. Taylor (2013) argues that discourse analysis is the close study of language and language use as evidence of aspects of society and social life. The present study focuses upon the discourse which is produced by real estate advertisements and agents. These advertisements produce a discourse which is quite vulnerable for linguistic investigation to decode the underlying motives and ideologies. With this regard, the present chapter is divided under different headings to analyze and investigate the previous researches, their conflicts, and to find out the gap for the present research.

2.2 Discourse Analysis

In order to study or interpret a language, only the study of the components of language is not enough, rather we need to know the language is used. The component and form are

insufficient to understand the intended meanings of the speaker. This investigation is called Discourse Analysis (Yule 1996).

Firth (1957) argues that descriptive linguistics deals with meanings and the statements these meanings make. These meanings contradict at two levels; phonology and syntax. Firth (1957) believes that this contrast in the meanings sometimes makes the meanings absurd and illogical. He suggests interpreting meanings in the given contrast or situation. According to him, language without context is not meaningful. Discourse analysis, though not directly applied in the present study, is quite relevant with the study since it deals with the discourse produced by the real estate agents. The present study intends to find linguistic frames in real estate discourse.

2.3 Linguistic Framing

Lakoff (2014) argues that lexical choices play a vital role in evoking frames. Frames cannot be structured without the help of a language. The lexical choices decide the type and nature of the frames. Lexical choice is a powerful device which shapes our world and cognition patterns. Linguistic frames manipulate the discourse and social and individual cognition. Researchers have applied linguistic framing in multiple fields and situations and their impact on individuals, societies, and psyche. Here are some cases of linguistic framing and language manipulation in different situations. Some of them which are relevant to the current study are as following.

Scrase (2010) conducted research on role of linguistic framing of energy policy of U.K, its issues and solutions. He used the perspective of discourse for understanding of policy through framing. He investigated how linguistic framing helps in processing the public policies. Scarse(2010) applied linguistic framing to analyze different goals which are followed in the energy policies. The focus of research is on major four goals of energy policy: accessibility, efficiency, security and ecological acceptability for policy document. He also suggested reframing of carbon policy of U.K for its economic and environmental solutions and betterment. To him, efficient energy policy can be formed through a strong linguistic framing which will also help in bringing change in social and psychological cognition of the people and finding their positive response to the policy. The said study is very much relevant with the focus of the current study. Linguistic framing has been applied on public policies, while the current study applies it on real estate marketing.

Lopez (2010) conducted the research on metaphors which serve as a strong tool in framing through linguistics. He made a comparative study of metaphors based on concepts of Global Systemic Crisis in England and Spain. It was a corpus approach for analysis of metaphors in both Spanish and English financial articles in the leading newspapers of both countries from 2017 till the end of 2018. Lopes (2010) came up with the result that both these countries depict the issue of economic crisis differently with the help of lexical choices and linguistic framing. The same reality is presented in absolutely different ways in both sides. The Spanish articles use the linguistic choices which make the issue less severe as compared to the English articles. The approach helps in opinion making of mass and the response to the issue. Consequently, the economic crisis is viewed and responded differently in both the countries.

This study takes metaphors into account, while the current study deals with the frames. These both are important tools for creating a frame through language. Though the current research has strong relevancy with Lopez' (2010) analysis of metaphor but the investigating area of both studies is different.

Burgers (2016) focuses upon the linguistic significance of the figurative language like metaphors, similes and hyperbole in creating frames and establishing an ideology. He analyzed the frames which have these figures of speech in through four key processes: frame building, frame setting, individual effect and feedback. Burgers (2016) considers the impact of these figurative framing in cognition at both individual as well as social level. The study focuses upon the different lexical tools used in creating an ideology. With this regard, the study is relevant to the present study as the current study also investigates the role of frames in manipulation of advertisements.

Semino (2008) made a corpus-based study on metaphors which are used with reference to the cancer in different medical cases and discourse on U.K websites. He analyzed framing from three perspectives: cognition, discourse based and practice based. The particular study is based on corpus which contains 500,134 words used for cancer on websites. A sample of 15,000 words from corpus was analyzed with metaphor identification procedure. In this process, a comparison and contrast was made of basic meanings of these metaphors and their contextual meanings. Semino (2008) also included similes and other metaphorical expression related to the semantic fields. The analysis shows that variety of metaphors and expressions which are used for cancer patients and their experiences. The most common metaphor and

frames; however, are related to violence like ‘battle’, ‘fight’ ‘hard road’, ‘journey’, and ‘life and death’. The study suggests that these metaphors for cancer and their linguistic framing have very strong impact on the psyche of the patients and society. These metaphors should be reframed with health care point of view. The present metaphors create such a horrible and fearful picture of cancer and its victims which are not patient or treatment friendly. The patients; of course, take a great deal of influence of these metaphors. The process also affects their will power to overcome such a fatal disease.

Pla (2017) conducted the research on portrayal of the Muslims on the Spanish internet after the terrorist attacks in different European cities. The research deals with the linguistic framing of islamophobia and Muslim phobia. The Muslims are considered as terrorist and violent and the lexical choices which are used for them are typically related to violence and terrorism. The study used corpus linguistics as methodology to interpret the current identity of the Muslims in Spain. There are three corpora which are taken into account: Web corpora, Twitter corpora, and corpus of the newspaper articles on the topic of the Muslims. This corpus study examines co-occurrence of islam and Muslim and the discourse which they provide to marginalize the minorities in Spain like Muslims.

Florenica Reali and Daniela Rodrigues (2016) made a corpus as well as experimental surveys for exploring the connection between linguistic framing and mental disorder in Spanish. Firstly, they made a corpus analysis to interpret the linguistic framing and clues for depression in Latin American countries. They explored two main patterns: firstly depression is constantly named as a disease of brain. Secondly, they also pointed out that depression is metaphorically constructed. They also conduct a survey of Colombian students which showed that both linguistic and metaphorical construction of depression influence the participants differently, and their response is different in either case. The study tried to diagnose the influence of language and framing in conceptualization of brain and psychological issues, especially depression. The researcher tried to prove that linguistic framing is used as a tool for conceptualization of a reality. For example, the metaphors like ‘opponent’ for depression and the word ‘fight’ for depression put a negative psychological impact on patients.

Caballero (2018) explored the way the speech is depicted in Spanish and English speech framing. The researchers conducted the study with two main aims. Firstly, they explored the use of verbs, their belonging to the Germanic and Romance languages and their varied

meanings in both languages and how richly they use verbs in both languages. Secondly, they also tried to explore five semantic categories which include speech, activity, perception, cognition and emotion.

By reviewing all the above researches and their perspectives, the current research creates a strong relevancy with all these works. The earlier researches tried to explore the hidden ideologies and manipulation of language in different domains. Their investigation shows that lexical choices are strong tools for social and individuals' mind mapping and manipulative presentation of ideas. In the same way, the current research tried to explore linguistic framing in the real estate advertising discourse.

2.4 Advertising Discourse

The advertising discourse has been is one of the main concerns of the present research. The researcher evaluates different perspectives and point of views regarding advertising discourse for establishing the link of the present research with other researches in the same domain.

Advertisement is an emerging discourse which paves a way of research for linguists. Advertising plays a multidimensional role in the capitalist society. Advertising uses language as a basic tool to appeal the people and to manipulate their cognition. The advertisers use language for multidimensional purposes. They use different linguistics and visual tools to gain the attraction of a lay man for a specific product. Thus, advertising discourse includes many ideologies and messages which need to be decoded by a linguist. Cook (2001) defines purpose of advertising discourse "to amuse, inform, misinform, worry and worn" besides the major purpose of persuasion. The real purpose behind the language of advertising is to capture the attention of a specific product and to develop an ideal attitude towards the very product Goddard (2002). Leech (2008) explains advertising as an approach of hurried influence.

As Language varies person to person, region to region and society to society, same happens with the language of advertisement. The style and approach of language is different in different societies and countries. Advertisements can be differentiated with respect to lexical choices, visuals and contents. The advertisements are designed according to the mental approach, trends, and choices and preferences of the society and people and their social background Dyer (1995). Lexical choices are displayed in the advertisements to show the context of the advertisements. This context is just like a ground which is designed for a specific game. Thus, context show the salient features of the culture. The context is the basic element

of out of six major components which communication includes. Cook (2001) argues that advertisements are a multidimensional activity which influences both culture and its context.

Currently, English has become contact language for the different people and communities who do not have a native language. As a result, it is widely used for advertising for presenting modern ideas and concepts across the continents. Myers (1986) “English performs diverse roles in various national contexts.

Advertising also plays the role of global attention of the people, irrespective of their regional and cultural belongings. Advertising is a source of connecting people together across the world. People can with each other contact with one another in different domains such as economic, social and psychological. Advertising is meant to give notice, information and knowledge (Piller 2001). He further argues that advertisement should also include information and stress in it. To him, the core purpose of advertising should not to sell only products but also create interest and produce curiosity among the consumer for innovations and products.

Thus, the purpose of advertisements is not only to impart information but also to persuade and mind mapping. It is with the help of images, visuals, colours, symbols, and lexical choices that the consumers categories themselves with the product which is being advertised. Advertising creates a connection between the product and the consumer. It helps people in making choices of their day to day life affairs. The people can decide and chose the products as per their economic background. So, it deals with both appearance and information. The current research also tries to explore the role of visuals and lexical choices in real estate advertising.

2.4.1 Advertisements: A Contradictory Discipline

Advertising, like many other disciplines, is a contradictory discipline. It has its defenders and opponents. There are two school of thoughts; those who fovour it and those who are against. It cannot be said that all type of advertisements is environmental and social friendly, nor they are destructive.

Critics consider advertising as an influential tool for manipulation. The consumers find it difficult to decide what is more important for them and as a result they can’t satisfy needs. The advertising also forms an emotional connection between the consumer and the product. This helps people to change their standard and lifestyle accordingly.

Barthel (1988) argues that advertising, besides introducing new demands, it also defines new values. She says that advertising is a source of happiness for the people and makes them get rid of boredom. People believe that they need certain new things in their daily life to enhance and alter their lifestyle. This desire of purchasing new products is just like an intoxication of a drug. It serves as a relief and relaxation from boredom.

There are different opinions which support advertising and to them advertising share a positive contribution in a society and a culture. It also contributes in teaching of a society. The people learn many things through advertising. It gives people a sense of up to datedness. People learn a sense of dressing, eating and behaving in the society. Kellener (1995) argues that it is advertising which tells the people the way they should dress, the way they should behave with other social groups, how to adapt with the dominating class and its norms, how to become a successful and what factors lead to failure. Thus, advertising plays both positive and negative role in the society. Advertising puts great impact on social, ethnical and economic background of the people. It also plays role in gender discrimination and in creating gender stereotypes. Advertising assigns different gender roles in different societies. These gender roles are assigned according to the culture and social norms of different societies and are stereotyped. This role of advertising influences the overall role of women in different societies. These different roles which are assigned by advertising are sometimes taken for granted in conventional societies where people are not gender conscious. In this case advertising put a negative impact on the social cognition of the people and their understanding of genders. On the other hand, advertising also educates the people of different age groups and gender. The different classes of societies are being educated through advertising, directly or indirectly. The girls learn more and more about their lifestyle, i.e. fashions, health and beauty tips. They learn how to compete a modern society. In the same way, the young male folk come to know about different technological advances and innovations. The consumers of different products learn about different modern products which can reduce their problems and make their lifestyle easy going and comfortable. The old age group of people comes to know about different schemes of financial security and benefits through the advertising. The unemployed and jobless people get benefited as they get different jobs and business opportunities with the help of advertising. Likewise, many people get health benefits when advertising tells about the cure and precautionary measures of variety deadly diseases. Thus, advertising works only when one

decides to purchase a product or when one is indecisive about making any decision between multiple choices. In simple words, advertising does not force us to buy a specific product. Of course, we purchase a thing by our own free will, and keeping in view our economic background. It only helps us in making a better decision. Sheehan (2004) argues that advertising attracts us only when we view them.

This part of the chapter also deals with the theoretical assumptions of advertising discourse which directly relate to the current topic. The present study also focuses upon the contradictory nature of real estate advertising. The result shows that what is presented in the advertisements is not as it is claimed.

2.4.2 Advertisement as Communication

As advertising communicates a specific message to a specific receiver, it is considered an effective tool of communication between an advertiser and a receiver. It is a systematic communicative procedure where different communicative elements play their role. The attention of the listeners or audience cannot be captured unless the message is clearly conveyed to them. The purpose of advertising is not fulfilled if the receivers are unable to understand the message of the advertisers. The two main agents of advertising are encoder and decoder, or addresser and the addressee. The encoder who is also the producer of the message conveys its message to the targeted decoder with the help of different symbols, lexical choices and visuals. These different tools are displayed in a variety of advertising material like, billboards, signboard, newspapers, websites, magazines, brochures, and leaflets. The advertisers leave no stone unturned to public their message. They also produce the context of their advertising to form a holistic consciousness between the encoder and the public (Vestergaard & Schroder (1950).

There are different components which play the role in the process of communication. Three main factors which play an important role are; content of the advertised message, social and cultural context and the receiver who receives the message from the advertisements. These three are the key elements which shape our world and the thinking of the people (Sheehan 2009.)

The current study also makes an attempt to explore the communicative role of the real estate advertising. This communicative role is investigated with the help of multimodal analysis to highlight the role of visuals as well in the communicative process.

2.4.3 Advertisement as a Psychological Tool

Advertisers have many ideologies and objectives while launching a product in the market. These advertising agencies know very well the needs of their customers. They present their products in such a way that the people think that their life is incomplete without them. They glorify their products in such a way which appeal the people psychologically. In order to study then social and psychological behavior of the people, these agencies hire the sociologists and psychologists for the in-depth study of human behavior and psyche. The advertisers design their advertisements as per recommendations of these psychologists. This sort of advertisements aims at influencing their consumers psychologically. The psychological appeal not only attracts the attention of the people but also activates them abruptly to materialize the product. These psychologists even decide the type of images which are more attractive for any society. The advertisers also decide the hidden values of the advertisements. Their focus is more on the extrinsic values which are not pro environmental or social (Schroder 1985).

Advertising agencies care more and more about the psychological fears of the people. They are only related to the physical and material demands of the people. They want to put their consumers in such a comfort zone where they could feel uncomfortable without certain products. They also create a sense of competition among the masses for their materialistic approach. They also try to categorize the social and material needs separately. The basic material needs are home, dress, food, medicines, transportations, and other things related to our daily life. The social and psychological needs include feelings like love, friendship, marriages and so on. Advertising deals with both types of needs which are being represented through different psychological and linguistic tricks. The agencies of advertising impart values accordingly with their advertisements; keeping in view the type of society and the type of needs they are dealing with (Schroder 1985).

White (2000) presents Maslow's theory of human needs. Maslow represents the hierarchy of human needs. To him, the basic psychological needs are to be accomplished before any other type of needs. He puts the needs of human beings in an order. Man, without food or shelter, cannot think about the other luxuries of life.

Advertising is a complex process as it considers many things before public it. The advertisers need to keep in mind the priorities, likeness and choices of the people. They must

keep in mind the different trends of that particular society. The social classes are carefully classified as lower, middle and upper class. The advertisers also need to know about the resources of the targeted class. Advertising aims at making people fulfill their dreams even in limited sources. Advertisers must know about the complete profile of their consumers. Leiss (1997) argues that advertising does not consider the way the people act; rather it deals with the way the people dream.

Thus, advertising agencies are primarily concerned with the attitude of the people and try to change them. In simple words they make people to purchase their products. As a result, the agencies of advertising develop their own narrative about different social values like sex, family life, friendship and romances Barthaël (1988). The advertisers lemmatize themselves to the very approach of the consumers. They consumer feels at home with the advertising agency and easily gets attracted by the offer. Like other type of communication, advertising also deals sometimes with the logic and sometimes with the emotions. They leave no stone unturned to persuade their consumers. Advertising fulfills all the decorum and requirements of communication.

The current study also deals with the influence of linguistic framing of real estate advertisements on the psyche of the people. The real estate advertisements present such frames in linguistics which influence the clients psychologically and they invest in different housing projects. The psychological impact of the advertisements varies product to product. The real estate advertisements tempt the clients on the basis of their raised lifestyle and living standards. The current study discusses how these linguistic frames draw the attention of clients for desiring their own homes and land.

2.4.4 Cultural Influence on Advertisement

The customers derive meanings not only from the given text but also from the social and cultural background. The people interpret the advertisements through the lens of their own cultural background. The day to day happenings in a society play vital role in forming the ideologies of the society and the consumers. These are cultural values, based on which either we ignore a product or purchase it. Cultural lens helps in making decisions or finding rationale in the advertisements (Sheehan (2013)). Our thinking and ideas are inbuilt in our mind after an evolutionary process which takes place unconsciously in our mind. This cultural influence is a great force which works behind our behaviours, attitudes, personal likes and dislikes, and our

day to day decisions. The products which are presented in the market are considered to be having a strong connection between personal satisfaction and social happiness and success. The advertising of these commodities is only successful when it fulfills these both criteria of the consumers.

Barthel (1988) argues that product must be considered as a person because products are presented and sold not based on what they are rather what image they are presenting. It is commonly observed that most of the people usually purchase things which are not part and parcel of their lives, but they buy to raise their lifestyle and social status. The advertisers foreground these hidden ideologies through different visuals in their advertisements. We come across many aids of expensive vehicles, apartments, home appliances which clearly promote these ideologies. These aids are not related to our necessities of life and the usefulness of certain products, but they only promote the ideologies of capitalists concerning only with status and power. The advertising discourse needs to be interpreted by keeping in mind all these factors in mind. The current study also intends to explore the cultural relevance of the advertisements.

2.4.5 Role of language and visuals in Advertisements

This part of the chapter considers the different studies which focus upon the role of visuals in advertisements. These studies are quite relevant with the present study since the present study also applies multimodal analysis of the advertisements.

The basic purpose of language of advertising is to give information, instruction and to persuade. Leech (1987) argues that language in advertising may deviate from the prescribed rules of the language. The advertisers have liberty with this regard to use cliché according to the psyche and social background of the people. The advertisers must use variety of lexical choices to sell their products and to convince the people.

In the same way the visuals create a strong bond between the product and the social aspects. Images not only present a product, but they also display the view of the world and lifestyle (Kellener 2011). The images which are presented in the advertisements have four main functions (Messaris 1997). These images have the capacity to arouse the feelings and passions by presenting an image of a person and product in an excited way. Secondly, these images show the photographic presentation of an event which is sold to create a sense and desire for superiority of human beings. Thirdly, they also form a link between the product sold and the

actual product. These images along with the participation of human beings represent a life like situation which appeals the consumers. Human beings are shown in these images while enjoying different luxuries of life in such a comfortable way that incites the consumers for purchasing certain products.

Fowles (1996) differentiates between words and images. Words or lexical choices are arbitrary links while images are natural presentations. The combination of words and images show the exact concept in the mind of the consumers which the advertisers want their consumers to have in their mind. The frequent use of images in advertising helps the capitalists to implement their ideologies on the society and individuals. These visuals also help the consumers in clarifying their idea about different products and projects. The consumers feel at home with day to day innovations of the producers and speed up the purchasing process which is the actual objective of the capitalists.

Romanenko (2014) made a linguistic analysis of online advertising. It was a corpus study of 150 advertisements which were divided thematically in three distinct categories: non-commercial advertising, advertising of alcohol and cigarettes. This linguistic analysis was made at phonological, lexical, orthographical, morphological, syntactic and semantic level.

Dyer Gillian(2008) takes advertising as communication in contemporary society and analyses it in cultural and economic context. Dyer (2008) states that advertising has become more and more involved in manipulation of social values and attitudes and is less concerned with the communication of essential information about goods and service. According to Dyer (2008), advertising is more than just information about a product. Advertising is, in fact, a system of communication which has its sender and receiver. The sender conveys a specific ideology through linguistics choices and receiver decodes these hidden messages and ideologies. Linguistics analysis of advertising helps a lot in decoding the underlying ideologies which are manipulated through language.

Baig (2013) made in-depth study of advertising discourse but deploying the approaches of Discourse Analysis and Critical Discourse . It aims at examining the power relation and struggle among product-producer and product-consumer to see the psychological dominance exercises through the advertising discourse. The study basically presents a counter analysis of advertising strategies and their influence on consumers' attitudes. The study also investigates that to what extent the consumers direct their discourse or how advertisers control readers'

mind and whether it is consumer who shapes the discourse of advertising through their demand or the advertisers who affect the consumers' beliefs. The data for this study are Dove products of Unilever Group of Industries.

Goddard (2002) argues that advertising is not just the commercial promotion of branded products, but can also encompass the idea of text whose intention is to enhance the image of an individual, group and organization. Advertising texts are seen as potentially involving complex notion of audience where readers have to work hard to decode messages and understand different address relationship. Goddard (1998) also highlighted different attention seeking devices which are frequently used for the purpose of competition and immediate action. These devices include images, verbal text and layout. These all devices work together to make the message effective for the receivers. These devices play a vital role to address the readers and persuade them.

Beangstorm (2013) made a linguistic analysis of two competing agencies in Grahaustown, South Africa. These agencies are Remax Frontier and Pam Goldivly Properties. The study is based on Martin and White's (2003) Appraisal System. The study investigates the interpersonal relationships set up between each agency and their prospective buyers, and how these relationships are affected by difference in the prices of the houses. Eighty aids are analysed in terms of linguistic choices pattern according to the monetary value.

Vahid (2012) attempted to analyse six different advertisements(products/nonproducts) to investigate the intentions and techniques of consumers product companies to reach more consumer and sell more products. The study analysed both, texts and images. The result shows that when a producer intends to sell a product, he gives power to the viewers or consumers. It could be understood by the results that the producers, generally tend to use their power and ideology to change people's behaviour and mind.

Although these above-mentioned works are relevant to the present study, yet their areas and perspectives are different. The current study explores the role of visuals and lexical choices used only in real estate advertisements which results in maximizing the investment in building and real estate sectors.

2.4.6 Advertising and Social Cognition

It is significant to notice whether advertising creates a new social thinking in a society, or it just reproduces the same social norms and values. This point needs to take all the

discourses into account. Matukin (2016) argues that the basic purpose of advertising is to create a link between the product and other human values like ambitions, personal likes and dislikes, desires and needs. Matukin (2016) goes on suggesting that advertising works as a reflection of a society, it does not intend to change it.

It is advertising which mirrors our daily routine and events and creates their original meanings. Our routine matters are highlighted in such a way that the people wish to celebrate every moment of their life. The advertisers put a stress on all the least features of our daily life and events (Leiss, 2005).

Tnaka (1999) argue that advertising promotes, and highlights culture and advertisers should focus upon the dominant aspect of the culture. As the culture varies, the ideology of the advertisements should also vary accordingly. The different countries have different level of acceptance of cultural and social values. For example, nudity in the country like France is not a matter of discussion, but it might be objectionable in U.S.A and restricted in Arab countries. Thus, one thing which is acceptable socially and culturally in one country may not be acceptable in other countries.

Although advertising carries the meaning, but it may not necessarily represent the reality. They give new meaning to life and consequently form a new society. We come across a million of advertisements in our daily life which inspire us to take a certain action in a society. We, as a result try to implement what we get from these advertisements. So, advertising not only shapes the individual thinking, but it also affects the society. The current study also deals with the cultural influences of the advertisements. The real estate advertisements also affect the culture in variety of ways. The demands of the people are presented in a fascinating way which convinces the clients to change and upgrade their social status and cultural values.

2.5 Real Estate Discourse

This part of the study considers and reviews different works which have already been done on the same topic with different perspectives and applying different methods and frameworks. The current study evaluates them to find the gap for the current study.

Advertising has emerged an important genre which produces a discourse which needs to be investigated linguistically as well as socially. Advertising are very common in our daily life and they are everywhere in contemporary society (Cook, 2001). These advertising include different domains of our daily life and society. The capitalists present the different views of

society and appeal the people to buy certain products, without concerning any other serious environmental and social issue. The Real Estate Discourse includes the exhibition of land through advertising of different types like sign board, brochures, billboards, booklets and may others. The capitalists represent the land and nature as a commodity which is meant to be purchased and uses according to one's own will (Loperena 2016). The real estate agents are only concerned with maximizing their economic growth. They sell land as a commodity and nature is presents as a product which can be purchased and used as a product. The real estate marketers use the specific lexical choices which create different frames. These frames need to be interpreted linguistically to decode the hidden objectives and motives of the real estate agents. The frames and constructed with the help of values which are attributed with them. Holmes (2013) states two types of values of these frames, that is, intrinsic and extrinsic values. Extrinsic values are purely materialistic which relate to power, status, economic growth and self-centrism. The intrinsic values, on the contrary, are related to universalism and social benefits. The intrinsic values are pro-environmental and beneficial for the society. They work for the betterment of the society and environment. The extrinsic values deal with maximizing and, therefore, do not contribute positively in our environment. The real estate advertisements ignore the intrinsic values and promote extrinsic values which make people appealed by these advertisements. Consequently, the people consider the land and the physical environment as a commodity and purchase it for either construction of houses or commercial activities. These sorts of frames and values do not promote pro- social and pro- environmental behavior. The real estate advertisers use lexical choices and visuals which are transactional and have only extrinsic values.

2.5.1 Real Estate Advertising; Different Perspectives

Pryce and Oates (2008) tried to explore the rhetoric and their function in real estate marketing. Their focus was on rhetoric devices like euphemism, hyperbole and superlatives. They explored that the use of superlatives differently in different marketing seasons. This study also explored the impact of these superlatives on the consumers and how their decision making is get affected using different rhetoric devices. These devices seemed to contribute in the process of marketing and social cognition.

Oates (2008) only focused upon only rhetoric devices which are used in real estate advertising. The current research deals with the linguistic framing which is used in real estate

advertising. The current research will also analyze the values which these frames have with them and how these frames use the trigger words to attract the consumers to buy the land.

Musa (2018) made a study on the role of real estate advertising of early 21st century in Amman, Jordan, and investigate the way these advertisements present the city. The research is basically focused upon the power relation who is applied on real estate advertisements and how it is interpreted by the people. The researcher drew theoretical interpretation of the said discourse and made an analysis of lexical clues and images of marketing brochures of three projects which are designed for the city of Jordan in 2000s. These projects are: The New Downtown to Amman, Jordan Gate, and Sanaya Amman. The research shows the interpretation of the residents of these areas of the advertising of these three mega projects. The research is based on the personal interviews for finding the results. The research identifies the regional and cultural elements in the advertising discourse of these projects. The research makes the inference that this advertising discourse tries to hide the actual power relation which has been developed in these advertisements. The article further shows that the foreign developers of these advertisements are concerned with their own ideologies, without concerning the local cultural and social trends. But the understanding and the interpretation of these advertisements is as per intentions of the developers. The readers understand the text which they are supposed to be understood.

Musa (2018) focused upon the power relation in the real estate advertisement. The study leaves some gaps in real estate advertisements. The focus of the research is on the power relation and the way the people interpret these power relations. The current research deals with the aspect of linguistic framing which is not the focus of the above-mentioned study.

Li (2012) made a study on the use of English in Chinese real estate advertising. The researcher argues that the national language is the mark of identity. The same is true in case of China which has homogeneous population. The use of foreign language and the ideologies of global capitalism influence the local culture and language a lot. The researcher tried to highlight how the spread of English language affects the national identity of China. The research also highlights that China needs to redefine its culture after the linguistic influence of foreign language. The study also highlights one of the major issues of urbanization in China in which the real estate discourse plays a significant role. Real estate advertisements persuade the residents of rural areas to settle in the cities and enjoy the luxuries of the city life. The study

also recommends the interchangeable Chinese linguistic expressions instead of using English expressions.

Ammar (2016) made an analysis of seventeen real estate advertisements in Pakistani socio-cultural context. The triangular model is applied on these selected advertisements. Fairclough's (1989) Critical Discourse Analysis is integrated with Halliday's (1985) Systemic Functional Grammar and Kress's (1996) model of visual grammar. The study makes an analysis of real estate advertisements as means of exploitation of human needs. The study interpreted the different techniques of advertising which are used to create the misleading impression on the viewers for maximizing the profit. The study is delimited to the advertising of the small houses only. The study discusses how the lexical choices are used to grasp the attention of the clients by offering them different incentives on prices and other features

Cristen (2012) made an empirical investigation of variation of real estate advertising language according to market fluctuation. The study made a comprehensive analysis of the language of real estate discourse in the property magazine of New Zealand in the years from 2001 to 2008. The researcher investigates the language of real estate over the time of eight years and highlights the differences and variations of language when the market is slower as well as when it is high. When the market is high, the advertisers use such lexical choices which prompt the buyers to buy more and more. They use more trigger and grabbing words to capture the attention of the buyers. During slow market, more emotive and persuasive language is used in real estate advertisements. This study is empirical in nature and main focus is upon variation of real estate advertising. The research leaves the gap since it does not take visuals into the account.

First (2007) investigated the influence of real estate discourse on the social and cultural aspect of Israel. The researcher highlights the impact of Globalization, Americanization on national identity. The study made a qualitative analysis which uses the semiotic interpretation of 489 real estate advertisements in Israel. The study also pointed out that neo liberal discourse which is applied in real estate discourse turns the concept of holy land into real estate.

Dai-Xing (2008) investigated the strategies of translation of real estate advertising from Chinese into English. He pointed out the excessive use of English lexical choices for Chinese real estate advertisements. He pointed out many brand names and linguistic frames which are

used with English versions. The researcher focused both the equivalents of English which are used for Chinese expressions as well as the contextual meanings which these equivalents produce. The research also highlights different translation theories which are applied in real estate advertisements and their cultural influence. The researcher offers some pragmatic strategies for Chinese-English translations.

Dai-Xing (2008) mainly stresses upon the translation strategies in the advertisements. With this regard the study is limited in the scope as compared to the current research. The current research investigates the role of visuals as well as the lexical choices in the selected advertisements.

2.6 Conclusion

The chapter presented a comprehensive review of related literature. The current research topic includes a wide range of subtopics like Discourse, Advertisements, Advertising Discourse, Framing, Linguistic Framing, and Real Estate Discourse. After reviewing different works of the scholars on advertisement, the researcher finds the gap for the current research topic. The current research makes a multimodal analysis of real estate advertisements in Capital territory, Islamabad. The present research area has not been focusing of all the earlier researchers. The researches which have been conducted on the topic mostly deal with the Critical Discourse Analysis of the advertisements of different sectors including real estate advertisements. Most of the real estate advertisement researches have been conducted abroad and do not deal with local market. Furthermore, the local researches only deal with linguistic analysis by using different perspectives. The current research finds its gap by making twofold analysis of real estate advertising of Gulburg Housing Society, i.e. multimodal and linguistic analysis. The research focuses in real estate discourse in the context of Pakistan. The data for analysis includes the real estate advertising material of almost fifteen mega projects of capital territory of Islamabad (Zone 5). The current research found this gap after analyzing advertising discourse analysis which has been made by the earlier researchers. The real estate discourse is an emerging field in Pakistani context which needs linguistic interpretation. The frames, visuals and other strategies used in the real estate advertisements have strong tempting power and ultimately it results in just maximizing economic growth and more and more utilization of the physical environment and the land which is presented as a commodity in these advertisements.

CHAPTER 3

RESEARCH METHODOLOGY

3.1 Introduction

This chapter discusses the methods used in the present research. It also deals with the approach, type and framework used in the current research. The procedure of the research and the collection of data have also been explained.

The study is basically a qualitative study which deals with the multimodal analysis of the selected advertisements. The analysis is done separately for lexical choices and visuals which are used in the advertisements. The twofold analysis presents a comprehensive and twofold view of the selected advertisements. The visuals are supported with the linguistic description and vice versa. The applied method decodes the hidden message of the advertisers as well as the mechanism used in the advertisements. The method helps in exploring the interactive role of the advertisements between the producers and receivers.

3.2 Theoretical Framework

The researcher has used the following models for the analysis of the data.

1. Gunther Kress and Theo Van Leeuwen's model of Visual Grammar (1996)
2. Blackmore and Holmes' model of frame Analysis (2013)

3.2.1 Visual Grammar by Gunther Kress and Theo Van Leeuwen (1996)

Kress (1996) model of multimodality and Visual Grammar offers the systematic and comprehensive account of grammar of visuals. Kress (1996) argues that representation of anything is never only confined to words or phrases, rather it is multiple. The role of visuals is equally important for communication as well as for presentation. The visuals are also source of developing theories and grammar of visual communication (Kress, 1996). He further argues that there are not only language and image which communicate but there are also multi modes which are brought together in multimodal communication.

Kress and Leeuwen (1996) believe that visuals also fulfill the three metafunctions as presented by Halliday (1994). Kress and Leeuwen (1996) incorporate Halliday's (1994) three functions for semiotic analysis. Kress (1996) presented the following three dimensions for multimodal analysis

a) The Representation Dimension

This dimension starts from Halliday's (1994) ideational function which represents relation between things and within us. According to Kress (1996), this dimension includes two processes: Narrative and Conceptual. This dimension also deals with two types of participants. The first type deals with the people, places and other modes which exist within image. The other participants are the agents who produce images and the readers of the image.

b) The Interactional Dimension

This dimension deals with the interaction between the producer and viewers.

This dimension is based on Halliday's interpersonal function. It is the process through which the product encodes social meanings into the images. It deals with distance, angle, gaze etc.

c) The Compositional Dimension

This dimension discusses textual metafunction. It discusses the way how representation and interactive elements are made to relate each other. The elements of image can be analyzed through information value, salience and framing.

3.2.2 Blackmore's Framework of Frame Analysis

Blackmore (2013) offers framework for frame analysis. Frames are different associations which we attribute with the words consciously or unconsciously. Frames are made with the help of trigger words to persuade the attention of the viewers. The trigger words and specific words provoke us for actions Blackmore (2013). The simple linguistic presentation is not enough to motivate the consumers. The values which we attribute with the frames are the key factors to persuade the people for action. The frames and their values play a vital role in conservation sector. Blackmore (2013) presents two types of values for data analysis which the present research applies. The values are being discussed below.

a) Intrinsic Values

The intrinsic values which are attributed with the frames are positive and beneficial for the society and environment. These values create constructive motivation to the people for public welfare. They are not meant for any commercial and transactional purpose. The objective of these values is based on the benevolence and universalism. The intrinsic values include the values related to self-direction, benevolence and universalism.

b) Extrinsic Values

Extrinsic values are purely transactional and commercial. They are used for commercial purposes. Their aim is to maximize the conservation and consumption. These values are devoid of universalism and benevolence. With the help of these values linguistic frames are constructed to attract the consumers. In contemporary society, these values are frequently observed in the advertisements. These values are formed with the help of different lexical choices which need to be interpreted to reach the hidden ideologies behind these values. These values focus upon social status, power and economic growth. The present research also includes the analysis of these values by using the very framework.

3.3 The Rationale for Using the Said Models

The researcher used the above-mentioned models since they provide framework for data analysis. These models help in exploring the research questions of the present research. The first model is used for the analysis of visuals and other modes of communication which are used in the real estate advertising. The model helps in decoding the message and ideologies which are applied in the advertising of real estate. The second model offers a framework for linguistic analysis of the frames used in real estate advertising. By integrating these two models the real estate discourse produced by the advertisements will be interpreted and analyzed comprehensively. The two-fold analysis provides sufficient interpretation of the questions which are raised in the present research. The significance and influence of both lexical items and visuals will be investigated under the umbrella of these two models.

3.4 Application of the Aforesaid Models

The operational parts of the modals have been integrated for analysis. The researcher has applied the selected parts of these theoretical modals. Firstly, the researcher applies Kress' (1996), model of visual grammar for analysis. The research applies only two aspects of this model i.e. the representational dimension and interactional dimension. In the representational dimension, the researcher makes an analysis of different types of participants which are presented in the advertisements. These participants are either human beings or objects. The interactional dimension is also applied to analyze the interaction which is produced by these participants. The multimodal analysis of real estate advertisement clarifies the ideology of the advertisers. The representational and interactive dimension includes

different aspects like distance, angle, colour saturation etc. All the aspects are applied on the present research for making a profound analysis of visuals.

The second model of framing which is presented by Blackmore (2013) is also applied in the present research for linguistic framing used in the advertisements. The researcher applies different types of values of these frames to investigate whether the frames are transaction or beneficial. These values indicate the types of frames and advertising. The selected advertisements and their lexical choices are analyzed with the help of the said model. This aspect of this model helps in decoding the hidden messages and ideologies of the real estate advertisements.

3.5 Research Design

The present research is conducted using a qualitative approach. The data is the selected advertisements of real estate. The different modes of real estate discourse are being analyzed to find the effect of these advertisements on the viewers. The primary aim of the current research is to explore and investigate the role of lexical choices and visuals on the readers of these advertisements. To achieve this aim, the researcher has integrated two different theoretical models for more effective analysis. The linguistic analysis deals with the linguistic frames, their values and the trigger words used in these frames. In linguistic analysis, the researcher explores the frames and their values which are frequently used in the ads. The researcher applies the modal frame analysis. The multimodal analysis is based on only the representational and interactive dimension of Kress' (2013) three-dimensional modal.

3.6 Rationale and Criteria for Selecting the Advertisements

The researcher has selected thirty-five advertisements of Gulburg Housing Society. The researcher selected the Gulburg Housing Society since it was an emerging society at the time of conduction of the research. The society was at its peak and still it is considered the most expensive and luxurious society. The said society hired many advertising agencies for promotion of their projects and to attract the clients. The advertising agencies, within no time, boosted the project to the maximum level. The role of advertising is predominating in the success of the said society. Therefore, the researcher selected Gulburg Housing Society for its abundant advertising in the twin cities. Secondly, the different advertising agencies use different modes of advertising i.e. sign boards, web-based ads, brochures and print advertising. The researcher selected ads from three major areas i.e. print ads, sign boards and web-based

ads. The researcher is limited to the thirty-five ads from these three sources. In fact, thirty-five is a standard number for the current research because the number suffices the requirement of the current analysis. Furthermore, these thirty-five ads are more attractive for the viewers just for the use of abundant linguistic frames and visuals. These ads are more dominating ads out of thousands of the other ads.

3.7 The Collection of Data

The selected advertisements are divided into three main areas. The first one deals with the sign boards of Gulburg Greens and Gulburg. There are ten sign boards (Appendix A). The pictures of the sign boards have been taken from the main roads and crossings of the society with the permission of administration. The second deals with the brochure of Gulburg Greens from which ten pictures have been selected for analysis (Appendix B). The soft copy of brochure was provided by head office of Gulburg. The third includes fifteen web-based ads from public website www.zameen.com (Appendix C).

3.7.1 Area 1: Real Estate Sign Boards

The researcher visited different ongoing housing projects of Zone V of the Capital Territory, Islamabad. These projects include Gulburg Green, Jinnah Garden, OPF Housing Society, River Garden, Spire Mall and Ghorri Town. The researcher has collected ten sign boards of these projects from the major crossings of the city. These sign boards are designed by different marketing agencies which keep on changing after the time span of three months. These sign boards have very glaring visuals and linguistic frames which is the concern of the researcher. The current research makes an analysis of the linguistic and visual data presented in these sign boards to highlight the ideologies and motives behind these advertising sign boards. The research will also interpret how these sign board attract the consumers and persuade them for investment in these projects. The analysis will be made by using Blackmore's (2013) and Kress' (1996) models mentioned above. This twofold analysis will help in interpreting these selected sign boards. In this area ten signboards are selected and they are named as S1, S2, S3, S4,S5,S6,S7,S8,S9,S10 and S10 (Appendix A).

3.7.2 Area 2: Brochures

The researcher visited the offices of these projects and collected ten brochures of these projects. These brochures vary from the sign boards in terms of both content and form. These brochures discuss the different smart and major features of these projects. The payment schedule is also given in these brochures. These brochures also have trigger words and visuals which are appealing from consumers' point of view.

The figures of brochure selected for analysis are named as B1, B2, B3, B4, B5, B6, B7, B8, B9 and B10. (Appendix B)

3.7.3 Area 3: Web Based Aids of Real Estate Agencies

The researcher has also selected fifteen web base and online aids from www.zameen.com, an online real estate marketing website. The purpose of these aids is to deliver their marketing across the globe and to enhance viewership on internet as well. The selected projects also have their aid with slight variation of lexical and visuals choices as the targeted consumer's also get changed on online advertising.

In this are ten web-based aids are named as W1, W2, W3, W4, W5, W6, W7, W8, W9, W10, W11, W12, W13, W14 and W15. (Appendix C)

3.8 Data Analysis Procedure

After collecting the data, it was analyzed using the integrated using the two models. Firstly, some most relevant components of Kress (1996) model of visual grammar are applied for multimodal analysis. The first two dimensions i.e the representational and interactional dimensions are applied in the present research. As Kress (1996) argues that the visuals have strong potential for producing meanings and play an important communicative role in the advertisements, these two dimensions help in decoding the meanings. The first component of this model which is applied on the current research is Representational Dimension. This dimension is derived from Halliday's ideational metafunction which deals with the relationship which exists between things and agents. According to Kress (1996), there are two major participants in the advertisements i.e. represented participants and interactive participants. The represented participants are presented within the images like places and things whereas the interactive participants are those who produce these images. The representational also have two processes which are Narrative and Conceptual processes. In narrative process the

participants are related with the vector. On the contrary, the conceptual processes are static and are concerned with the ideas and concepts.

The second dimension, Interactive Dimension, of the theory which is applied in the current research deals with the interaction between the viewers and the images. The different components of this dimension which are applied in the current research are gaze, social distance, angle and modality.

The current research also makes a linguistic analysis of the selected advertisements applying Blackmore and Holmes (2013) model of frame analysis. The lexical choices which are used in these selected advertisements create frames with the help of trigger words which need to be explored and investigated. The researcher has integrated the model of Blackmore (2013) along with multimodal analysis for comprehensive study of real estate discourse. This model offers different values of frames for analysis and exploring the fact whether the frame is commercial or non-commercial. The researcher has extracted extrinsic and intrinsic values in the present research for the judgment of these linguistic frames. The linguistic analysis is descriptive along with the tables for each category. The trigger words which play a vital role in linguistic frames are also presented in tabulated form. The multimodal analysis of the selected advertisements is also descriptive, but the visual interactive tools have been presented in tabulated form.

3.9 Summary of the Chapter

In this chapter, the researcher discussed the methodology and the models used in the research. The researcher also explained the reason for using these two models. The data collection and the type of data and sources have also been explained. The researcher has collected brochures from the head offices of these projects. The sign boards have been collected by taking pictures of signboards from the different crossings of the city. Web based and newspaper ads have been taken from different web sites. The chapter also categorizes the data into three different categories. In research design, the researcher highlights different components of the selected theories which are applied in the current research. The rationale of using the said components of the selected theories is also explained.

CHAPTER 4

ANALYSIS OF DATA

4.1 Introduction

This chapter deals with analysis of linguistic framing and multimodal analysis of real estate advertisements. The basic purpose of the research is to explore the objectives of real estate agents which they embed through their advertisement strategies to make up the mind of the common people and change their mindset for maximizing investment and economic benefits. These advertisements strategies work on the psyche of the common people and attract them for their own benefits. The present research aims at exploring these factors and strategies by using Kress (1996) and Blackmore (2013) model on the real estate advertisements. Through these models both linguistic and visuals used in advertisements is analyzed to make a comprehensive study. The data of these advertisements is analyzed under different categories. These categories are mentioned below

Category A: Linguistic Analysis

Category B: Multimodal Analysis

4.2 Division of Advertisement Modes

There are different advertising modes and forms which are used by real estate agents. These different modes include sign boards, brochures, leaflets and web-based ads. These ads slightly vary both in context and lexical choices. These different modes are divided into following four areas.

4.2.1 Area 1: Sign Board

There are ten sign boards which have been selected in this area. This is the main mode of advertising which is being used by the real estate agents. The researcher has selected ten sign boards of one of Gulburg Green (Zone v) Islamabad which is one of the major and emerging housing projects in Islamabad. These sign boards are fixed on the main roads and crosses of the site of Gulburg. A large number of viewers are the target of these agents. The researcher has selected ten sign boards for analysis which are named as S1, S2, S3, S4, S5, S6, S7, S8, S9 and S10.

4.2.2 Area 2. Brochures

This is another major source of real estate advertising. These brochures are also compiled to attract the customers. The brochures have many pages are compiled in the form of a book. The sign boards use only titles and appealing phrases just to capture the attention of the viewers; whereas, the brochures have detailed description of the project and its features. The researcher has a selected a brochure which is published by Gulburg Greens for marketing different features of their project. The different pages of brochures are named as B1, B2, B3, B4, B5, B6, B7, B8, B9 and B10.

4.2.3 Area3. Web based Ads

The researcher selected fifteen web-based ads from different public websites named as “W”.

4.3 Linguistic Analysis

The language of advertising is highly manipulated in a very appealing way to attract the attention of the viewers. Leech (1972) calls this language of advertising as “loaded language”. He further defines different principles of advertising language. These principles are attention Value, Reliability (using simple and personal style), Memorability and Selling Power. The language of real estate advertising is manipulated at phonological, morphological, syntactic and semantic level. The present research is concerned with linguistic framing. Blackmore (2013) presented the model for frame analysis. The researcher intends to use this model for linguistic analysis of real estate advertising. Linguistic frames are made intentionally to grasp the attention of the viewers for selling their product. The land is presented as a commodity or product to be consumed by the consumers. These linguistic frames are made by using different linguistic techniques and giving them a set of values. The hidden ideologies of the advertisers are presented through these advertising in such a fascinating way as they are apparently universal and beneficial for the wellbeing of the people. Though most of the advertising texts here have visuals as their prominent feature, yet linguistic clues are also important since they enhance and complete the visual effect. So, the researcher intends to analyze the above-mentioned areas linguistically here one by one.

4.3.1 Area 1. Sign boards

The researcher has selected ten sign boards of Gulburg Greens. These sign boards were advertised on the main roads and crosses of Gulburg Greens.

The figure A1 is displayed on the main entrance of Gulburg Greens. The sign board apparently has an attractive look. The name of “Gulburg” is written on the top right-hand side and “Islamabad” is written in front of Gulburg. The name of project is dominating on the sign board because the advertiser focuses here on memorability effect of advertising. The name of Gulburg is made prominent to make the clients familiar with the name of the project. The word Islamabad is also prominent to show that the location of the project is in the capital of the country. Two simple phrases in Urdu are written on the top of the sign boards. These phrases are written in Urdu to create a reliability effect on the sign board. This is another trick to capture the attention of the readers. The Urdu phrases are used for social effect since Urdu is most frequently used in Pakistani society and even a layman can understand it. The phrases are “Brwkt faisla” and “Mehfooz mustakbil”. The emphatic constructions of phrases have been made in these phrases. The word “Faisla” and “Mustakbil” are both trigger words. These words have specific psychological and emotional effect on the readers. The linguistic frame which is created by these two short phrases is very appealing. The values which these linguistic frames have are extrinsic; though they look like as intrinsic. The phrases show that if we are unable to make a right decision on right time i.e. to purchase land, then our future is insecure. This frame; in fact, is more concerned with the marketing and maximizing economic growth. Furthermore, the land is presented here as a commodity which is meant to be purchased. On the contrary, this linguistic frame is least concerned with the welfare and well-being of a society or individuals. Their primary concern is with the investment of the clients to maximize the growth. The name of marketing agency and its monograph is also written on the left side of the sign board. The cell number and website address of Gulburg is also mentioned on the bottom line of the sign board.

The figure A2 is also displayed on one of the main roads of the Gulburg. The sign board also has almost same pattern. The brand name “Gulburg” is written on the top right side of the sign board. The brand name is written clearly on the top to promote the project and to make it memorable. The Urdu phrase “Behter say Behtreen Mustakbil” is written on the top of the sign board. The morphological technique of using emphatic structure is used in this phrase. The reliability and social effect is also displayed by using Urdu phrase. The phrase can be read and understood by almost all the people. The phonological effect of the phrase is also prominent as the words “behter” and “behtreen” create rhythmic effect. The linguistic frame “behter say

behtreen mustakbil” has extrinsic values which provoke a sense of security and status among the clients. It means that if the people are able to invest in Gulburg and are able to construct their homes, then they have excellent future. The words “future” and “behtreen” are the trigger words which create a strong linguistic frame in the mind of the people and, ultimately, provoke the customers to jump at the opportunity of investment. Through these trigger words the attention value of the signboard is also strongly created. The contact number and website link is also available on the bottom line of the sign board for quick contact.

The figure A3 presents an attractive look. The background is all green with plants and wide roads. The name of Gulburg is written on the top of the sign board for memorability effect. The word “Islamabad” is also written in front of Gulburg to show the location of the project and making sure that the project is in the capital of the country. Then another attractive phrase is written below the main title i.e. “Aik Naya Islamabad”. This phrase crates a linguistic frame by using the trigger word “new”. The phrase emphasizes the fact that Gulburg has all those facilities which are available in the capital Islamabad. The phrase also shows that a new capital with new features is going to be introduced by Gulburg. The phrase is quite appealing for the readers. The other sentence is written in bold a little below the centre that goes, “Build Your Home in a Green Healthy Environment”. The sentence creates a strong linguistic frame in the mind of the readers. The words “Green” and “Healthy” are the trigger words which are considered positive and strong adjectives. These adjectives are also compatible with the background of the sign boards as a great deal of greenery is shown in the sign board. The sign board has applied almost all the principles of advertising language. At semantic level, the phrase the phrase “strong and healthy environment” is used metaphorically, and in the phrase “build your home”, the personal deixes has been used as the clients are addressed by using second person possessive pronoun. This is a semantic technique which is used for creating attention value. The reliability of the sign board is also focused by using simple and personal style in the lexical choices. Thus, the linguistic frame in the sign board has used intrinsic values like “healthy and green environment” which are used purely for commercial purpose not for social or individual betterment.

The figure A4 is also presented in an attractive and fascinating way. A major portion of the sign board consists of greenery and plants. Some tall buildings among the natural scene have been presented. A canal of clean water can also be seen flowing from the middle. Gulburg

Greens is written on the top of the board. The phrase “Gulburg Greens” creates an alliterative sound using phonological strategy. This alliteration also creates a memorable effect on the readers as they quickly get familiar with the project. The green background and the word “green” present a real intended linguistic frame in the mind of the readers. The word green is used symbolically for freshness and natural atmosphere. Two attractive small sentences are written on the bottom of the signboard. The sentences are “Ya khwab nhe ha. Ya ha Gulburg Greens”. The word khwab (dream) is a trigger word which is used to express the indefinite beauty of the project which can only be imagined in dreams. The lexical choices claim that Gulburg Greens is such a beautiful project which turns our dream into reality by offering all the comforts and luxuries to its clients. The lexical choices which are used in the sign board create a linguistic frame which has extrinsic values. The values lead the customers to status, power and serene lifestyle. The sign board has all the attractions for the clients.

The figure A5 shows another smart feature of the project. The sign board shows a beautiful green playground with some kids with beautiful sports dress playing on it. The phrase “dedicated play area” is written on dark green background on the board. It shows that the project is working on all the needs and luxuries of its clients. The word “dedicated” is a trigger word which has a positive connotation and positive effect on the readers. The semantic technique of using metaphor is also used since the adjective “dedicated” attached with the play area. The sign board has strong attention value for kids as well as for their parents because most of the parents are very much conscious about the good physical growth of their kids and demand physical activity areas for their kids. The sign board is specially designed keeping in mind this factor. Most of the people are emotionally attached with the needs of their kids. Thus, the sign board used a strong linguistic frame which provokes the readers to invest in this project. The kids and play area are used here as a strong advertising tools by the advertising agents.

The figure A6 presents a beautiful view with tall buildings and green background. The name of Gulburg with its trademark is written clearly on bottom left side of the sign board. The statement “apny sirmaye ko mehfooz bnain arkuch hi arsa mein behtrren muafa kamain” is written clearly on the sign board. The sign board has strong selling power. The statement has many trigger words to provoke the investors. The words like sarmaya (investment), kuch hi arsa (short time), behtrren(excellent) and muafa(profit) are all those words which attract the

investors. The investors are always looking for short term profits. The sign board assures the investors that their investment will be secure and profitable. The pure capitalists' approach has been shown through these lexical choices. The sign board also gives the option of investment only to the investors. It means that if they do not want to live here and construct the house, they can sell the land with profit after a short time span. The linguistic frame which is used in the sign board has all the extrinsic values that include, profit, maximize investment, power and status. The sign board shows a purely capitalist approach and states clearly its objective of selling land and earning profit. The emphatic phrase “behtreem muafa” provokes the investors to jump at the opportunity.

The figure A7 also shows a fascinating presentation. A small female kid is going to school happily and the phrase “aj k bechy kal ka mustakbil” creates a strong relation. The phrase shows that the project has good and standard able schools and colleges which assure quality education for your kids. The education is also being commercialized in this sign board. The sign board shows that the project is very much concerned with the quality education and future of the country. “aj k bechy kal ka mustakbil” is a famous cliché which is used in educational context. It means that quality education is very necessary for the future of our country so there should be no compromise on their quality education. The same phrase is copied here to show that the project does care for the better education of all those who intend to live here. The project claims through this ad that quality education is also assured by Gulburg. This is another smart feature which Gulburg offers. Thus, on the other hand, the housing projects and their owners never care for education as much as they care for their profit and economic growth. The linguistic frame apparently shows values which are intrinsic and meant for social benefits, but, the true and hidden intention is to sell their plots and land. For this purpose, they offer every need of the people to provoke them for investing in the project.

In figure A8, another feature of Gulburg has been presented. In this sign board wide and well-constructed signal free road is shown which shows excellent infrastructure design of the project. In fact, small and rushed roads are one of the big problems of the twin cities. Thus, the project claims solution of this problem. The Urdu phrase with code switching “kashadaar signal free roads” is written on the right side of the sign board. The trigger words “kashada” and “signal free” are used to create a linguistic frame. This linguistic frame offers another

attractive feature for the investors. It shows that real estate agents leave no stone unturned to attract the clients.

The name of Gulburg is written on the top with addition metaphor “aiknaya Islamabad”. This phrase shows that this project intends to make a completely new capital within the capital with some refined and advanced features. This frame provokes the clients to quit the old capital and shift here to raise their status.

In the figure A9, the only green belt, roads and canals are shown. There are no buildings and construction sites. The background presents a green and natural look. The background and empty area show that this beautiful and natural area is made for you to purchase and consume. The linguistic elements which are written also show the same ideology. The phonological technique is used for brand name as the brand name “Gulburg Greens” has alliteration in it. This technique is mostly applied in advertising text to create a memorable effect. The other phrase “one chance to live the lifestyle you desire” is written. The lexical choices like “one chance”, “lifestyle” and “desire” create a strong linguistic frame in the mind of the readers. All these lexical choices have extrinsic values i.e. power, status and economic growth. The phrase also has emphatic construction as it shows that there is only one chance to fulfill the desires i.e. to invest in the said housing project. The phrase also shows that Gulburg Greens is the only project which can fulfill our desires and it has a standard able lifestyle which we can enjoy. The figure A10 is purely a linguistic based sign based which is fixed on the entrance point of Gulburg. The first sentence which is written in a small font is a compound sentence with cause and effect technique. The personal deixis “we” and “you” have also been used to create a relation between the sellers and buyers. In the first clause of the sentence it is claimed that they have a solution for us and the second clause highlights that our all the needs are being entertained in this project. The trigger words in the sentence “solution”, “compromise” and “needs” all are abstract nouns which show that in this sign board lexical choices are more important than images. The second sentence which is more attention seeking is written in the bold. The first part of sentence is a greeting phrase to welcome the clients and the second clause describes the characteristics of the project. The trigger words “green” and “serene” are positive descriptive adjectives which are used in a rhythmic way to create a phonological effect on the readers. The abstract noun “benchmark” is also has a positive connotation which is used to

show the high living standard. The linguistic frame which is made here has extrinsic values which provoke the customers for standard living and raising their lifestyle.

Table 1: Trigger Words used in linguistic Frames

Fig #	Linguistic Frames	Trigger Words
A1	Brwkt Fiasla Mehfooz Mustakbil	“Mehfoz”, “Mustakbil”
A2	Behter Say Behtreen Mustakbi	“Behtreen”“Mustakbil
A3	Ya khwab NheYa ha Gulburg	“ Khawab”
A5	Dedicated Play Area	“Dedicated”
A7	Aj k Bechy Kal Ka Mustakbil	“Mustakbil”
A8	Only Chance to Live the Life You Desire	“Only Chance”, “Desire”

4.3.2 Area 2. Brochure

This area deals with the analysis of a brochure which has almost ten marketing ads. The different pages of the brochure show different features of Gulburg. These ads are slightly different from the sign boards and use some other marketing tricks. It is observed that brochure describes the project in more detail because they are in book form and have larger space for

advertisements. Furthermore, the brochures are given directly to those who are interested in the project and demand detailed information of the project. In brochures, the targeted readers are selected and different and selected. Thus, the nature linguistic and non-linguistic elements are slightly different. There are following ads of brochure which are selected for analysis.

In figure B1, there is an excellent visual and linguistic presentation of an imaginary interior of a house in Gulburg. The visuals and linguistic framing are absolutely relative and compatible. The picture shows a happy couple with their small kid. The dressing of the couple, interior and standard able setting of the room shows an extraordinary lifestyle. The linguistic frames which are used in ad are also used as complement of what we see in the picture. The most prominent phrase “dream living”. The word dream which a positive descriptive adjective is attached with the abstract noun “living”. The phrase is used metaphorically which means that our living standard is raised to an unimaginable extent. The complete compound sentence “Dream living shouldn’t be a dream; we make it real” is an exaggerative sentence. The sentence claims that the project offers unlimited luxuries. The sentence and visuals are quite attractive and have strong attention value. The extrinsic values of the linguistic frame are also prominent to boost the promotion and selling.

The figure B2 also presents an attractive and fascination look. A series of modern style buildings are shown with a wide and beautiful road and greenery. The name of Gulburg with Islamabad is written on the top left. The brand name is always prominent in almost all the advertisements to make the clients familiar with the project.

The phrase “redefined living” is written on left bottom. The word “redefined” is used as a descriptive adjective with the noun “living” to create a strong semantic effect. At semantic level the phrase means that the true and real concept of living is only offered by Gulburg. The phrase is attention seeking since it claims that living has been redefined with many new extra features by Gulburg. The lexical choices are accurately used for what is shown in the picture. The linguistic frame offers the clients to experience the new and luxury style of life.

The figure B3 gives a detailed linguistic description. The description is made using descriptive positive adjectives and highly flowery language. The personal deixis “you” and “we” are used frequently to create a relation between advertisers and the clients. The adjectives which are used as trigger words to create a frame are “lavish”, “healthy”, “safe”, “beloved”, “exciting”, and “unmatched”. These descriptive adjectives are used to describe the different

characteristics of the project. Some noun and noun phrases are also used for highlighting the different features of the project.

These abstract nouns are “care”, “passion”, and “fairy tale “and “excellence”. These nouns and adjectives are blended in an artistic way to create a strong semantic effect on the readers. The linguistic description is given in a complete sentence form. The frequent use of personal deixis, and nouns modified by adjectives are used to establish a direct relation with the consumers. The linguistic frames used in the brochures are purely commercial and are meant to work for maximizing profit and sale. The values are apparently looking intrinsic, but they are, in fact, highly extrinsic and commercial which are concerned with economic growth.

In the figure B4, the most prominent part of the advertisement are visual but linguistic frames which are used also helpful in understanding the true objective of the advertisers. This is an advertisement of farmhouse which usually have a big covered area as it is shown in the advertisement. The headline “Luxury Farmhouse” on the top is morphologically structures by positive adjective “luxury” and the compound noun “farmhouse”. The word “luxury” is a trigger word which is used to capture the attention of the readers as it is appealing for reader and is the desire of every individual to have a luxury lifestyle. The connotative values of the words include status, power and competition. These values are purely capitalist and are concerned with only economic growth. They are least interested with social benevolence and universalism. The other phrase “luxurious farmhouses, beautiful and serene living” has also three positive descriptive adjectives “luxurious”, “beautiful” and “serene”. With the help of these adjectives, a strong and appealing linguistic frame is construed which has strong impact on the readers. These adjectives are frequently used in the advertisement of farmhouses keeping in mind the basic desires of the people and to achieve the desired goals from the targeted consumers. The farmhouse owners are usually the top rich people of the society which are looking for the best and the most advanced living style. The adjectives are specially designed in these phrases for the desired needs of the targeted group. Thus, lexical choices play a vital role in this advertisement. The trigger words are deliberately used as an attention seeking devices.

The figure B5 is mostly visually presented with an explanatory linguistic line on the bottom. The advertisers claim many features which are also shown visually.

Different phrases and words are used as trigger words. The noun phrase “a complete new city” is structured by using “complete” as an adverb and “new” is used as a descriptive adjective. The phrase as whole makes a strong emphatic effect and is used as an attention seeking device. In the same way, “to meet the future needs” is also an appealing phrase with trigger words “future” and “needs”. These words are emotionally attached with desires and needs of the people. The other features which are mentioned below in bold are “infrastructure”, “resources”, “environment” and “beautiful lifestyle” are all the trigger words which are mentioned keeping in mind the desires of the people. The advertisement has a strong selling power since all the linguistic features are quite appealing for clients and claim to meet their needs. These distinguished words written in the bold advertise all the major features of the project.

The figure B6 has strong visual and lexical representation. The first leading headline is “Experience the luxury, Experience the comfort” which has a strong attention value. Syntactically, the sentence is simply constructed by using two imperative clauses. The clauses start with the verb “experience” to create an emphatic expression. At semantic level, the clauses use epigrams to capture the attention of the readers. The repetition of word “experience” also creates a phonological effect and rhythm. The abstract nouns “luxury”, “experience” and “comfort” are used as trigger words for grasping the attention of the clients. These words have extrinsic values which are frequently used as lexical tools in capitalists’ ideology. These linguistic frames are used as strong tools to maximize profit and tools. The other sentence written on left side on dark green background is also semantically a well loaded sentence with many descriptive words to highlight the features of the project. The phrase “most luxurious housing societies” has strong syntactic and semantic values. The word luxury is turned into phrase by adding the superlative degree of adjective “the most”. Semantically, the phrase carries the strong meaning as it claims that it is the only housing project which has all the possible luxuries.

The figure B7 is composed by four different visual sites of the project show different features and work sites of the project. These different features are described one by one with bullets on the bottom of the page. These all features are designed with specific linguistic techniques to create strong and distinguished features of the project which are also the basic needs of any housing project. The first feature is “NON-STOP WATER SUPPLY”. The phrase is structured by using different linguistic techniques. At morphological level the word “non-

stop” is blended with an adjective and noun and is used as a compound adjective to describe “water supply”. The word non-stop is hyphenated word which is used to describe the additional characteristic of water supply.

The other phrase “High Alert Security System” is also made special by using compound adjective “high alert”. The phrase “high class maintenance” has also has the same technique. A compound adjective “high class” is used to describe the noun “maintenance”. Thus, the positive adjectives are used with the simple features to highlight them and as attention seeking devices. These trigger words create a strong impact on the readers about the basic necessities of and living area.

The figure B8 is visually presented is an attractive way with linguistic description of the images as a complement. This ad is meant to describe another feature of the project i.e. the plantation and greenery project of Gulburg. The phonological technique is applied in the headline and rhyming words “Green and Clean” is used to create a linguistic frame and memorability effect. Linguistic expressions are also very refined and selective as visuals. The description blow also uses the expressions which are ecological friendly. The social, cultural and environmental aspect of advertising is also prominent. The trigger words “deforestation”, “planting”, “trees” and “breathe” are all related to the environment to show the concern of the project with ecology and environment. The last sentence “Because we believe, Breath Clean, Live long” is bit deviant from the normal syntactic pattern is used as a cliché which is normally used in environmental context. Thus, the greenery and environmental aspect is also commercialized and advertised to fulfill the environmental demands of the clients.

The figure B9 deals with the price package of Guburg. The main leading line “lowest price” is presented as an eye catcher on the advertisement. The superlative degree “lowest” is used as trigger word with “price”. The phrase “lowest price” is always attractive for the clients. The phrase “the best land price for you” is also an attention seeking phrase. The superlative degree “best” is used with the noun “land” to create a strong semantic effect on the readers. The other phrase for price is “twice as lower as those in the CDA sectors”. The phrase uses the comparative degree “lower” to draw a comparison of the between Gulburg and other sectors of CDA. The phrase “more facilities” also indicates that a lot of facilities are there in limited and affordable prices.

The figure B10 shows another salient feature of the project keeping in mind the basic desire of the clients. The picture shows a wide and beautiful underpass with the linguistic headline on the bottom. The linguistic phrase used in the picture is “dedicated underpass”. A strong positive descriptive adjective “dedicated” is used as trigger word with the compound noun “underpass”. At semantic level, the phrase means that this underpass is constructed only for the travelling of the said project. The same intention is written below in the description. The description also used many trigger phrases and words to provoke the clients. The linguistic frames are used as attention seeking devices for the clients. These all phrases are specially designed for the desired needs of the clients. The phrases “for the ease of the residents”, “without travelling miles”, and the word “serve” are use as linguistic frames with specific extrinsic values. These values are neither universal nor social. Their only purpose is to offer every possible luxury and comfort to the residents and to boost the profit on the basis of these facilities. The lexical choices play very important role in manipulating the capitalists’ ideologies.

Table 2 :Trigger Words Used in Linguistic Frames

Fig #	Linguistic Frames	Trigger Words
B1	Dream Living	“Dream”
B2	Redefined Living	“Redefined”
B4	Beautiful and Serene Living	“Beautiful”, “Serene”
B6	Experience the Living, Experience the Comfort	“Living”, “Comfort”
B8	Breath Clean Live Long	“Clean” “Live Long”
A8	Only Chance to Live the Life You Desire	“Only Chance”, “Desire”

4.3.3 Area 3: Web Based Ads.

This area deals with ten online advertisements. The advertisements have been selected from different face book pages and websites of Gulburg. These ads are quality wise different from the sign boards and brochures since their targeted clients are different from those of sign boards and brochures. The online ads are visualized across the globe and; therefore, their linguistic and visual description is slightly different from other modes of advertisements. The analysis of these ads is following.

The figure C1 has a strong visual presentation and has strong attention value. A happy couple sitting in a romantic mode is shown with the natural background. The name of brand “Gulburg Greens” is written in bold and green colour at the top of the advertisement. The phonological technique of using alliteration is used in brand name to create a memorable effect on the readers. The word “green” is used which symbolizes natural beauty and greenery. This word is used to attract the attention of the readers. The other attention seeking adjectives which are used as trigger words are Urdu word “munfrid”, “purshikwa” and “baymisaal”. These Urdu words are used in the ad to create a reliability effect of the advertisement. The simple Urdu language is used to bridge the gap between the sender and the receiver. The Urdu words are adjectives and have strong semantic impact on the readers. These are attention seeking devices and by adding these words the ad has high selling power. Syntactically the phrase has strong emphatic construction. It shows this project has unique, luxury and matchless features. Thus, the investors should invest here without any hesitation.

In figure C2, there is a great deal of visual and linguistic presentation. A lady is reading something in a quite serene atmosphere and a luxury house. She is wearing a casual and modern dress which shows that she belongs to an elite class as the background shows. The brand name “Gulburg Greens” is written on the top of the ad. The linguistic description, written in Urdu, describes the different features and projects to boost investment. The first leading statement declares that now the time has started for the construction of your houses. The phrase “Pakistan ki khobsorat tareen rahaishi schemem” has highly emphatic and loaded expressions. The superlative degree “khobsorat tareen” or “the most beautiful” is used to create an attention value. The other message which this ad gives is “fori kabza and fori tameeer”. The phrase

intends to boost the investors for quick investment. There are many attention seeking phrases and words are used in the ad and it has strong selling power. The land is used as a product which can be purchased and consumed. The phrase “prime location of the capital” is also a trigger phrase used to grasp the attention of the clients.

The C3 figure has an attractive visual presentation. The concept of a happy and contented family is given by showing a beautiful happy couple on its dining table with multiple dishes. The leading headline, written in Urdu, is also written in poet expressions to create a strong attention value with the visuals. The personal daxis

“aap/you” is used to create a relation between advertiser and the client. The clichés “roz o shab” and “aap k khawabo” are used to create a poetic impact in the headline. At syntactic level, two simple phrases are combined in a simple and direct line. These simple phrases are usually used in the headlines for giving quick and grasping message. The other lines at the bottom of the ad also have some descriptive adjectives to create an attention value. These phrases are “prime location”, “fori kabza” and “foritameer”. These all trigger words and phrases have strong extrinsic values which are only concerned with investment, growth and earning. There are no intrinsic values which lead to universalism and social benevolence.

The figure C4 is about the deadline of the booking of the plot in “Gulburg Green”. The names of two three-star hotels “Marriot” and “Pearl Continental” are mentioned on the top to invite the people for taking information and getting the booking of the plots in the relevant project. These two names itself are source of the attraction for the people as the people wish to visit the hotels which are status of the symbol. The last date of booking is also mentioned in the mid of the ad in bold for the attention of the people and to provoke them for investment in a short time spane. The other attention seeking phrase “sohliat ka harat kada” is also written prominently below the headline. The phrase claims that this project includes all those facilities and luxuries which are required in a standard able life. Thus, the ad has a strong attention value as well as selling power. The lexical choices and visuals booth are attention grasping for the clients.

The figure C5 is beautifully presented both visually and linguistically. Visually, a man is enjoying golf which shows that the project has golf club which is an elite game. The picture of Faisal Mosque is also shown in the background to make sure that the society locates in the capital of the country. The first leading line is “Islamabad me inakar Islamabad” is an

exaggerative statement. Semantically, the phrase means that the society is full of all those facilities which a capital of the country can offer. The society is therefore a capital itself. The second line also emphasize on

“darulhukomat/capital”, since it is desire of the people to construct their house in the capital of the country which symbolizes status. The salient smart features are also mentioned one by one on the left side with different colour shades. All these features are modern and standarable which are symbole of high quality and standardable life.

The last line “ahd a jaded ki sohliat ka shahakar” also acknowledges that the society has all the modern facilities and attractions for residents. The lexical choices in the ad have all extrinsic values i.e. power, status and economic growth.

The figure C6 is also well presented visually as well as linguistically. Visually, the ad shows different outstanding buildings in the background with a lady who is giving the expression of ok with her thumb. Linguistically, the name of the brand is written in green ink on the top. The leading statement is written on the opposite side of the brand name. The headline is “Pakistan ki khobsorat treen scheme me in rhaishga ki tamer”. The leading statement is completely computable with the visuals which are presented in the advertisement. The superlative “khobsorat treen / most beautiful” is palced on the top to give attention value to the ad. Syntactically, the headline is an imperative sentence which directly provokes the clients for action. The other lines at the bottom incite then investors for quick possession and quick construction. The phrases “fori kabza” and “fori tameer” are used to provoke the investors for quick investment. The other salient features which are at stage are also mention on the left bottom to show that the society has been almost developed and now the construction work can be started. In general, the ad used the linguistic frames which have strong attention value and selling power. The values of these frames are extrinsic which are meant to boost the investment.

The figure C7 is all about the luxury life which Gulburg offers. The ad is strongly presented visually as well as linguistically. Visually, an image of a happy and contended life is shown in the picture. The picture shows a happy couple with their two kids who are enjoying their life to the fullest. It means that Gulburg really cares for the happiness of the people and we can get real happiness only if we are able to construct houses in Gulburg. The headline written on the top is also attention seeking and a special syntactic structure is followed. The

sentence has emphatic structure by using double negative in a sentence. The sentence is “there is not anything that your life demands and Gulburg doesn't offer”. Semantically, the sentence means that Gulburg has all those facilities and luxuries that our life demands. The personal daxis “your “is also used to create a personal relation with the clients. The intended and targeted group is elite and upper class of the society which is always looking forward for the most advanced facilities and living standard.

The figure C8 also has a lot of attention value. It shows a natural background with trees and greenery. A beautiful lady is represented who is casually reading something in a happy mode. Her dress is also very modern and of elite style. The headline written on the top also deals with nature. The phrase “ap k angan mein fitrat ka hasn lazawal” has poetic language. The personal daxis “ap” is used to create a direct relation with the clients. The phrase also has reliability effect as it has simple and direct style. The trigger words in this phrase are “angan”, “fitrat” and “lazawal”. These words are used as attention seeking devices. The word “fitrat” is presented as an artificial thing which can be purchased. All these visuals and lexical choices have extrinsic values which provoke the investors for purchasing the land. The ad is least concerned with the beauty of nature as a universal feature.

The figure C9 also deals with prompt investment for apartments and shops. The language which is used in the ad focuses upon the word “aj hi”. The incentive “8 percent” is also offered for all those who invest immediately. The other phrase “aj hi kraya wasool krn” is another attraction for the investors, although, this phrase is used in connotative sense to attract the investors. The other descriptive adjectives used as trigger words are “ideal location”, “behtreen moka” and “behtreen developed area”. These phrases also used the technique of code mixing to create reliability effect on the readers by using simple colloquial style.

In the figure C10, the most prominent features are images. There are also some verbal clues to deliver the message. The headline of the ad is written in a very exaggerative way. The phrase “kamyabi k sary record torny wali scheme” is used in a connotative sense. The phrase is actually a cliché which is normally used in a business setting to show a uniqueness of the project. The phrase is highly attention seeking for the clients as the clients usually prefer the most successful and modern societies.

Another feature is written in a red circle in the right mid i.e. “Approved by CDA”. This is another attraction for the clients since the societies approved by CDA are comparatively more

reliable and safer for investment. Thus, the advertisement has all the characteristics of advertising i.e. selling power, attention value and reliability.

The figure C11 is beautifully presented with night view of Gulburg. The prominent features of the ad are visuals but there are also some important and prominent verbal items. The main headline of the ad is “The beautiful Gulburg Islamabad” is written in bold on the top of the advertisement. The headline is a noun phrase which is modified with the definite article and the descriptive adjective “beautiful”. The phrase exactly depicts the beauty presented in the advertisement. The descriptive adjective “beautiful” is presented as a trigger word to grasp the attention of the readers. The name of the brand “Gulburg Greens” is written in green colour on the top left to symbolize “greenery”. There is also reliability effect in the advertisement as it is written in direct and simple style. In general, the linguistic frame in the advertisement is highly tempting for the readers since the verbal text and the visuals both create attraction for the clients.

In the figure C12, the main headline is written on the bottom. The background shows a large green belt with beautiful trees between two roads. The main phrase “purity and sustainability” is combination of two positive descriptive adjectives. The two adjectives are used as trigger words to create a strong linguistic frame. These adjectives also create rhythmic effect on the readers. The phonological technique of using rhyming word is used here to grasp the attention of the reader. By using these trigger words, the ad has strong selling power. The values of these two adjectives are extrinsic as there are used to boost the profit and investment.

In figure C13, there is beautiful combination of the verbal clues and visuals. The word “Residencia” is written in bullet on the top left which means that it is an advertisement of the residential area. The main leading line on the bottom is also very meaningful. The line is written as a beautiful epigram “invest today- enjoy tomorrow”. This is a combination of two imperative clauses. The advertisers directly address the viewers and ask directly for the investment. There is also an incentive which assures that if we invest today, it will come up a great profit in the future. The producer of the advertisement seems to be very concerned with the future of the investors. The phrase “enjoy tomorrow” is very attention seeking and has strong selling power since most of the investors are concerned with the future security of their investment.

In the figure C14, the verbal presentation is very strong and appealing. There are two main phrases written on the advertisement. The first phrase “peaceful enclosure” is a noun phrase modified with descriptive peaceful. The word “peaceful” is a trigger word and is used as an attention seeking device. The word peaceful is a very important aspect of a luxury life which is being offered in the advertisement. The second leading phrase “Encouraging a Healthy and Active Lifestyle” is also very appealing and strongly linguistically framed. The noun phrase “healthy and active lifestyle” is modified with two positive descriptive adjectives. These descriptive adjectives are used to describe the features and luxuries of the project to attract the investors.

In the figure C15, there is a beautiful combination of images and verbal features. The main headline “welcome to a complete living experience” is written with green background on the bottom. The word “welcome” is used here not in literal sense rather it is used directly from the investment point of view. It means that the producers welcome everyone to come and invest in the project. The phrase “complete living experience” is also has symbolic importance. The phrase means that the project is offering each facility of modern life and complete experience of a happy life.

Table 3: Trigger words used in Linguistic Frames.

Fig # Linguistic Frames	Trigger Words
C1 Munfrid, Purshikwa ar Bymisal	“Munfrid”, “Purshikwa”
C2 Pakistan ki khobsorat treen Scheme	“KhobsortaTareen”
C3 Darul Houkomat Ki Sb Say Prime Location	“Darulhokomat”, “Prime”
C4 Soholiat ka haratkada	“Soholiat”, “Haratkada”
C8 Ap k Angan Mein Fitrat ka HussanLazawal	“Lazawal”, “Fitrat”, “Hasan”

A8 Only Chance to Live the Life You Desire “Only Chance”, “Desire”

4.4 Discussion of Linguistic Analysis

In the previous lines, the linguistic analysis of three area of real estate advertising i.e. sign boards, brochure and web based has been made. The analysis is based on Blackmore (2013) model of frame analysis. The model focuses upon linguistic frames which are designed by the advertisers for delivering their ideologies. Frame or linguistic frame is a story which is specially constructed by the marketing agencies to have a special impact on the viewers or readers. These frames have two sorts of values intrinsic and extrinsic. The researcher has observed that all these linguistic frames in the advertising of Gulburg have extrinsic values which are only concerned with economic growth, power and status. These frames have nothing to do with the social benevolence and universalism. The researcher observed that our concepts are shaped by a ideology or factors which are observed from social perspective. The advertising agencies and marketing professionals produce advertisements which are gorgeous, dazzling and attention seeking. The motive behind them is purely a capitalist approach i.e. to earn more and more money. There are many linguistic expressions which are highlighted in the advertisements to grasp the attention of the clients. Many social and emotional prospects have been manipulated in the advertisements to change the ideas of the people and to get them into the race of competition and power. The findings of other researchers on the same topic slightly vary according to their research objectives. Oates (2013) tried to explore the rhetoric devices used in the advertisements. He interpreted the role of devices like metaphors, euphemism and superlatives. These findings are only confined to the rhetoric devices while the current research explored all the linguistic techniques which are used in creating linguistic frames. Shaheen (2013) also made a linguistic analysis of selected real estate print advertisements. The findings are also different as compared to the current research. The researcher explored the role of code switching in real estate advertisements as well as the impact of advertisements on different social classes.

4.5 Multimodal Analysis

Multimodality is a theory which interprets how people communicate with each other, not only with one mode i.e. writing but also with other modes that include gestures, gaze and

visual forms. Kress (1996) offers a model for visual analysis. The model is threefold and investigate visual at three levels; Representational, Interactive and Compositional. The current study makes the analysis of visual at first two levels i.e. Representational and Interactive.

4.5.1 Area 1 Signboards.

The figure A1 is strongly visually presented. There is a couple in extremely happy mode that is playing with their kids. The background is all green and there is colour contrast of the dressing of the couple and the background i.e. green and blue. There are different aspects of interactive dimension i.e. gaze, social distance, angle and modality. These all aspects play an important role in communicating a message between producers and viewers. Firstly, gaze creates an imaginary between participants and viewers. The facial expression is different markers of gaze. In S1 figure, the couple and their kids have smile on their face. This smile asks the viewers to enter the relation of social affinity. Their seductive gaze also asks the viewers to desire such environment. Social distance in another aspect of interaction. In this figure there is formal and impersonal relation as it is far social distance since the whole figure and the space is shown. There are also modality markers in the figure. There is colour saturation inn the figure and green background with blue dresses of participants is shown. There is also maximum level of representation as there are maximum participants. The brightness is also at maximum level to capture the attention. The figure applied almost all the aspects of interactive dimension. The figure gives a picture of perfect life and demands the viewers to be part of this residential project.

In the figure A2, the visuals are very prominent and have interactive role. At representational level, there is a happy couple, carrying their kids on their back. There is a good natural background with greenery and tall trees. Though the angle is frontal, but the gaze is not direct on the viewers. The couple is not looking directly on the viewers rather they are looking at each other with a smiling face. It means that they want to raise their status from the viewers. Their seductive looks provoke the desire of the viewers to experience the same environment. There is also close social distance which creates an impersonal relation between viewers and participants. There is also contextualization since the detailed background is shown with full brightness and maximum colour saturation. There is maximum participation of the participants as they are shown walking in a relaxed and excited mode. The participants

give a message that if anyone wants a spend life in a natural and serene atmosphere, he or she can choose this residential society.

In A3 figure, there is no human participant. There is a large green area along with beautiful wide roads. There are also tall buildings at the end. There are many wide roads and roundabouts which show that the area is wide enough and there is no issue of traffic. The natural beauty and greenery are also show in abundance to make sure the healthy environment. There is colour saturation with maximum level of brightness to focus about greenery which is attractive for the viewers. The angle of the figure is also frontal for showing the detailed background is given. The tall buildings, the roads and green area is under focus to describe the salient features of the society.

In A4 figure, the visual occupy a lot of space for the process of meaning making. There is a female model which has a horizontal look and offers something with her hand. The background is also shown in its fullest with a lot of greenery, latest model tall building, a canal of blue water flowing from the mid, and trees. At interactive level, the gaze of the model with her open hand creates an imaginary relation between viewers and participant. It means that she gives the offer to the viewers as well to enter this serene environment and invest in this project. There are also modality markers in the figure. There is colour differentiation with full saturation. The green background, blue canal and red dress of the lady are prominent. The brightness level is also maximum to grasp the attention of the viewers. The social distance is intimate and close personal distance since the only head and shoulder of the model is shown.

In A5 figure, there are some kids who are happily playing football in the ground. These boys offer a demand relation as their look is seductive which provokes the viewers to desire the same. The freshness and smile on the kids' face show that they are enjoying healthy environment and they are also tempting the others to come and invest in the project. There is close social distance since the kids are clearly visible from head to feet. The other modality markers used in the figure are representation and contextualization as the detailed background and maximum participation of the participants is shown. There is also colour saturation and brightness. The greenery in the background is shown in its fullest. All these interactive aspects are used to capture the attention of the viewers to the project.

In A6 figure, there are only structures of tall buildings. There are no human participants. The buildings are of latest models which are under construction. The frontal view and far social

distance are shown in the figure. The figure shows the project has been developed and construction is now in progress. The figure provokes the investors to come and invest in this developed project.

In A7 figure, there are three kids who are going to school carrying their bags. There is only one kid who is shown with frontal angle. The kid carries the bag on his shoulder and has a happy smile on his face. The gaze creates an imaginary relation of participant and the viewer. The smile and seductive look of the kid demands the viewers to have a desire of being there in the said project where the kids are going happily to school. The uniform and the gaze of the kid show that he is going to an elite school. At modality level, there is maximum representation of the participant. There is also intimate social relation since the head and shoulder of the kid is visible.

The figure A8, A9 and A10 do not have human participants. These figures show different smart features of the project. In figure S8, there is a beautiful wide and signal free road. The right side of the road is shown with beautiful streetlights and flowers of red and pink colour on green belt. The figure, in fact, shows that Gulburg Green has luxury and comfortable roads without any traffic issue. The beautiful view of roads provokes the viewers to construct the house in the project and enjoy driving in these beautiful roads. The figure S9 only shows the beautiful and natural background without any human participant. There is greenery in the background with trees and a canal of blue colour flowing around naturally. There is colour saturation and brightness at the fullest level. The figure shows focus upon the green and healthy natural environment. The colour saturation and brightness is used as a visual tool to grasp the attention of the investors. The figure S10 has no visuals in it. There is only green background which symbolizes nature and greenery which is the priority of the project.

Table 1: Modes of Visual in Interactive Dimension

Figure #	Gestures/Facial Expression	Social Distance	Field of Vision
A1	Smile	Far Distance	personal Head to waist is visible
A2	Seductive Pout	Far Social Distance	The whole figure and space are visible

A4	Smile/Hand pointing at the land	Close Personal	Head and shoulder are visible
A5	Smile	Far Social	The whole figure and Space are visible
A7	Seductive Pout	Close Personal	Head and shoulder are visible

4.5.2 Area 2. Brochure

In the figure B1, there is a young couple with their small kid on mother's lap. The interior of a room is also shown. The setting of the room and the style of the participants show that the family belongs to an elite class. The outstanding environment of the room and the dressing of the female model collectively indicate high social status and elite style. It means that this residential project offers elite class luxuries and targeted viewers are also elites. So, if a lay man wants to raise his or her social status, he must prefer living in Gulburg. The gaze of the couple is also meaningful. They are shown from frontal angle, but they do not have direct look on the viewers. They are involved by themselves and shown as they are not concerned with the viewers. Their smile and seductive style may have two meanings. Firstly, it offers demand and provokes others to join this sort of environment. Secondly, they also show a sense of superiority from all those who are not living there. There is also full gender presentation of female gender. The female model is shown in close social distance since there is representation of her whole body whereas male gender is shown in far personal distance as his half body is presented. There are also social and cultural aspects shown in the figure. The female model is carrying and taking care of her baby which is a stereotype of society. Secondly, the female gender in modern dress is focused as it is technique of our society to capture the attention of the viewers. The colour saturation and brightness is also at maximum level to grasp the attention of the readers.

The figures B2, B3, B4, B5 and B6 are all about different smart features of the project. They are shown without human participants. These figures deal with different smart features of the Gulburg. There is representation of wide roads, green belts, streetlight and natural

environment. All these features are shown in full colour saturation and brightness to highlight them and to grasp the attention of the clients. The brightness and neatness of these visuals is twice away from reality, but the representation of these objects is so fascination that everyone demands to experience living there.

The figure B7, 8, 9, and 10 also show different smart features of Gulburg. In B7 figure, there is a latest model vehicle shown in the beautiful wide road. The background is full green with beautiful trees and a lot green area. There is colour saturation and maximum brightness. The green colour is prominent to show the healthy and green environment. There is only one vehicle on a wide road which shows that there is no issue of traffic jam. These visuals have strong attention value and selling power. In the same way figure B8, 9 and 10 also show wide roads and green belts to grasp the attention of the viewers. The roundabouts and underpass are highlighted to show that Gulburg Green has no traffic and road issues and makes sure the luxury drive. These visuals are shown in close social distance which demands from the viewers to be part of this project. The modality markers like brightness and colour saturation is also at maximum level.

Table 2: Modes of Visual in Interactive Dimension

Figure #	Gestures/Facial Expression	Social Distance	Field of Vision
B1	Defensive Gesture	Far personal Distance	Head to waist is visible
B4	No human agent	Close Social Distance	The whole figure is visible
B5	Defensive Gesture	Far Social Distance	The whole figure and space are visible
B7	Smile	Close Personal	Head and shoulder are visible
B8	Cold Stare	Far Social	The whole figure is visible

4.5.3 Area 3. Web Based Ads

The figure C1 is visually presented. There are male and female T.V modals who are main participant. They both are sitting in a romantic and happy mode. They are shown from the frontal angle. Their smile creates a demand relation and asks the viewers that if they want to spend such a standard able life, they must be part of this residential project. To present the

celebrities as participant is another technique applied by the advertisers to motivate the viewers. The participants are shown in far social distance as they are half visible from head to waist. There is also colour saturation and brightness at maximum level to attract the viewers.

In the figure C2, the horizontal view of a female modal is shown who is reading something pleurably and is in a modern casual dress. There is presentation of female gender to grasp the attention of the viewers. The seductive look of the modal demands from the viewers to have the desire of joining this sort of environment. The relationship between the participant and the viewers is intimate and close social as the whole figure is visible. The outstanding setting of the room and the involvement of the female modal in her own self show a sense of superiority. It means that the people who are living there are simply superior to those who are living elsewhere. The participant demands from the viewers to invest in this project and experience an extraordinary life here.

In figure C3, a modern and elite class couple is sitting on the dining table and having their breakfast. There is a formal breakfast having multiple items on the table. The female modal is standing and serving her husband. It shows another social trend where wives are supposed to serve their husbands. The husband is also giving a thankful smile to her wife. The couple is representing an idea of a perfect and happy life.

In C4 figure, there is a female modal whose eyes are directed on something on the careen of her cell phone and she is reading something happily. She is in a casual red dress of modern style. Her horizontal look and self-involvement show that she considers herself superior and is not bothered about the world outside. Her smile and seductive look also show that Gulbug offers the idea of true and happy life. Happiness is shown connected with residence of this society. There is also full colour saturation of red colour of her shirt to make it prominent. The female modal with her short and attractive dress has strong attention value for the customers.

In figure C5, there is a player of golf who is enjoying a powerful shot of the golf. The participant is shown in close personal distance with a smile on his face. The frontal angle and smile of the player create an imaginary relation with the viewers. The smile demands the viewers to enter relation of social affinity. There is colour saturation of yellow colour of the shirt and green colour in the background. The figure also shows that Gulburg also offers the facility of sports and recreation. The golf ground and player are shown to highlight the fact

that golf is a game of elites and all the facilities of an elite class are offered by the project. The ad is meant to capture the attention of elite class as well as it shows the superiority of all those living here.

In C6 figure, a female modal is standing in front of the beautiful and welldeveloped background. She is shown in white half sleeves shirt with her thumb up. It creates an imaginary relation between the participant and the viewers. Her frontal angle smile and thumb up collectively strongly recommend the viewers to invest in the project. She gives the message of all ok and satisfaction while experiencing the society. The background is full of multipurpose buildings and perfect infrastructure. There is mosque, shopping malls, green areas and beautiful roads which indicate that the society offers good infrastructure and all the facilities to its residents. The female modal presentation is also is close social distance to create a direct link with the viewers and enhance the attention value.

The figure C7 is strongly visually presented. There is a couple playing with their two kids happily. There is also a separate gender presentation since the female kid is playing with her mother and the male kid is being pushed in the air by his father. The gender presentation is stereotyped. The mother is shown to keep her female kid busy on her tab sitting below than her husband. On the other hand, the husband is sitting on sofa upwards and his male kid is shown above in the air. It shows that male gender is practical and prefers adventurous activities, whereas, female gender is supposed to do safe and sensitive activities. The participants are also shown in far social distance and in maximum participation. Their gaze does not show any direct link with the viewers which means that they consider themselves superior and are not concerned with others.

The whole figure seduces the viewers to enjoy the same environment by investing in this project.

In C8 figure, there is a female modal who is participant. In background there is a beautiful natural atmosphere, greenery and trees with full colour saturation and brightness. The modal has a horizontal look and is reading something. The red colour of her shirt also has attention value. She is shown in far social distance and her horizontal look shows her superiority. It means that people who are living in this society are superior. It also demands from the viewers to have sense of superiority by becoming part of Gulburg.

In figure C10, there is a female lawn tennis player who is enjoying tennis in her tennis dress of yellow colour. There is close personal relation as the head and shoulders of the lady are more visible from the frontal angle. The figure indicates another smart feature of the society that it has variety of playing areas for different sports. The lawn tennis is considered a game of the elites. The figure indicates that the targeted viewers are the clients from upper class. There are also modality markers as the brightness and colour saturation is at maximum level.

The figure C11 is beautifully presented visually. There is night scene in the advertisement with the streetlights burning on the road. There is a large area which consists of green belt between two roads. The roads are wide, clean and beautiful roads. There are no human participants in the advertisement. The roads, green belt, streetlights and trees are participants and are under focus. There is also colour saturation and modality at maximum level to attract the attention. The overall view of the advertisement creates an impression of the most lavish area which creates a tempting effect on the readers.

The figure C12 and C13 are also presented here without human participants. There is representation of trees, greenery and roads. In fact, these ads show different features of the projects with visual effects. Different modality markers like brightness and colour saturation is at maximum level. The major portion of the advertisement consists of green colour which symbolizes natural beauty and greenery. The tresses are also used as prominent visual feature to grasp the attention of the viewers as beautiful and healthy environment is the preference of all the clients. This very need of the customers is being exploited and exaggerated by the producers to enhance the selling power of the advertisement.

The figure C14 is combination of both visual and linguistic frames. However, the major portion of the ad is visually presented. At representation level, there is a kid who is riding a bicycle on the pavement between the beautiful rows of multi-colour flowers. There is strong link between the verbal clues and the visuals. The boy with bicycle ensures physical activity and healthy environment which is mentioned in the advertisement. The flower and green area are also shown with maximum brightness level and colour saturation. At interactive level, the kid with bicycle, flowers, greenery and clean atmosphere present strong selling power and attention value. The viewers get tempted with the visuals and have strong desire to enjoy such environment.

The figure C15, also presents a lavish housing experience. There is no human participant but beautiful form and green area. The tempting look of farmhouse grasps the attention of the viewers. There is maximum colour saturation of white and green. The frontal view of the house maintains a close social distance with the viewers.

Table 3: Modes of Visual in Interactive Dimension

Figure #	Gestures/Facial Expression	Social Distance	Field of Vision
C1	Smile	Close Personal	Head and shoulder are visible
C2	Cold Stare	Close Personal	Head and shoulder are visible
C3	Seductive Pout	Close Social	The whole figure and is visible
C4	Smile	Far Personal	Head to waist is visible
C6	Smile	Close Personal	Head and Shoulder is visible
C7	Seductive Pout	Far Social	The whole figure is visible

4.3.4 Discussion of the Result of Visual Analysis

In the above lines, the detailed visual analysis of the selected advertisements of Gulburg has been done by applying Kress and Van Leeuwen (1996) model. The selected advertisements were categorized in three groups: Sign boards, Brochure and Web-based advertisements. The two levels of the model were applied i.e. representational level and Interactive Level. In this analysis, the researcher observed different advertising techniques through which our concepts and opinions are formed, and we are enacted through advertising techniques. The visuals which are presented in the advertisements are highly appealing socially and emotionally. The different features and aspects of life are manipulated through the visuals of advertisements. The selected advertisements create a misleading impression of living experience in Gulburg

and equate it with living in paradise. The different smart features of Gulburg are presented through attractive visuals and human needs are exploited. The participants in the advertisements are shown as superior to create a sense of competition. The different visual techniques like colour saturation, gaze, modality markers and distance are used for communicating purpose. In most of the figures, the participants are presenting a tempting impression to attract the clients and offer them an ideal living experience.

CHAPTER 5

CONCLUSION

5.1 Introduction

The research aimed at investigating the lexical choices and visuals which are used in real estate advertising. The real estate advertising is an important genre which uses so many linguistic and non-linguistic techniques to deliver its hidden ideologies to the viewers. The present study made an attempt to interpret the lexical choices as well as the visuals to decode the real estate advertising. The lexical choices which are used in real estate advertisement create a linguistic frame. The frames which have been analyzed in the present research are designed by specific lexical choices and trigger words. Besides these lexical choices, there are also different other modes which also carry messages and meaning.

The main research objective is to interpret the way the lexical choices and visuals contribute in creating linguistic frames and their values. To gain these objectives there are two research questions which are designed. The first question is to see how lexical choices contribute creating linguistic frames and their values. The question two deals with the way the different mode play a communicative role. These questions were dealt by using Blackmore's (2013) modal of frame analysis and Kress' (1996) modal of visual grammar. By applying the modal of fame analysis, the researcher analyzed the linguistic frames used in real estate advertising. The modal also helps in finding out different values these frames have. The modal determines whether the frame is meant for commercial purposes or for any other purpose. The lexical choices show the nature of the frame. The second modal i.e. Kress' (1996) visual grammar offer the framework for analysis of visuals. The modal is three dimensional i.e. Representational, Interactive and Compositional dimension.

The study aimed at exploring the interplay of images and lexical choices in real estate advertising. The study found that real estate advertisers use different advertising strategies to control the mind of the people. The people are provoked by the advertisements to invest in real estate sector. The present research tried to uncover these principles and strategies which are working for manipulation of the mind of the people.

The land is presented as a commodity which is meant to be purchased and consumed. The verbal clues which are used in ads are highly attention seeking by applying different

techniques. Most of the statements have positive descriptive adjective to explain the features of the housing projects and housing societies. The headlines and leading statements are short phrases made by different clichés, idiomatic expression, metaphors and other linguistic techniques. These linguistic expressions create a strong impact on the mind of the viewers and are provoke them for investment. The salient features are explained in highly impressive linguistic expression and the project is presented as heaven on earth. These lexical choices create a frame in the mind of the viewers. These frames are conceptual shortcuts that we use to understand a complex phenomenon Kaufman (2013.) These frames also have values which decide whether the frame is socially beneficial, or it is just a commercial. The values observed in the present research are all extrinsic which are used to boost the business and economic growth. The verbal texts are having which are analyzed in the present research have strong attention value and selling power. The real estate ads control people's mind by motivating them to materialize their dreams by investing in Gulburg Housing Society. These linguistic expressions also help in changing the perspective of the people about the project. The images, on the other hand, also play a vital role in real estate advertising. These images also carry strong meanings and hidden ideologies. Most of the ads in the present research are strongly visually presented. By analyzing the representational and interactive dimensions of the ads, the researcher observed that these images are, in some ads, are more powerful than verbal texts. The advertisers visually present and manipulate the different features of the project. The different multimodality markers are used to interact with the viewers and to convey the message of the advertisers. Thus, the twofold analysis of real estate marketing shows how the advertisers manipulate the things and capture the attention of the clients by applying different advertising tricks. The lexical choices and visuals are used as two powerful tools of capitalists to maximize economic growth.

5.2 Findings and Discussion

One of the aspects of real estate advertising is to create linguistic frames. These frames are formed with the help of specific lexical choices. These linguistic frames are cognitive shortcuts which affect and control the mind of the people. The purpose and message of the advertisers is being conveyed through these frames. The function of the advertisement, as Cook (2001) defines, is to inform, remind, persuade, influence and change opinions. The linguistic frames in real estate advertising especially of Gulburg Housing Society have all these features.

By applying Blackmore (2013) model of frame analysis, the researcher made an analysis of these frames in the selected advertisements of Gulburg Housing Society. The frames and their values are found purely commercial with extrinsic values like power, status and wealth. The idea of dream living is presented in these advertisements with the help of lexical choices. These lexical choices are used as an attention seeking devices in the advertisements. The lexical choices along with visuals are presented are presented as solution of happiness and perfect life. Though the ads are mostly visually presented but the verbal texts enhance the significance of the message. The linguistic frames in the selected advertisements are mostly phrases loaded with the trigger words. The main leading statements are used in a quite technical way to create frames. There are different phonological, syntactical and semantic techniques are applied to create attention value, reliability and selling power. At phonological level, the use of alliteration and rhythm is very common to create a memorability effect. The brand name “Gulburg Green” is written in most of the ads to create a memorable effect. The rhyming words are also used as in Figure 10 (S 10) the phrase “green and clean” is used to create a phonological effect on the clients. At syntactic level, there are simple, short and colloquial expressions are used to create a social and cultural relation with the recipients. Semantically, there are idiomatic expressions, clichés, deixes and epigrams are used frequently to create an attention value. These are lexical techniques are used to create linguistic frames which are offered as cognitive short cuts to grasp the attention of the clients. These linguistics frames are offered as solution of happy and perfect life. The people are emotionally attached with these frames and these frames create a misleading impression on the people. The lexical choices as well as visuals are presented in such a way that the viewers think that their life is incomplete if they are unable to live in Gulburg or any other advertised society. On the other hand, the advertisers have nothing to do with the wellbeing of the individuals or society. They offer the land as a product which is meant to be purchased by the clients to boost the profit and economy. Such frames as “Brwkt faisla, Mehfoz Mustakbil” in Figure 1(S1), “Behtr say Behtreen Mustakbil” (Figure 2), “Green and Healthy Environment” (Figure 3), “Ye khawab nhe ya ha Gulburg” (Figure 4), “One chance to live life style you desire” (Figure 9), are designed with the help of different trigger words as cognitive short cuts and attention seeking devices. These frames are mostly framing with direct and simple linguistic expressions. Most of these noun phrases are modified with the help of descriptive and positive adjectives. These specific structures in the

headlines of the advertisements have strong attention value and selling power. The different functions of advertisements are delivered through these frames.

These frames also have strong extrinsic values. The words like “khawab”, “mustakbil”, “bhter say behreen”, “green and healthy” and “lifestyle” promote purely capitalist’s ideology of maximizing economic growth and profit. The values of these frames are extrinsic which have nothing to do with human welfare and benevolence.

The second objective of the research is to see how different modes and visuals play a communicative role in the advertisements. Most of the selected advertisements are visually presented and convey strong messages through visuals and images. Kress and Leeuwen (1996) presented a model for visual analysis with threefold dimension i.e. Representational, Interactive and Compositional dimension. The current study only takes first two dimensions i.e. Representational and Interactive to analyze the visuals. At representational level, there are different male and female models who are actors. They are shown as leading a very comfortable and luxury life. Besides human participants, there are also different other visuals related to different features of the projects are presented in the advertisements. There are wide and clean signal free roads, underpasses and roundabouts, greenery and trees, and beautiful rooms interior and buildings of latest design are shown. There are different social and cultural implications in the advertisements. There is also projection of female models in the ads. The female gender is shown as an active participant in households. At interactive level, there are different multi-modality markers which are used to interact and create a relation between the participants and the viewers. There are different semiotic resources like gaze, angle, social distance and modality markers which play a vital role in conveying the message and ideology of the advertisers. These different modes play an important role in the advertisements as verbal texts. There are participants in the ads who represent the view of a perfect and happy life. The presentations of the models in the selected ads show that Gulburg offers the idea of a real luxurious life. There are different modern features which are shown in the pictures. The lush green environment is shown in almost all the backgrounds of the ads. All these features enhance the attention value and selling power of the advertisements. The modern dressing of the models and colour saturation with full brightness show that the project offers the idea of real and happy life. The actors of the advertisement are shown in close social distance with the viewers to create a close relation between the viewers and the actors. All these visuals create

an idea of status, power and competition. The visuals and the participants are shown as superior people who enjoy all the modern luxuries of life. This misleading impression is very common in all the visual which almost equate the said project with the heaven. These visuals tempt a lot to the viewers to invest in the project and live over there. The current research tried to decode these visuals and their purpose.

The lexical choices which are used are direct, simple and colloquial, mostly written in Urdu. The verbal texts are also used keeping in mind the social and cultural implications. There are also personal deixes “you” and “we” which are frequently used to create a relation with the viewers. The structures of the phrases and sentences are also simple and easily understood to get the familiarity of the clients with the project and real estate agents. All these verbal techniques are applied to bridge the gap between the clients and the advertisers. The clients or viewers are closely connected with the help of everyday clichés which are used socially and culturally. Similarly, the visuals also create a strong relation between the viewers and the producers. The models which are presented as actors in the advertisements have strong visual relation with the viewers. The frontal angle and close social distance of the actors bridges the gap between them and clients. The clients found themselves in close relation with them if they are able to live there and construct the house. These relations which are produced in the advertisements also create a misleading impression since the actual relation between a lay man and them is in fact poles apart. The relation is produced just to create a sense of competition and finally to boost the profit. The findings of the researches in the same domain have some similarities and dissimilarities as compared to the current research. Umara (2013) made critical discourse analysis of the selected real estate print advertisements by using Fairclough, s (1989) model. The analysis reveals some attention seeking devices which are used for manipulation of the advertisements. The focus is mainly on lexical clues which create a misleading impression of the advertisements. In comparison, the current research made a twofold analysis of the selected advertisements. Besides lexical choices, the researchers also interpreted linguistic frames and their values. The current research also indicates how these trigger words which are used in linguistic frames are misleading. Furthermore, the current research also reveals the interactive role of visuals at representational and interactive level.

Shaheen (2013) made a critical discourse analysis of real estate print advertisements to reveal the discursive and social practices exercised by the viewers and the advertisers of real

estate advertisements (confined to the sale & purchase of small houses only) in Pakistani socio-cultural context. The researcher applied the mixed method. The researcher analyzed the data with different perspectives. Firstly, the researcher explored how language dominated the visuals. Secondly, the role of code switching in advertisements has also been explored. Thirdly, the role of socio-economic condition of Pakistan and different income groups are addressed by the advertisers. The current research did not explore these areas since these are not objectives of the research. Anggeria (2018) made a similar study on linguistic landscaping in Batu city of Indonesia. The multimodal analysis of selected billboards was made in three different areas of the city and comparison of the language was made. The findings show the difference between language used in urban and rural area. These findings are different with the current research since it is a simple comparison of language used in different areas.

Oates (2008) tried to explore the rhetoric and their function in real estate marketing. The researcher focused upon the rhetoric devices like euphemism, hyperbole and superlatives. The researcher also explored the use of superlatives differently in different marketing seasons. This study also explored the impact of these superlatives on the consumers and how their decision making is get affected using different rhetoric devices. These devices seemed to contribute in the process of marketing and social cognition. The findings vary with the findings of the current research because the said research only deals with one aspect of language that is rhetoric devices.

5.3 Conclusion

To conclude, the present study tried to high light the exploitative role of real estate advertisements. The housing societies present the land as a commodity which is meant to be purchased and used. The lexical choices and the visuals are the tools of the advertisers for the min mapping of the clients. Through these tools the housing societies are equated with the heaven. The linguistic frames have their own psychological impact on the viewers since they use trigger words. Apparently, these frames have are presented as they are eco-friendly and socially beneficial, but the linguistic analysis shows that they are purely transactional and work just for earning more and more profit. This misleading impression in further strengthened by visual techniques. The analysis of the grammar of visuals reveals the hidden ideologies of the advertisers. The eye capturing images are against the claims and reality.

5.4 Recommendations

The current research focused upon the real estate advertisement with special reference to Gulburg. The researcher critically evaluated the selected ads linguistically as well as visually. The real estate advertisement is a rich genre for linguistic and Meta linguistic analysis. The real estate field is an emerging and popular field in Pakistan. The issue of residence is very critical in Pakistan. The number of housing societies is increasing speedily day by day. The advertising agencies play a vital role in the development of the societies. The land is being presented as a commodity which is meant to be consumed. These advertisements also create a misleading impression thorough visuals and lexical choices. There is a dire need to uncover the hidden ideologies and motives of these advertisers. The current research critically evaluated the selected advertisement and made a linguistic analysis to interpret these advertisements. The present study tried to highlight the underlying ideologies and assumptions which are used in real estate advertising. The study also highlighted how language is used as a tool by capitalists for unlimited economic growth and consumption. The study also offers some recommendations for the future researches since the focus of present research is limited. Firstly, the real estate advertising language can be analyzed with reference to Ecolinguistics. This study will be useful contribution in the field of Ecolinguistics since it will discuss the negative role of real estate agents in consuming the physical environment. Secondly, the quantitative research can also be made with perspective to analyze the linguistic features of real estate advertisements. Lastly, the comparative study of different housing projects can also be made to analyze the linguistic and metalinguistics features of different housing projects. The third component of the present theory “Compositional” dimension can also be applied on advertisement which was not applied in the current research. The same field of advertising can also be explored through different other theoretical frameworks.

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APPENDIX A



Figure A1: Gulburg Sign Board 1



Figure A2: Gulburg Sign Board 2



Figure A3: Gulburg Sign Board 2

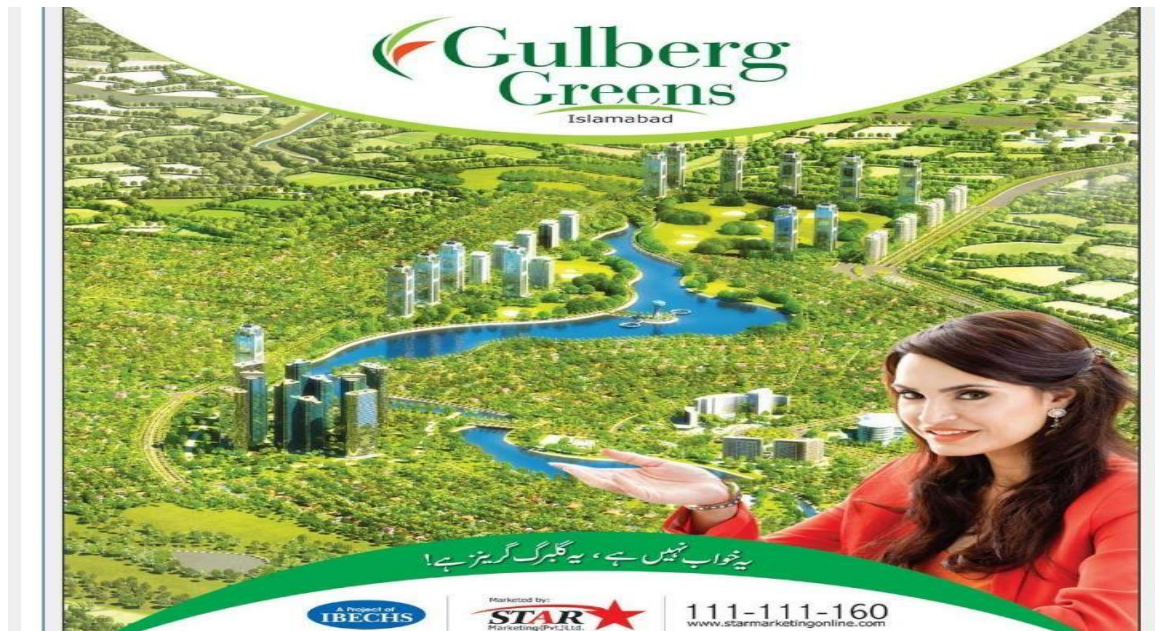


Figure A4: Gulburg Sign Board 4



Figure A5: Gulburg Sign Board 5



Figure A6: Gulburg Sign Board 6



Figure A7: Gulburg Sign Board 7



Figure A8: Gulburg Sign Board 8

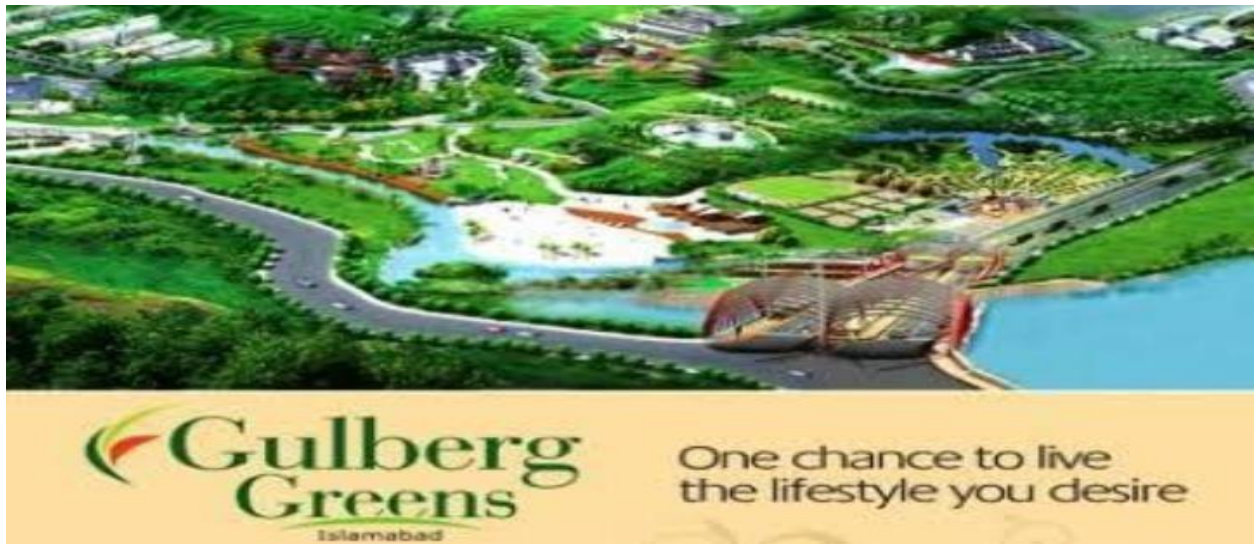


Figure A9: Gulburg Sign Board 9



Figure A10: Gulburg Sign Board 10

APPENDIX B



Figure B1: Gulburg Brochure Picture 1



Figure B2: Gulburg Brochure Picture 2

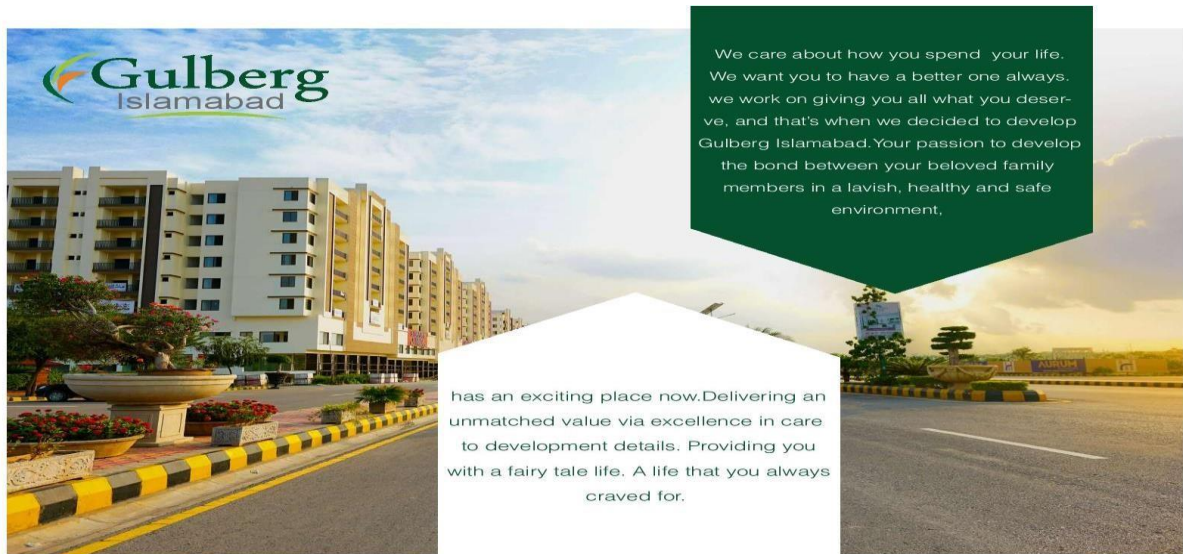


Figure B3: Gulburg Brochure Picture 3



Figure B4: Gulburg Brochure Picture 4



Gulberg Islamabad is planned as a complete new city within the capital to meet the future needs of:

- Infrastructure
- Environment
- Resources
- Beautiful lifestyle

Figure B5: Gulburg Brochure Picture 5



Figure B6: Gulburg Brochure Picture



The reason why Gulberg Islamabad has become an iconic housing project is that it offers all what a life needs.

- **NON-STOP WATER SUPPLY**
- **SUI GAS**
- **ELECTRIC POWER GRID STATION**
- **HIGH ALERT SECURITY SYSTEM**
- **HIGH CLASS MAINTENANCE**

Figure B7: Gulburg Brochure Picture 7



All the housing societies cut trees, do the deforestation to build their societies. Gulberg Islamabad, on the other hand, is more focused towards planting more and more trees to keep the environment green and clean. Because we believe, **Breath Clean, Live Long.**

Figure B8: Gulburg Brochure Picture 8



Finding a place to live in Islamabad in a reasonable price is next to impossible. But, Gulberg Islamabad offers the best land prices for you. Get a plot in the rates twice as lower as those in the CDA sectors of Islamabad, with more facilities than the CDA sectors.

Figure B9: Gulburg Brochure Picture 9



A dedicated underpass has been built on the main Islamabad Express Highway for the ease of the residents of the society to enter the society without travelling miles to get a U-turn. Gulberg underpass doesn't only serve the residents of Gulberg Islamabad, but it makes it easier for the travelers to /from Rawalpindi/Islamabad to move from one lane of the road to the other.

Figure B10: Gulburg Brochure Picture 10

APPENDIX C

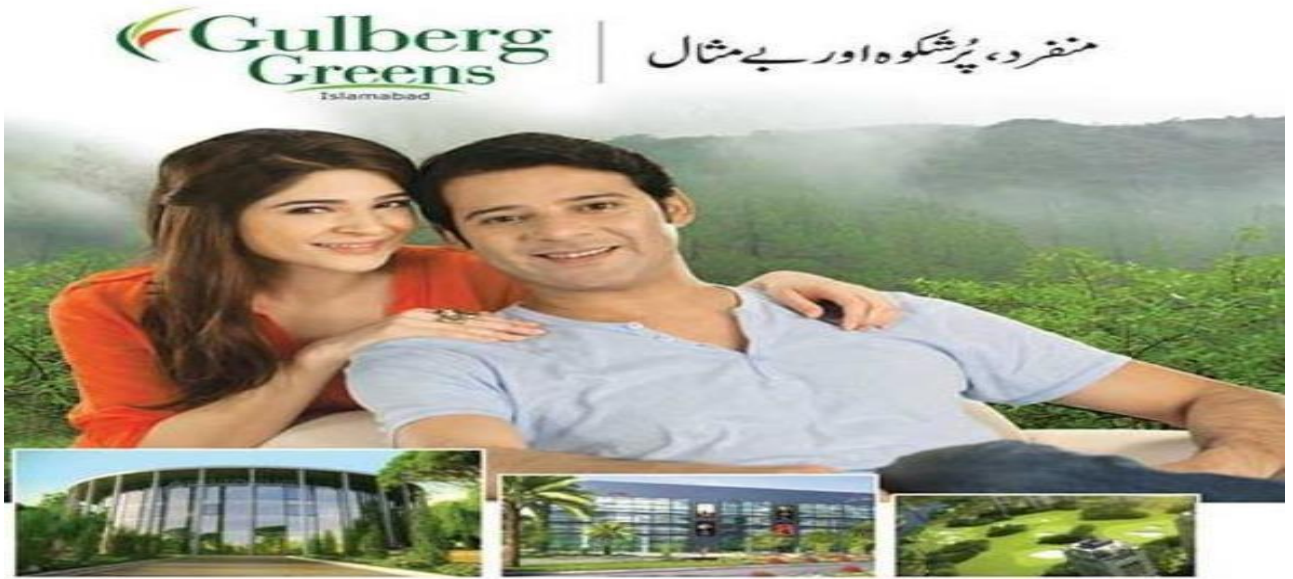


Figure C1: Gulburg Web-based Ad 1

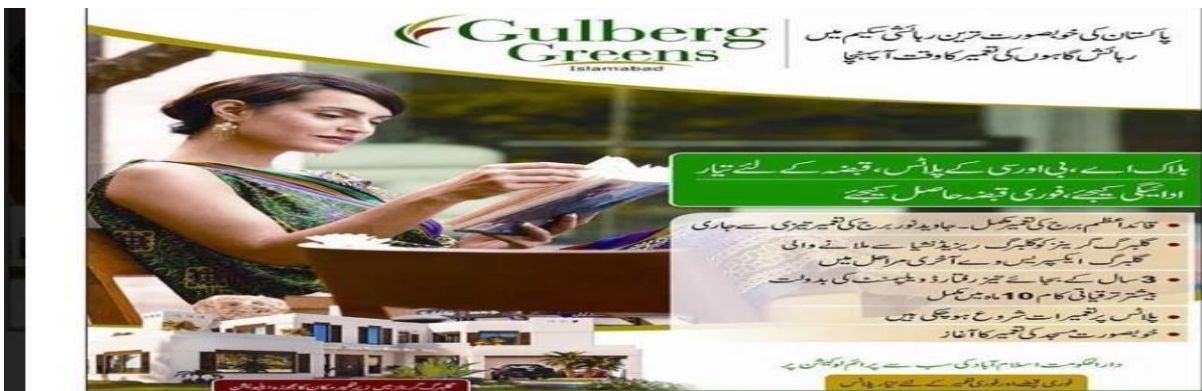


Figure C2: Gulburg Web-based Ad 2



Figure C3: Gulburg Web-based Ad 3



Figure C4: Gulburg Web-based Ad 4

اسلام آباد میں اور اسلام آباد دارالحکومت میں رکھنے اپنے گھر کی بنیاد

ایک مین اسلام آباد ایپروپرائس اسٹیٹ

Approved by CDA

- Club House
- Golf Club
- Sports Complex
- Knowledge Village
- Amusement Parks
- Commercial Avenues
- Community Center

گلبرگ اسلام آباد

356-272-200 اور 500 1000 کراچی کسٹیاں

IBECBS

- اسلام آباد ایئر پورٹ کے پاس
- دارالحکومت کی سب سے شاندار ریجینل سیکم
- پتھروں کی کھلی ہوئی روڈ۔ ماڈرن ٹیکنالوجی کے ساتھ
- اور جدید کی سہولتوں کا شاہکار

Figure C5: Gulburg Web-based Ad 5

111-111-160

Gulberg Residencia & Greens Islamabad

پاکستان کی خوبصورت ترین اسکیم میں رہائش گاہ تعمیر کریں

4 کنال، 5 کنال اور 10 کنال کے پلاٹس فوری قبضے اور فوری قبضے کے لئے تیار

پلاٹس نے اپنی ہی اور انگریزی پلاٹس کے پلاٹس قبضے کے لئے تیار، اور انگریزی قبضے فوری قبضہ حاصل کیجئے

تعمیر کار اور قیمت کی جہالت، ترقیاتی کام مکمل کرنے میں تاخیر، گھوم گھوم کر پتھروں کی تعمیر، پلاٹس کا قبضہ اور پلاٹس کو کھولنے کے لئے تیار، سہولتوں اور سہولتوں کی تعمیر کا کام شروع، کس کوئی کسی سے پتھر یا مکمل، 2000 میں کس پلاٹس شروع، پاکستان کی پلاٹس کی تعمیر کا آغاز، پتھر کا پتھر، کس کوئی پتھروں اور گھر کا پتھر

RECORDED & MUTUAL 0304-4775011 0304-4775012

LAND: 125, 1st Floor, Stability Member, Gulberg II, Islamabad. 111-111-160

IBECBS

LUPDI

IBECBS

STAR

Figure C1: Gulburg Web-based Ad 6



Figure C7: Gulburg Web-based Ad 7



Figure C8: Gulburg Web-based Ad 8

گلبرگ اسلام آباد
ایک نیا اسلام آباد

آج ہی انویسٹ کریں آج ہی کرایہ وصول کریں
بہترین ڈویلپرز ایسٹیا اور اسلام آباد کی آئیڈیل لوکیشن

اپارٹمنٹس اور دوکاتوں
کی خریداری پر آج ہی

GET
0.8%
PER MONTH

مزید تفصیلات اور بکنگ کے لیے ابھی کال کریں
UAN +92 (304) 1111 377

Figure C9: Gulburg Web-based Ad 9

کامیابی کے تمام ریکارڈ توڑ دینے والی
سکیم میں اپنا پلاٹ بک کر ایسے

گلبرگ اسلام آباد

Approved by
CDA

Figure C10: Gulburg Web-based Ad 10



Figure C11: Gulburg Web-based Ad 11



Figure C12: Gulburg Web-based Ad 12



Figure C13: Gulburg Web-based Ad 13

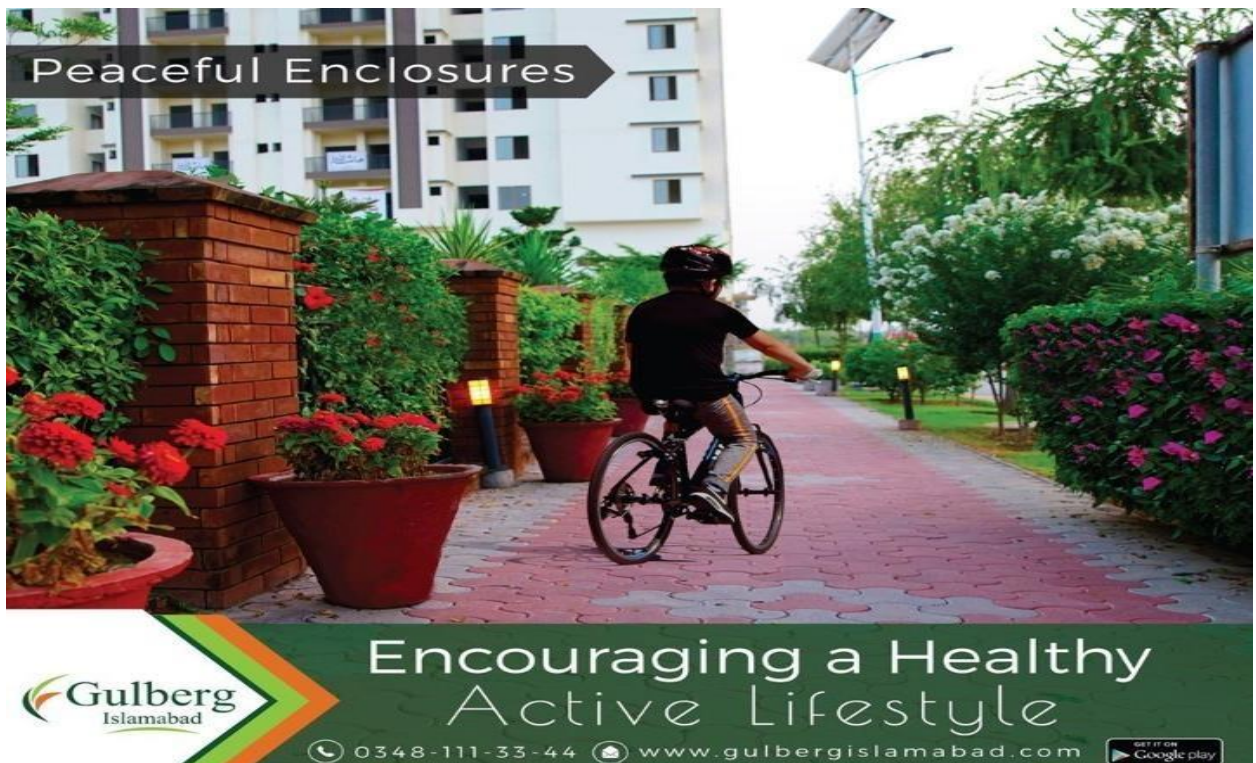


Figure C14: Gulburg Web-based Ad 14



Figure C15: Gulburg Web-based Ad 15