

**A MULTIMODAL ANALYSIS OF PACKED
FOOD ADVERTISEMENTS: AN
ECOLINGUISTIC PERSPECTIVE**

BY

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**A Multimodal Analysis of Packed Food Advertisements: An
Ecolinguistic Perspective**

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Candidate of **Master of Philosophy** at the National University of Modern Languages do hereby declare that the thesis **A Multimodal Analysis of Packed Food Advertisements: An Ecolinguistic Perspective** submitted by me in partial fulfillment of MPhil degree, is my original work, and has not been submitted or published earlier. I also solemnly declare that it shall not, in future, be submitted by me for obtaining any other degree from this or any other university or institution.

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ABSTRACT

Title: A Multimodal Analysis of Packed Food Advertisements: An Ecolinguistic Perspective

This qualitative study investigates the advertisement strategies used to promote the sale of packed food products using multiple modes and symbols for promotional purposes. The theoretical framework helps to relate the interpretation of linguistic and visual elements to the ecolinguistics perspective. The conceptual framework is based on Kress and Leeuwen's (2008) multimodality and Stibbe's (2015) ecolinguistics to inform consumers about the imperative of preferring the consumption of packed food products, with specific stress on justifying environmental degradation stemming from the excessive use of packed food products. Kress and van Leeuwen's comprehensive framework support the identification of multimodal strategies by inspecting the representational and interactive meaning created by the advertisers to target the consumers in the selected advertisements. The message composed through these elements communicates with the consumers, potentially influencing their behaviour and compelling them to purchase. Likewise, the integration of an ecolinguistic perspective enables an investigation of the advertising discourse to elicit stories based on consumers' personal interests which potentially leads to goods consumption that are harmful to both people and the environment. The analyzed data sheds light on the possible influence of consumer choices on the environment. The study analyzes six categories of packed food, examining 30 advertisements to uncover strategies used to attract and persuade consumers. It also investigates the environmental impact and explores how advertising affects eco-friendly purchasing. This research aims to amend the purchasing decisions that can contribute to a sustainable and greener society in Pakistan by highlighting the environmental problems caused by the consumption of packed food. The study also educates consumers about making choices that are beneficial for their health and help preserve the environment. It also suggests that companies or food industries create narratives promoting environmental sustainability.

Keywords: *Advertisements, packed food, ecolinguistic perspective, Environmental Sustainability.*

TABLE OF CONTENTS

Chapter	Page
THESIS AND DEFENSE APPROVAL FORM	ii
AUTHOR'S DECLARATION.....	iii
ABSTRACT	iv
TABLE OF CONTENTS.....	v
LIST OF TABLES.....	viii
LIST OF FIGURES.....	ix
ACKNOWLEDGEMENTS.....	xi
DEDICATION.....	xii
1. INTRODUCTION.....	1
1.1 Statement of the Problem.....	3
1.2 Research Objectives.....	4
1.3 Research Questions.....	4
1.4 Research Methodology.....	4
1.5 Significance and Rationale of Research.....	5
1.6 Delimitation.....	5
1.7 Limitation.....	6
1.8 Organisation of Study.....	7
2. LITERATURE REVIEW.....	8
2.1 Ecolinguistics Perspective.....	8
2.2 Multimodality.....	10
2.3 Multimodal Analysis of Kress and Van Leeuwen.....	11
2.4 Application of Multimodality in Research.....	13
2.5 Advertisements and Multimodality.....	15
2.6 Works Already Done.....	17
2.7 Research Gap.....	24
3. RESEARCH METHODOLOGY.....	27
3.1 Research Design.....	27
3.2 Method of Data Collection.....	27

3.2.1	Rationale for the Selection of Advertisements.....	31
3.3	Conceptual Framework	32
3.4	Method of Data Analysis.....	35
4.	DATA PRESENTATION AND ANALYSIS.....	39
4.1	Category 1: Sweets and Desserts.....	39
4.1.1	Mclairs.....	40
4.1.2	Jubilee by Mitchell's Fruit Farms	43
4.1.3	Paradise Chocolate by Candyland	45
4.1.4	Cornetto Ice-cream by Wall's	48
4.1.5	Creamy Pop Mango by Hico	50
4.2	Category 2: Snacks.....	53
4.2.1	Lay's Potato Crisps by Pepsico	53
4.2.2	Super Crisp by Super Crisp	55
4.2.3	Popcorns by Korneez.....	58
4.2.4	Prince Biscuit by Lu	60
4.2.5	Oreo by Lu.....	62
4.3	Category 3: Beverages.....	65
4.3.1	Tapal Danedar Tea by Tapal	65
4.3.2	Nescafe' Coffee	68
4.3.3	Mountain Dew	70
4.3.4	Nestle Fruita Vitals.....	73
4.3.5	Mango Squash	75
4.4	Category 4: Sauces and Condiments	77
4.4.1	Mayonnaise	78
4.4.2	National Ketchup.....	80
4.4.3	Jam.....	83
4.4.4	Choco Bliss.....	85
4.4.5	National Pickle	87
4.5	Category 5: Instant Food	89
4.5.1	Nestle Cerelac.....	89
4.5.2	Nido	91
4.5.3	Instant Noodles.....	94
4.5.4	Flavoured Yogurt	96
4.5.5	Chicken Nuggets	98

4.6	Category 6: Energy Drinks.....	100
4.6.1	Milo	100
4.6.2	Ensure	102
4.6.3	Gatorade	104
4.6.4	Sting.....	106
4.6.5	Red Bull Stimulant Drink.....	107
5.	CONCLUSION.....	110
5.1	Findings	110
5.2	Discussion	110
5.2.1	Reflection on Research Question 1	111
5.2.2	Reflection on Research Question 2	112
5.3	Concluding Thoughts	114
5.4	Recommendations for Future Research	115
	REFERENCES.....	116

LIST OF TABLES

Table 1: Sweets and Desserts' List.....	29
Table 2: Snacks' (Chips and Biscuits) list.....	29
Table 3: Beverages' list.....	30
Table 4: Sauces and Condiments' list.....	30
Table 5: Instant Food list.....	30
Table 6: Energy Drinks' list.....	30

LIST OF FIGURES

Figure 1: Conceptual Framework.....	34
Figure 2: Mclairs by Mayfair.....	40
Figure 3: Jubilee by Mitchells.....	43
Figure 4: Paradise by Candyland.....	45
Figure 5: Cornetto by Wall’s.....	48
Figure 6: Creamy Pop by Hico.....	50
Figure 7: Lay’s by Pepsico.....	53
Figure 8: Super Crisp Snacks by Super Crisp.....	55
Figure 9: Butterscotch by Korneez.....	58
Figure 10: Prince by Lu.....	60
Figure 11: Oreo by Lu.....	62
Figure 12: Tapal Danedar by Tapal.....	65
Figure 13: Nescafe Classic by Nescafe.....	68
Figure 14: Mountain Dew by Pepsico.....	70
Figure 15: Fruita Vitals by Nestle.....	73
Figure 16: Mango Squash by Mitchells.....	75
Figure 17: Young’s Real Mayonnaise by Young’s.....	78
Figure 18: National Tomato Ketchup by National.....	80
Figure 19: Crunchy Jam by National.....	83
Figure 20: Choco Bliss by Young’s.....	85
Figure 21: Mango Pickle by National.....	87
Figure 22: Cerelac by Nestle.....	89
Figure 23: Nido by Nestle.....	91
Figure 24: Chicken Noodles by Knorr.....	94
Figure 25: Fruit Yogurts by Nestle.....	96
Figure 26: Chicken Nuggets by K&N’s.....	98
Figure 27: Milo by K&N’s.....	100
Figure 28: Ensure by Abbot.....	102
Figure 29: Gatorade by Abbot.....	104

Figure 30: Sting by Abbot.....106
Figure 31: Redbull by Nestle.....107

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DEDICATION

This thesis is dedicated to my esteemed supervisor and my cherished family. Their unwavering support, dedication, and invaluable guidance were instrumental in enabling me to complete this scholarly endeavor. Thank you for being my constant inspiration.

CHAPTER 1

INTRODUCTION

In the realm of advertising, meticulously crafted narratives serve as powerful tools, evoking emotions, igniting desire, and subtly shaping purchasing decisions. These persuasive techniques deftly align consumer preferences with environmental sustainability, guiding them toward products and services that ostensibly benefit their needs. Yet, beneath the glossy facade of advertisements lies a paradox: while some portray the use of wholesome ingredients or raw food, the reality often contradicts these claims. This delicate interplay between marketing narratives and the tangible impact of consumer choices forms the crux of exploration study into the ecolinguistic perspective of packaged food products. Martin (2021) asserted that advertising discourses frame nature and human action through a capitalist lens, prioritizing economic growth and technological progress while neglecting the nonhuman elements of the world. Ecolinguistics, as outlined by Stibbe (2014), introduces alternative modes of articulating the environment, offering valuable tools to address the ecological challenges confronting humanity when the ecosystem suffers damage. Packed food or convenience food is a priority because of busy life schedules, time constraints, and long shelf life. Packed food has a wide variety, it is a common snack and a quick replacement for cooked meals and fresh food. People belonging to different age groups prefer to use packed food items because of convenience and easy access and use. Chocolates, biscuits, candies, crisps, and beverages are common and favourite snacks of youth. Frozen items are a quick replacement for tea time and school lunch boxes, formula milk and instant foods are considered as a good substitute for health and nutrition. Stibbe (2020) highlighted that advertising stories have the power to channelize actions, fix the attention and intention of individuals, assign roles, and define which issues have more salience and what is real.

The visual and textual elements used in the advertisements target the ideologies within the consumers and influence their choices of food selection. The framework of Grammar of Visual Design (Kress & van Leeuwen, 2006) analyzes different semiotic resources of the selected advertisements and products. The discourse analyses as a set of socially constructed beliefs or identities on which the multiple advertisements are

based, for example, a teenager relates, eating too much junk food to cool style. The use of Ecolinguistics (Stibbe, 2015) highlights the agenda behind every product's sale. The ecolinguistics perspective helps to identify the stories that underpin the unsustainable societies, exposing the stories that are leading to ecological destruction, and finding new stories that suggest initiatives for environment preservation. These advertisements are based on stories and these stories are narrated through the product's design, layout, and packing. The discourse is shared through different strategies such as frames, metaphors, and a variety of other linguistic features that join each other to convey a particular point of view or perspective. From a Social Semiotic approach, an advertisement is a communicative tool between the buyer and the seller because of the text, relating colours, layouts, fonts, graphics, shapes, symbols, size, and gestures of the models, etc., all these elements contribute to communicating something about products. This study presents the concern on how advertisements fabricate the stories about the quality of food, and in what way the advertising message is constructive or destructive depending on its influence on the environment.

According to Stibbe (2015) in "Stories We Live By", advertisement campaigns create discourses that encourage consumption, which negatively impacts human health and the environment. Advertisements are crucial for promoting products and influencing consumer behaviour (Rai, 2013). Effective advertising relies on the strategic and persuasive use of language to connect with the audience (Burgers, Konijn, Steen, & Lepisma, 2015). In the field of ecolinguistic, the use of rhetorical devices, particularly metaphors, is uncovered in commercial discourses. Metaphors are shown to play a crucial role in captivating customers and convincing the audience to purchase commercial settings (Nuzwaty, Setia, & Zein, 2014). Consumers often opt for processed foods and beverages over natural alternatives, and they tend to prefer advertised products (Ain, Ahmed, & Nawaz, 2021). They believe that these advertised products have a healthier impact compared to natural ones (Kao & Du, 2020). This consumer behaviour is based on the assumption that certain products are good for the environment, without a clear understanding of their actual impact (Martin & Simintiras, 1995). However, this preference for advertised products over natural ones has negative consequences for the environment (Chen, 2016). The advertisements of packed food such as snacks, beverages, infant nutrition, and energy drinks compete for trust, through destructive or ambivalent discourses. This study delves into how narratives shape our

perceptions and behaviours, focusing on the construction of persuasive narratives in food advertisements using Stibbe's (2015) framework "Stories We Live By." These narratives utilize various linguistic devices such as framing, metaphor, salience, and erasure to align products with consumers' desires. Advertisers can manipulate the context in which their products are presented through framing, portraying them as essential components of an ideal lifestyle. Metaphors further reinforce this connection by associating the product with desirable qualities or experiences. The salience of certain elements, such as natural imagery or wholesome ingredients like milk and fruits, serves to evoke positive emotions and associations, appealing to consumers' preferences for health and authenticity. This selective presentation constructs a false dichotomy between natural and processed foods, positioning the advertised products as environmentally friendly alternatives to organic options. In reality, these advertisements perpetuate destructive discourses that contribute to ecological degradation while capitalizing on consumers' growing concerns about health and environmental sustainability. According to Mackey (Fill & Muhlhausler, 2001) the environment, conservation, interaction, and system are essentially integrated into language by ecolinguistics. Pakistan is a developing country that requires greater awareness about environmentally friendly options. This study aims to emphasize the significance of ecofriendly choices and advocate for a sustainable society where environmental preservation becomes everyone's responsibility.

1.1 Statement of the Problem

The study focuses on the problem that the increasing preference for packed food instead of healthy and organic options is a significant environmental threat. The research addresses the ecological impact of the packed food industry, particularly within the context of linguistic and semiotic analysis. Despite the growing concern for environmental sustainability, the discourse of packed food advertising continues to employ discursive strategies that convince consumers to go for convenience food, which contradicts such narratives. By adopting an ecolinguistic perspective and conducting a multimodal analysis of packed food advertisements, this study seeks to identify the discursive strategies employed to construct these notions and how they intersect with environmental sustainability narratives. The study recognizes that different stories used in the advertising discourse are not eco-friendly because they

often promote sales by distancing consumers from nature, thereby perpetuating a disconnect between consumers and environmental considerations.

1.2 Research Objectives

The objectives of the current study are:

1. To identify the strategies used in advertisements that encourage the sale of packed food.
2. To analyze different semiotic resources of advertisements that are used to enforce and exploit certain narratives and ideologies.

1.3 Research Questions

These objectives lead to these questions:

1. What multimodal strategies do food advertisers employ in advertisements to target customers and promote packed food consumption?
2. How do semiotic resources in packed food advertisements evoke ecological narratives that depict environmental impact as beneficial, harmful, or ambivalent?

1.4 Research Methodology

The expanding landfills and contaminated environment all-around direct attention toward the steep rise in the marketing field and use of packed food. The advertisements are broadcast on TV channels, social media, and billboards, they deliver convincing content and are in direct communication with the customers. The promotional strategies are framed to target certain ideologies and beliefs within a society to catch customers' attention. This qualitative research helps to recognize the features of advertisements with the help of a multimodal framework in which textual and visual symbols such as colour, packing, and design of the product interact to compose meaning considering the cultural and social context. An advertisement or discourse is made attractive by using different semiotic resources. The advertisements for analysis in this research are selected from the websites of Pakistan-based companies that manufacture different food products such as snacks, instant food, energy drinks, ice-creams, and beverages. For fair analysis, the packed food is categorized into six categories, and from each category five advertisements representing five food products are selected. Each category includes a variety of products from very cheap to affordable

prices of the product for the consumers therefore, in this study, the products are preferred considering the three domains: quality, affordability, and popularity. For the selection of products first, the categories are developed of the most sold packed food items then the websites are referred for sample collection. The social semiotic approach of Kress and van Leeuwen's (2006) framework is used for decoding different semiotic resources. The multimodal communication of different linguistic and non-linguistic modes is analyzed to highlight its ecolinguistics perspective that is caused by the purchase of the products. Stibbe's (2015) framework of ecolinguistics helps in the identification of promotional strategies as beneficial, ambivalent, or destructive discourses. The investigation on advertising strategies highlights the use of framing, metaphor, salience, erasure, and conviction to promote a product and nullify the effect of purchase on the environment.

1.5 Significance and Rationale of the Study

The research is helpful because it suggests ways to reduce environmental degradation. Many industries have started to promote biodegradable packaging, others can be encouraged to minimize environmental harm by introducing safe packaging. The promotional strategies of different packed food items can be analyzed to sort out the environment-friendly promotional campaigns and products. This research is also significant because it encourages consumers to use environmentally friendly products. The readers can interpret the modes and comprehend the hidden agenda of the producers and the advertisers. This investigation analyzes the data of advertisements from an ecolinguistics perspective and encourages environment preservation and sustainability. This study is also helpful because it suggests a rationale for whether packed food products are an alternative to organic or fresh food. The study is also significant because it can compel the readers to conduct further research on potential health outcomes caused by the excessive use of packed food products. It also encourages readers to make informed and environment-friendly food choices by promoting a zero-waste environment.

1.6 Delimitations

The delimitation of the study is that research is conducted on only 30 packed food products that are prepared and available in Pakistan. It took five months i.e., from April 2023 to August 2023 for data collection. The consumers in focus are mainly

children, youth, and adults. The analysis is done with the help of a conceptual framework using Kress and van Leeuwen's (2006) multimodality and Stibbe's (2015) ecolinguistics perspective. There are many products manufactured in local small industries whose existence in populated areas is vulnerable to the environment in which people are living is not considered in this inquiry. Companies such as Nestle and Pepsico are working for the sustainability and protection of the environment and producing quality food as compared to the local industries. The impact of transportation and emissions of volatile organic compounds (VOC) during the preparation of packed foods are ignored in this scholarly inquiry which are vulnerable to the environment. Due to the broad span of both linguistics and ecology, it is quite challenging to discuss all these components in this study. Different food products of different companies are analyzed to discover the multimodal communication and different packing materials and their impact on the environment are the variables of this study. The visual and textual modes and the messages composed relevant to green living and degradation are the constructs of this research.

1.7 Limitation

The study is subject to several limitations that may impact the broader applicability and depth of its findings. Firstly, the findings lack generalizability beyond the specific subset of packed food products examined and the contextual nuances of Pakistan, thereby limiting the external validity of the research. The restricted timeframe of data collection may hinder the study's ability to capture potential fluctuations or changes in consumer behavior and environmental impact over a longer period, potentially compromising the thoroughness of its analysis. The exclusion of local small-scale food industries from the inquiry may overlook valuable insights into their practices and environmental impact, thereby constraining the comprehensiveness of the research. Ignoring the impact of transportation and emissions during food preparation may lead to an incomplete understanding of the overall environmental footprint of packed food products. The reliance on specific theoretical frameworks limits the alternative interpretations or perspectives on the relationship between packed food products, communication modes, and environmental impact, potentially restricting the richness of the research findings. Finally, the study's dependence

on a conceptual framework may constrain the depth of analysis or overlook alternative theoretical perspectives that could offer valuable insights into the subject matter.

1.8 Organization of the Study

This research work includes five chapters. The first chapter gives a brief introduction to the topic, the second chapter gives details of relevant literature and works already done on multimodality and ecolinguistic perspective of the text, the third chapter explains the research methodology and conceptual framework in detail, whereas the fourth chapter includes particulars of the data analysis, and the fifth chapter includes the findings, discussion, conclusion, limitation, and recommendations pertinent to this investigation.

The first chapter of the study gives the purpose for conducting this study, how it is important, and informs the readers about the statement of the problems, research objectives, and questions, its significance, delimitation, and brief methodology.

The second chapter of this research covers the details of work related to multimodality mainly on the ecolinguistic perspectives and their relevance to this research. There are also details of promotional strategies that are potentially vulnerable to the environment. There is also a discussion on the increasing trend of using packed food and the harms related to poor waste management activities. There is an explanation of the rationale of this study and how this research fills gaps within the existing information.

The third chapter presents the details of how this study is carried out. It discusses the data collection and analysis procedure, the rationale for the collection of advertisements, and the comprehensive information of the conceptual framework.

The fourth chapter of the thesis is the most significant part of this study. It elaborates on the use of conceptual frameworks for data analysis and how the textual, visual, and spatial modes compose a message to highlight the ecolinguistic perspective of products.

The findings of this research paper are discussed in the fifth chapter. It presents a reflection on research questions, conclusion, and limitations followed by recommendations. The conclusion reflects the answers to the research questions.

CHAPTER 2

LITERATURE REVIEW

The main idea or key points in this section comprise ecolinguistic perspective, multimodality, and multimodal analysis to find out the relationship of advertising discourse with the environment and how language plays an important role in shaping the perspectives of a society. Moreover, it covers prior research conducted that relates to this research investigation. Finally, it describes how this research work can fill the breach to the present by enlightening the environmental impact of food packaging and its contribution to sustainable consumption. Furthermore, this study helps in identifying the linguistic strategies employed in food packaging to influence consumers' behavior and preferences toward eco-friendly products. Generally, this research on multimodal analysis of the advertisements of packed food items procures valuable insights into the connection of language, communication, and ecology in the food industry. The literature is studied starting with major ideas like the ecolinguistic perspective of packed food, reasons for growing production, the role of multimodal moles to describe the product, semiotics, social semiotics, designing of advertisements, and then the link of promotional text to the environment.

Advertisements of different products familiarize the customers with the product, they are designed to increase customer's knowledge about the brand. The discourse of advertisements is designed on certain ideologies within the consumers to convince them to buy or try a product or provide some information to other consumers. Language plays an important role in advertising as the product's message is conveyed through convincing text and in this way the main agenda is transmitted into the consumers' mind.

2.1 Ecolinguistic Perspective

Ecology and language merge in the discipline of linguistics, a vision pioneered by Arran Stubbe. The ecolinguistic perspective believes that language shapes our perceptions of the environment and influences our interactions with it, the study of ecological linguistics examines the complex relationships between language, culture, and the world. This study applies social media analysis to environmental advertising to demonstrate how visual and verbal elements work together to create sustainability messages. Heath and Potter emphasize the role of semiotic materials in creating

environmental information by examining the visual grammar of advertising and to Stibbe's complex idea of sociolinguistic analysis.

Bioregionalism, a biological concept emphasizing the interconnecting of culture and put, converges with ecolinguistics within the work of Haugen (2010). Haugen investigates how dialect contributes to the development of bioregional personalities and environmental awareness. Through an examination of place-based writing and phonetic expressions, Haugen illustrates the potential for a dialect to cultivate a sense of having a place to and duty for particular biological systems. This adjusts with Stibbe's broader vision of ecolinguistics contributing to a more economical and place-conscious worldview. While ecolinguistics has made critical strides, challenges continue in its integration into standard phonetic considerations. The requirement for methodological refinement and more noteworthy collaboration over disciplines is emphasized by Smith (2018). Smith's study underscores the significance of tending to disciplinary boundaries and cultivating intriguing discourse to encourage progress in ecolinguistic inquiry. This affirmation of challenges adjusts with Stibbe's call for continuous investigation and refinement of ecolinguistic standards.

Arran Stibbe (2015), states in his studies how language, ecology, and environmental sustainability are interrelated. Language has a major impact on people's comprehension of language and their environment. Using language from different perspectives can affect people's attitudes and behaviors toward the environment. He explains that traditional linguistic study nullifies the wider ecological context and explains his concept which proposes a more comprehensive method that is based on the ecological and cultural aspects of people which creates a link between language and the environment to completely comprehend the link between language and ecology. Stibbe's "ecological discourse" defines people's behavior and attitudes towards the ecosystem.

Our way of communicating about the environment can affect our opinions and actions towards the environment. By highlighting certain features of ecological discourse, such as the use of ecological metaphors and framing environmental issues in terms of values and beliefs, environmental sustainability is highlighted. In Stibbe's (2015) view, erasure refers to the elimination of one mode, or information completely as compared to the focused one. Similarly, "framing" plays a substantial role in multimodality. Framing refers to how something is presented, different modes are

selected and integrated to present any agenda, and the resources or information used to present something highlight its importance. In a multimodal text, graphics, images, written information, and spoken language can all contribute to the overall meaning of the text. The arrangement of these resources or modes helps in the construction of meaning or framing of a product before the audience. For example, visual images can frame the meaning of the written text and written text can frame the meaning of spoken language by providing a written record of the spoken words. The amalgamation of these different modes of illustration can lead to a more intricate and nuanced understanding of the message conveyed.

Stibbe (2015) has aided in developing our understanding of how meaning is created and communicated in today's world by highlighting the importance of manifold modes of communication. His investigation in Ecolinguistics offers a comprehensive and interdisciplinary study of the link between language, ecology, and environmental sustainability. His work highlights the importance of language in manipulating our relationship with the environment and promotes a more meticulous assessment of the language we use when discussing environmental issues. The awareness of different modes in which meaning is constructed and conveyed in different contexts, and for developing communication accessible to diverse audiences is very important. The concept of salience refers to how different modes of communication (such as visual, auditory, textual, and personified) can influence the devotion of an audience and how they interpret meaning. Different modes of communication have different levels of salience and can therefore enhance or disappear different aspects of a message. For example, visual images may be more salient than text, they can be strong enough to capture the attention of the audience and convince them to continue with the existing ideology. The perception of multimodality mentions the strategies in which different modes of communication are used in combination to create a more complex and targeted meaning (Stibbe, 2015).

2.2 Multimodality

The use of more than one channel of communication in a text to create meaning is referred to as multimodality. Although multimodal communication has always existed, multimodality in discourse analysis is a relatively new method; linguists first considered a multimodal approach in the 1960s. Gunther Kress was interested in multimodality. He contributed to the study of multimodality alongside linguist Theo

van Leeuwen and managed to develop books on the subject that were significant in the understanding and development of multimodal analysis. As a result, his work laid the groundwork for the study of multimodality and inspired the work of succeeding linguists. The multimodality includes Modes and Mediums. The various ways in which humans can construct meaning are referred to as modes. A mode is defined by Gunther Kress as a resource for making meaning that is socially and culturally constructed. Different modes include images, writing, layout, speech, and moving imagery. People communicate in a variety of ways, so it is critical to be aware of the many modes of communication to properly comprehend the messages transmitted. These are classified into five categories: Linguistic, Visual, Aural, Gestural, and Spatial. It is important to consider that a text does not have to have all of the above modes to be believed multimodal; it might include two or more.

Mediums are another sort of multimodality. Mediums are the various modes' carrying forms, i.e. how people can access modes. The model is modified by the medium via which it is transmitted. The medium of a text influences its purpose and target audience. Books, newspapers, radio, television/film, billboards, and websites are examples of different types of mediums. It is also vital to realize that a text might have more than one medium. An online grocery store, for example, combines the form of a grocery store with the layout/features of different options for quick, global access.

Multiple modes of communication are commonly in use nowadays, particularly in the context of digital media and technology. Many linguists, semioticians, and scholars in related fields are focusing on multimodality and its effects on language and communication. Multimodality is being excessively used in today's digitized world. Multimodality refers to the use of multiple modes or modalities for communicating information and ideas. There are diverse forms of these modes such as text, images, audio, colors, video, catchy phrases, innovative fonts, and graphics. Multimodality is also used for educational purposes to engage students and make the learning process more interactive, accessible, and memorable. It describes complex ideas, thoughts & information in dynamic ways, thus making learning an interactive process.

2.3 Multimodal Analysis of Kress and Van Leeuwen

According to Kress and Van Leeuwen's (2006) framework, visual images are composed of various elements such as color, texture, shape, and composition that work

together to convey meaning. These elements are categorized into three modes of representation: the visual mode, the linguistic mode, and the multimodal mode. In the visual mode, meaning is conveyed by the use of visual elements alone, such as color, shape, design, and layout. The primary source of meaning is image, and the viewer is expected to rely on visual perception to interpret it. In the linguistic mode, written or spoken language is used to convey meaning. The text is the primary source of meaning, and the visual elements function to support and decode the text. All the visual resources and linguistic features collaborate to create meaning in the multimodal framework and give different perspectives to comprehend the data. This framework highlights the features of context in shaping the meaning of visual images and promotes that a single image can have different meanings in different contexts and that it is crucial to consider the ideological and social context in which an image was created to fully comprehend its meaning. All the modes specified in discourse are the sources of non-verbal communication as they convey the promotional text or agenda at the backend of any discourse.

The multimodal analysis is based on multimodal communication in which audio, soundtrack, movements, colors, text, slogans, and images are different modes of multimodal communication. This type of communication is found in videos, websites, and presentations. To make the message effective and engaging different modes of representation are used during the promotional activities. Understanding how meaning is created, communicated, and understood in various cultural, social, and historical contexts is the fundamental concern of semiotics and social semiotics. These fields provide a valuable tool for analyzing and comprehending human communication's intricate and ever-changing relationships between signs, symbols, and meaning.

Composition of meaning and understanding the multimodal text Genette's (1997), *Paratextuality* can be consulted. According to the influential work, a text includes titles, prefaces, covers, notes, and more, which all contribute to shaping a reader's perception and interaction with the text. Genette asserts that these "paratexts" play a critical role in shaping the expectations of the reader and interpreting the text. A book's genre can be well understood by its cover, title, and summary, and gives readers insight into the book's genre, style, and subject matter, influencing their interpretation of the text. This concept of paratextuality indicates the importance of the elements existing within a text and performs a significant role in shaping the understanding of

the reader. The perception of any text signifies the relationship between the text and its readers. Similarly, if the understanding of ideologies and cultural brief is there, it is always a big support to the advertisers to promote the products by targeting the cultural beliefs and consumer's needs.

Van Leeuwen's (2006) publication "Multimodality, semiotics and Social Semiotics" is a significant a very helpful tool in the field of social semiotics. This publication gives a detailed insight into the literature on multimodality and semiotics and presents an incisive analysis of the modes and their interpretation. According to Van Leeuwen (2006), the conventional understanding of semiotics as solely concerned with signs and significance is not much in vogue because it is limited to written expressions only. As multimedia and digital communication are prevailing all around us, so now the focus is on modes and their innovative role in representation.

2.4 Application of Multimodality in Research

In the Paltridge (2016) framework, a multimodal text has modes that are used to interpret meaning and that is why it is known as a "layered semiotic system". The three steps of the framework are description, interpretation, and evaluation. The description explains the modes, interpretation involves the interaction and relation of modes with each other, which integrate to form a meaning, and evaluation gives an intuition into the quality and effectiveness of one's comprehension. The Paltridge multimodal analysis framework helps evaluate a wide range of texts, including advertisements, films, and digital media by giving a deeper understanding of the data under examination.

J. J. Webster, (2016) multimodal discourse defines different semiotic modes; such as visual images, spoken language, written text, and signs or moves. The combination of multiple modes gives more varied and multifaceted connotations. Social and cultural context also plays an important role in the interpretation of meaning because societies share a common belief or understanding of specified content. This multimodal is important because it connects the semiotic modes with social context to create a more relevant and authentic meaning of the text.

Halliday's (1978) linguistic theory is built on social semiotics and the theory investigates the functions of language in society thus the composition of the meaning is dependent on social interactions and cultural practices. Signs are interpreted with the

help of social contact. Signs are related to society; society relates ideas and perceptions with signs. In his social semiotics theory, Halliday argues that language is a social semiotic system because it is both a system of symbols and a social practice. Meaning is constructed through the use of language in context, and with time more practices and beliefs are linked to signs to give them more detailed and comprehensive meaning. Halliday's (1984) work is noteworthy in the study of multimodality, and according to this model, meaning is decoded or constructed through the use of manifold modes, including text, images, and sound. Meaning is not confined to individual words or sentences but is created through the combination of different symbols of the given data. The theory is also applied in education, to provide a framework for understanding how language is used in the classroom and how meaning is raised through educational practices. This has led to a greater understanding of the role of language in determining students' learning practices and in developing their status as learners. This theory is a great addition to the field of linguistics and for its significance to the study of education and communication. It analyses language under the social and cultural context of language, to offer a framework for understanding how language is used in society and how meaning is formed in the continuously transforming world.

Fairclough (1995) describes multimodality as the amalgamation of different modes that work together to fabricate a meaning. The combination of different modes of data, such as language, image, and sound, helps the production and meaning-making of texts. Fairclough's work consists of three interrelated stages: description, interpretation, and explanation. Descriptions according to Fairclough (1995) focus on finding and describing different modes of data that are used in a text. In his explanations, he explains how these modes of representation interact with each other to produce meaning. He considers the social, political, and cultural context for which the text was developed and shared, and how this context impacts the development and interpretation of the text. Fairclough's work on multimodality has given a clearer comprehension of how meaning is formed in discourse. The language of advertisements is based on the use of text and codes to convince consumers to purchase a product or service. Over the years, advertising techniques have transformed from simple posters to complex, multimedia drives. This subsequently leads to the improvement and enrichment of the language of advertising by making it more

significant and sophisticated. The interpretation of advertising discourse is always based on the social context and common comprehension of individuals within a society.

The concept of loaded language was presented by Leech (2008) which emphasizes that the use of language is dependent on certain inferences or emotional connotations that are purposefully used to influence the mindset and ideologies of the target audience. According to Leech, language plays an important role in forming the public point of view because it is always filled with positive or negative feelings which is why it is referred to as loaded language. Language excites people's emotions and beliefs, for example, the speeches of politicians or political discourse are always loaded language as it is always assertive and excite the emotions of the audience in favour or against the policies or other political leaders. In this sense, loaded language is a persuasive tool, it is at times manipulative or unethical. Leech's idea highlights the standing of considering the emotional implications of language. Language is powerful as it influences people in a society and it uses words to manipulate, misrepresent, and control the thoughts and feelings of people who are directly addressed. Leech (2008) gives five major functions of a successful advertisement that are attention, interest, desire, conviction, and action. Gestures are used to attract attention, and the tools to express gestures are eye, face, tone, contact, interactive images, and special sound effects. Interest and desire is aroused through gestures and language. Advertisements are designed to target individual's needs and desires, they are designed to enhance the self-image of the product and to promote and maintain social recognition.

2.5 Advertisements and Multimodality

Advertisements are the techniques to promote the products and services of different companies and trademarks by highlighting their specifically designed features to facilitate the consumers. Advertisements are designed in different ways and their projection is also done through different platforms. The most common projection platforms are television, newspapers, billboards, radio, and marketing through social media. Advertisements are designed to inform the consumers about the product, and to persuade them to buy, keeping in view the specific needs of the target audience. The audience is attracted and convinced using the language mechanism; lexical phrases, odd spellings, vibrant colors, font sizes, interactive images, and stories living within a culture or society. Advertisements are made to target customers' needs and wants, as they offer solutions and convenience to difficulties encountered by individuals in daily

chores, they narrate the stories happening in consumers' lives, play tactfully with their minds, and influence their buying decisions. For example; many individuals around us interpret the information on food packaging incorrectly, and many consumers place a lot of trust in the labeling, which can lead consumers to confusion. Furthermore, food packaging can be designed so that it appears healthier than it is, regardless of the nutritional labels. Advertisements and texts attached to products play an important role in consumers' perceptions. The purchase and usage of products ultimately have a great influence on the environment. The ecolinguistics perspective gives awareness for environment preservation through shopping for products available in biodegradable packaging.

Advertisements are motivating and persuasively convey the message of trust and quality through catchy slogans and interactive promotional agendas. Various modes of communication are used to convey the message of the product. The modes are connected intricately to each other. The modes serve the function of communication. The combination of various modes and features of communication including text, image, audio, and video interact and complement each other to produce meaning. This comprehensive understanding of the meaning and intention behind a message is essential for analyzing advertising discourse and identifying narratives and ideologies behind the promotional strategies for making ecofriendly buying decisions.

The language used in advertising has a great effect on consumer's decision-making and buying behaviour. Language is used as a powerful tool that helps in inducing emotions and perception making. Advertisers use language as an art or tool to create an impression that resonates with consumers and to differentiate their products from those of their competitors. The advertisers use convincing techniques, such as emotional appeals, taglines, quality assurance, and the use of slogans, uncommon or even wrong spelling. Emotional appeals are based on personal narratives such as the fears, and desires, of consumers that leads to buying of the product. Repetition of taglines and product features ensures that the message is going to be memorized by the audience and catchy phrases call attention and demand of the product by building its recognition and identity. A product is distinguished by highlighting its scarcity such as displaying posters of sale for a few days. Advertisers use phrases like "limited-time offer" to encourage consumers to act quickly and purchase the product before it's too

late. This creates a sense of urgency that persuades consumers to make a quick decision related to the purchase of the product.

Influencing the customer's buying decision is tackled through persuasive language using cultural and social context as it works a great deal to make the consumer convinced for buy. For example, in the increasing trend of promoting a sustainable environment there is excessive use of eco-friendly language in advertising, such as "go green", "recycle", "bring your bag" and "sustainable" or "reduce the carbon footprint". The use of inclusive language, such as gender-neutral terms such as humanity, consumers, spouse, and siblings, is also prevailing, reflecting a changed social and cultural world with diverse attitudes. To understand language multifold meanings, familiarization with the culture is necessary because different words are used differently in different cultures.

The multimodal analysis model includes the analysis of different kinds of data other than the written data and it includes videos, soundtracks, posters, and websites. the message. For example, a beauty soap advertisement features the soap, the user, an interactive background, scenic beauty, and a context in which using the beauty soap can bring many superficial benefits to the user. The combination of visual, auditory, and linguistic elements work together to create a promotional message. The application of a multimodal framework for the analysis of advertisements helps to analyze the text, images, actors, gestures, soundtracks, packing, and overall design of the products. For data collection of multimodal textual and visual modes, the websites are comprehensive source information as they have detailed information about the product, in the form of images, layout, design, and detailed information on the features and production.

2.6 Works Already Done

There is a large number of research done to explore the ecolinguistic perspectives in India. Sharma's (2014) work on ecology shared through his work, "Language and Ecology: The Indian Context" states the relationship between language, culture, and ecology. It describes the role of language in understanding the environment in an Indian context. It relates to the social context and beliefs that shape an individual's perception of the environment and relevant ecological practices. Similarly, Salma Monani (2019), investigated the role of language in developing the discourses for environmental preservation or degradation. Many studies are done that help to

understand the role of language and packaging on the environment. Kenneth Marsh, and Betty Bugusu, (2007) study on Food Packaging explains the impact of packaging on environment degradation. The study reflects how the increasing demand and production of packed food are leading towards the depletion of the natural environment. All these studies are quite helpful in raising awareness towards a safe and sustainable environment and inform the readers about different forms of human activities that are contributing towards a polluted environment. The most common cause behind environmental degradation is plastic pollution as plastic is a non-biodegradable material, that takes thousands of years to decay. Mostly packed food products are available in plastic packing, therefore there is a dire need to regulate the use of packed food products.

The functions of multimodal modes or semiotic resources have been explored by many scholars. Many have worked to explore the history of semiotics, its background, and its integration into advertisements and communication. Insulander's (2007) work 'The Exhibition as a Multimodal Pedagogical Text', gives insight into multimodality and semiotics in detail. He started his work by exploring history of semiotics to conclude that the cultural world and language can be treated as signs. He explains the fact that sign-making is dependent on the usage of different modes as the sign-makers select the best resources to exhibit the best representation of things. According to Kress and van Leeuwen (1996), a sign is motivated by the interest of those who make it and it is never arbitrary. According to Insulander (2007), multimodality is the mixture of different modes of representation in a specific way that presents a semiotic product. He asserts that by giving justified importance to all the semiotic resources a comprehensive message can be constructed. The image, color, writing, and sound in a sample, combine to create a meaning. However, modes are interpreted differently in a multimodal representation. For instance, due to the spatial organization of words in a specific pattern constructing a meaning or message of the representation and movement of modes can create a different meaning. The use of several semiotic resources in multimodality conveys a message in the best possible way to the audience. However, the focus of his study was only on the pedagogical texts.

The research by Dusenberry, Hutter, and Robinson (2015) pronounces the use of multimodality in a technical communication course. The authors describe three different examples of multimodal student work; the production of infographics as part

of a writing assignment; conducting and incorporating data from research interviews; and preparing a software presentation. The authors attempted a departure from the traditional linear school composition to a new model where the students have agency in their learning and are required to effectively filter, evaluate, and remix information to create new multimodal artifacts to demonstrate their learning and learn to communicate with a diverse audience. In this manifold and diverse approach, students are the consumers and designers of the proposal. Students were instructed to scrutinize information produced from varied sources and modes; and then seeing the requirements of their customers, they had to negotiate between the content and the mode of transmission to find the appropriate medium and form. (Dusenberry et al., 2015).

The multimodal analysis of Juliantari (2014) is based on the analysis of the movie *Conjuring* which has a thrilling story so he investigated how the verbal and visual signs play an important role in capturing the audiences' attention before launching the movie. He used Dyer's concepts for the analysis of the data and the semiotic theory of Ferdinand de Saussure to identify the signifier and signified in the poster advertisement. The impact of color in constructing meaning is analyzed through Wierzbicka's theory. The findings of the study show that color, images, and other visual and spoken aspects of a movie help a lot in creating meaning in the text while transferring viewers to a critical audience. Najafian and Ketabi (2011) also conducted their research on analyzing advertisements to uncover the semiotic modes. For investigation they used the social semiotic approach of Kress and van Leeuwen and Fairclough's Critical Discourse Analysis approach. For authentic investigation, they combined a textual analysis approach with a social semiotic approach. Their study came up with the conclusion that ideological values are disseminated through advertisements in any social discourse and discourse is self-made but not natural. The study gives a comprehensive understanding of the idea that when semiotic and linguistic resources such as modality, words, colors, and images are related to different aspects of social life they help to create meaning making of the advertisements. The findings of this research reveal that the audience is not only influenced through linguistic elements but coupled with signs and images influence them more and enable them to choose the best products without wasting much time. Thus, the study mentioned uses a combination of two theories, and my study is also developed on the

conceptual framework based on Kress and van Leeuwen's (2006) theory and Arran Stibbe's (2015) *Stories We Live By*.

The multimodal framework is globally recognized and used in different ways to bring uniqueness and variety to data exploration. The number of academic publications on multimodality is growing remarkably, scholars are giving multiple interpretations to the modes and resources used in the advertisements, audio, and visual modes. Thus, multimodal communication is a powerful tool to bring unique interpretations and new acquaintances and avenues, which demand more diversity, variety, unique ideas, and motivation for largely interdisciplinary research. Multimodality has become an inspiring trend for scholars to deal with data analysis and to redefine the purpose of textual and visual modes in the contemporary era.

Another similar study was carried out by Ferreira and Heberle (2013) on magazine advertisements while using Fairclough's three-dimensional model of discourse analysis of communicative events. They tried to dig out how text together with the image creates a problem-solving structure in the magazine's advertisement and what its sociocultural and discourse practices are. This study showed that the multimodal analysis of those advertisements revealed the fact that they focus on two important sociological issues with the help of different semiotic resources which enable them to grab the attention of international audiences. This research is different from the present study as it is a struggle to explore sociological issues while using semiotic ensembles.

Wong (2019) in the fourth chapter of her book *Multimodal Communication* talks about manipulating the idea of voices to enrich emotional branding in advertisements' discourse. She is of the view that intertextual voices and multimodal construction of characters come up with the enhancement of emotional branding while using multimodal engagement strategies. In this chapter of her book, she talks about the examination of four personal loan TV commercials which concludes that two of the commercials were successful in engaging the viewers through the use of various semiotic resources therefore they played well in emotional branding. In her study, Wong examines that semiotic resources play a significant role in appealing to the viewers of the advertisement. My study focuses on the interpretation of advertising strategies and their ecolinguistic perspective. Semiotics resources or different modes used in print media advertisements integrate to give meaning to a text, the slogans,

brand title, picture, logo, and color combinations combine to offer a promotional text. The Semiotic Theory of Barthes is developed on denotative, connotative, linguistic, Non-coded Iconic, and Coded Iconic messages. This research mainly focuses on the ecolinguistic perspective that is to create awareness among readers on waste management strategies and eco-friendly shopping. Moreover, the findings of the study suggest that all the advertisers use different strategies depending on the customer's main interest and buying power. Semiotic resources make the advertisements resourceful and meaningful to convince consumers to purchase. The advertisements adhere to the dominant customs of society and are the secondary products of cultural norms (Ullah, 2013). However, this study is only for viewers as it explores the role of semiotic resources used in advertisements in engaging viewers.

Yixuan Fang (2019) explored the multimodal perspective through a multimodal analysis of the supplement. The research paper describes and contrasts the advertising language of different industries, different periods, different categories, and different communication effects, and explores the characteristics and laws of speech, vocabulary, syntax, discourse, and pragmatics of multimodal advertising. With the combined knowledge of related disciplines such as pragmatics, communication, statistics, sociology, and consumer psychology, Yixuan Fang proposed the characteristics and social effects of multimodal advertising language and constructed a multimodal advertising language analysis model. Multimodal advertising provides a new and operative analysis mode for multimodal advertising language research.

Multimodal analysis is also used to investigate environmental science to analyze and understand different variables related to ecosystems. Dallyono and Sukyadi (2019) investigated to analyze the multimodal resources used in the posters designed to create awareness of environmental protection. They concluded that it is crucial to highlight the environmental issues to prevent environmental degradation and preserve the ecosystem. Multimodality is a very interactive and powerful tool that provides the semanticists a platform to use textual and visual modes to highlight environmental issues. The semiotic approach of Kress and van Leeuwen (1996) and other approaches from systemic functional linguistics, assist the researchers to summarize that multimodal resources have a great contribution to the construction and transmission of environmental messages. They also suggested that environmental awareness posters should be made a key part of the education process. Oyeboade and

Unuabonah (2013) have done a study using the multimodal framework for the analysis of the posters that disseminated information about two diseases i.e.; HIV and AIDS, multimodal strategies used in the posters describe the symptoms and precautionary measures of the disease. The analysis of the data is done through two frameworks; Yuen's Generic Structure Potential of printed advertisements and communicative acts by van Leeuwen's multimodal. Six posters were selected through a purposive sampling technique from two state hospitals. The communicative acts used in the design of those posters contain guiding, warning, encouraging, signaling, coaching, and informing. The findings of the study suggest that semiotic resources are used meaningfully to convey the message that precautionary measures should be adopted for maintaining health.

The construction of meaning is subject to the perception of modes, makers, and the target audience. If the message of the advertising is comprehended well by the consumers the process of creating meaning is conceived as a successful attempt. The understanding of the message can vary from one person to another person. What might be right for one person may not be right for the others but a common understanding is always considered for the promotional strategies. The review of previous studies suggests that all the advertisements are quite appealing, and are used as an efficient technique by the most successful advertisers. The study of the advertisements exhibits appealing images of the products through textual and visual modes of the environment in a productive way. They build and develop an image that supports the products and ought to be trusted for their claims about quality and taste. These advertisements are quite attractive and effective in representing the required message and influencing the viewers. These advertisements use multiple modes for meaning-making. They create strong emotional appeals by using the common beliefs of individuals living within a society. The challenge for ecologically focused research is to identify the hidden stories within society. The identification of ambivalent or negative discourses leads to global changes for the preservation of society.

The integration of multimodality and ecolinguistics provides a comprehensive lens for analysis in the field of green advertising. This collaborative approach examines both visual and linguistic features, to distinguish how environmental messages are produced and communicated to consumers. Multimodal research digs into the semiotic resources of advertisements, taking into account design, images, colors, layout, and

even packing. The advertisements designed to narrate environmental concerns are usually having modes reflecting earthly colours, sustainable imagery, and eco-friendly symbols. At the same time, ecolinguistics investigates the linguistic choices evident in the advertisements. Lexical choices like "sustainable environment" and "eco-friendly selection," as well as metaphors and symbols relating to nature such as the mother, all integrate to make the environmental discourse attractive and meaningful.

It is clear from the work of Lupton (1998) that industries spend big amounts on advertising and invest in ever more creative advertisements, more symbolic language, and multiple modes to attract the audience for consumption of convenience food that is a threat to the environment. Lupton argues that today's consumers have the 'responsibility to deal with risks, to seek out knowledge about them and deal with them individually by engaging in self-regulation' (Lupton, 1998: 205). Ezirim C & Aworo-Okoroh Joy (2023) have the point that the different textual and visual modes are used to convey promotional messages and construct a multimodal text. Juliantari (2014) found TV commercials are more engaging, and culturally appropriate because they are designed considering the most common cultural beliefs and stories at everyone's home. this study finds the same in terms of analyzing the advertisements of packed food. Chunyu Hu & Mengxi Luo (2016) identified that the semiotic resources in advertisements intend to promote a situation that is too important to the viewers but also accessible, thus triggering the behavior of happiness and consumption. The study states that advertising strategies are different modes that help in meaning-making, the promotional strategies also use the stories existing between the individuals of a society. Sale is encouraged but the disposal of the waste into the environment is neglected. Sustainability (2019) finds out that packaging is under intense public inspection and regarded as a source of waste and pollution similarly the findings also gather the promotional data of food advertisements in which the environmental performance of food packaging is not considered. Stories of framing, salience, and erasure are used for the promotion of the product whereas the preservation of nature is neglected. The knowledge derived from the multimodal analysis gives a detailed description of promotional strategies and promotion of environmental sustainability by reducing waste, which is an area of immediate consideration.

The literature review suggests that advertising companies hire smart advertisers who use semiotic resources tactfully so that the multiple modes used in the advertising

discourse can combine to construct a meaning. The stories used or highlighted by the advertisers may seem unimportant, but each story carries the ideology of consumption. Language plays a central role in building stories and creating readers' trust in those stories. The stories used in the advertisements develop the perception of the audience about the product. Advertising presents the viewers in a particular way according to the Agenda-setting theory. In particular, The media and advertisers focus on certain prominent objects and force the consumers to pay more consideration to the qualities of the selected object. The same was seen in the advertisements for the selected food items. The use of packed products has resulted in the increased rate of plastic pollution and the situation all around in the developing countries is growing grave. The waste is scattered all around us and a small portion is recycled, and the rest is disposed of in landfills or incineration procedures. Plastic pollution not only causes land degradation but also is the sole cause of water pollution. The litter; plastic wrappers and bottles, tins, glass items, and paper trash degrade soil and impacts negatively the water quality ultimately leading to global warming. These negative effects cause climate change and bring heatwaves, water scarcity, degradation of natural resources, and so on. Plantation of recycling plants is very important for developing countries so that a healthy environment can be preserved for them. Proper waste management of Plastic waste is required for an environmentally sustainable society. Plastic is so dangerous that it does not completely disappear; instead, it breaks down into smaller and smaller fragments.

To conclude the use of packed food products is required to be regulated. The existing studies have examined the use of packed food products, their quality, and usage, however, this study is going to be an addition to highlight the issues of language use for the preservation of the environment. This study is going to give a comprehensive analysis by using a multimodal framework to interpret different strategies used in the advertisement and producing environmentally beneficial, harmful, and destructive discourses.

2.7 Research Gap

There has been extensive research on the use of multimodality and semiotics in various fields, including advertising and environmental science, there appears to be a lack of studies that specifically focus on the ecolinguistics perspective within the context of advertising discourse. Although existing literature acknowledges the importance of semiotic resources and linguistic choices in constructing environmental

messages in advertisements, there is a gap in research that comprehensively examines how language is used to promote environmental preservation or degradation in advertising discourse, particularly within the context of packed food products. Existing studies have explored the role of semiotic resources and multimodal communication in advertising, but they primarily focus on general advertising strategies rather than specifically analyzing the linguistic and visual elements related to environmental issues in advertisements for packed food products. The study by Kenneth Marsh and Betty Bugusu (2007) examines how the demand and production of packed food are leading to the depletion of the natural environment, with a particular emphasis on the detrimental effects of plastic packaging. However, it does not delve into the aspect of ecolinguistics, which involves the manipulation of language and narratives in advertising to exploit consumer desires and behaviours. The study contributes to raising awareness about environmental issues related to food packaging but does not explore how linguistic choices are used to shape consumer perceptions and promote specific consumption patterns. Therefore, there is a need for research that delves deeper into the ecolinguistics perspective of advertising discourse, particularly in relation to the promotion of environmentally sustainable practices in the packaging and promotion of food products.

Fang, Y. (2019) delves into the multimodal perspective by analyzing advertising language across various industries, periods, categories, and communication effects. The research paper focuses on examining the characteristics and laws of speech, vocabulary, syntax, discourse, and pragmatics within multimodal advertising. Fang integrates knowledge from disciplines such as pragmatics, communication, statistics, sociology, and consumer psychology to propose a model for analyzing multimodal advertising language. However, it's worth noting that the study does not specifically address the ecolinguistic perspective or delve into the environmental implications of packaged food products. This research will contribute to filling this gap by providing a comprehensive analysis of the language use and multimodal strategies employed in advertisements for packed food products from an ecolinguistic perspective. While some studies acknowledge the influence of cultural beliefs and societal norms on advertising strategies, there's a gap in deeper exploration of how these factors shape environmental discourses within advertising. Understanding how cultural narratives intersect with environmental messaging in advertising could provide

valuable insights into effective communication strategies for promoting environmental awareness.

This research aims to identify the strategies employed in advertisements to promote the sale of packed food products. This involves scrutinizing the various techniques advertisers utilize to target customers and encourage the consumption of packed food items. Secondly, the research analyzes the diverse semiotic resources employed in these advertisements, particularly focusing on how they reinforce specific narratives and ideologies. The research examines the multimodal strategies utilized by food advertisers in their advertisements to effectively reach and influence their target audience, ultimately promoting the consumption of packed food. It also delves into how the semiotic resources embedded within packed food advertisements evoke ecological narratives, depicting the environmental impact of consumption as either beneficial, harmful, or ambivalent. The study offers insights into the intricate dynamics between advertising strategies, semiotics, and environmental narratives within the context of packed food consumption.

CHAPTER 3

RESEARCH METHODOLOGY

3.1 Research Design

This research seeks to create awareness among the readers towards the environmental degradation that is caused by the purchase and use of packed food. The textual, verbal, and nonverbal modes used in the advertising strategies are investigated to explore the ecolinguistics perspective of the products raising awareness among the readers to opt for eco-friendly products. The multimodal strategies used in food advertisements are investigated to explore the hidden stories that are trapping consumers for goods consumption, increased production, and environment dilapidation. The analysis of the data suggests in-depth information about the packing, colors, images, and overall design of the products by using visual grammar and social semiotics.

The multimodal framework's qualitative approach gives detailed insights into the analyzed data and emphasizes the ecolinguistics perspective. It also considers the cultural and social contexts to understand the impact of language on the environment. This exploratory study inspects the data taking into account Kress and van Leeuwen's multimodal framework (2006) and Arran Stubbe's Ecolinguistics (2015) which deepen the understanding of the consumers on how language and visual elements are used in advertising to influence consumers' behavior towards packed food products, and their effect on the environment. Moreover, the study is based on content analysis because the data collected for analysis includes the images of the promotional advertisements, texts given on the websites, color, taglines, models, and stories describing the quality and taste of the products. The textual information given on the packaging and on the websites to describe the products is also the main source of data analysis.

3.2 Method of Data Collection

Data collection is the process of information collection so that it can be analyzed to find out the answers to the research questions. The data collection method for the present study is qualitative because it includes the images, symbols, colors shown in the advertisements, and textual descriptions available on the official websites of the products. There are multiple packed food products available in the market, and the

advertising is done on different platforms through different promotional strategies such as posters, advertisements, and billboards. The posters are displayed in grocery stores, billboards are fixed at prominent places in the city or town. Advertisements capture peoples' attention through television and social media. Another very important platform for the projection of a product is its official website which offers complete information about the product in multiple ways such as textual information about the manufacture, quality, overall presentation, and design of the product. For data collection, the packed food products are divided into 6 main categories containing a total of 30 products. The information about these products is consulted from the official web pages of the manufacturing companies of these products. Thus, a total of 21 websites have been consulted for authentic data collection.

The target population of this research comprises customers/consumers of all ages as the products are eatable and food is a basic necessity of living. This research uses a purposive sampling technique. The population includes diverse age groups to add a variety of products. The packed food products used by these specified groups are divided into 6 categories which are sweets and desserts, snacks, beverages, sauces and condiments, instant food, and energy drinks. Each category has 5 products in it. The 6 categories represent the strata and the 5 food products represent units. This sampling technique represents a more explicit and representative analysis. Each category represents a specific set of food samples and packing exhibits persuasive behaviors towards the customers eventually developing productive, ambivalent, or destructive discourses. The justification for selecting packed food items is their popularity, affordability, and availability in the market. The products represent the ones commonly consumed by the population.

To ensure a diverse range of perspectives and preferences, the research includes consumers of all age groups. To identify the products that align with the research objectives, the investigation uses a purposive sampling methodology, selecting a variety of products from different categories in the packaged food market. In this study, the sampling method combines purposive and convenience sampling. Purposive sampling is used to categorize packed food products into 6 groups to ensure a diverse range of products is collected for analysis. This method allows for a comprehensive examination of selected advertisements, ensuring a representative sample of various food categories. The advertisements are selected directly from the official websites of

food companies using convenience sampling. This approach is chosen for its reliability and credibility as official websites typically provide authentic information. Convenience sampling involves selecting data sources based on easy accessibility and proximity. The advertisements from websites are readily available and easily accessible online. This method is practical and efficient, as it allows to access a wide range of advertisements from different food companies without extensive resources or time-consuming recruitment processes. While convenience sampling may not guarantee the representativeness of the entire population of advertisements, it offers a quick and convenient way to gather data for analysis. This study shows how advertisements for packaged foods can harm the environment. It is important to consider how advertising practices today can affect both consumer behavior and environmental sustainability. This study calls for a review of current advertising practices to address its negative impact on the environment.

Following is the detail of categories and products:

Table 1

Sweets and Desserts' list

Product	Jubilee	Paradise	Mcclair	Cornetto	Creamy Mango Stick
Company	Candyland	Candy- land	Mayfair Pakistan	WALL'S	

Table 2

Snacks' (Chips & Biscuits) list

Product	Lays	Popcorn	Super Crisps	Prince Chocolate	Oreo
	Chips			Biscuits	
Company	Pepsico Pakistan	Korneez	Potato Chips	Continental Biscuits Limited	

Table 3*Beverages' list*

Product	Tapal Danedar Tea	Nescafe's Classic Coffee	Dew	Fruita Vitals	Mango Squash
Company	Tapal	Nescafe'	Pepsico Pakistan	Nestle Pakistan	Mitchell's

Table 4*Sauces and Condiments' list*

Product	Mayonaise	Ketchup	Apple Jam	Choco Bliss	Mixed Pickle
Company	Young's	Mitchell's	National	Young's	National

Table 5*Instant Food list*

Product	Cerelac	NIDO	Flavored Yogurt	Knorr Instant Noodles	Frozen Food Chicken Nuggets
Company	Nestle Pakistan			Unilever Pakistan	K&N's

Table 6*Energy Drinks' list*

Product	MILO	Ensure	Gatorade	Sting	Redbull
Company	Nestle Pakistan	Abbott	Pepsico Pakistan		Redbull

Among the independent variables of this research are the categories of the food products as they reflect the food type, brand, and advertising strategy. The use of natural scenery, packing design, colors, and text style are also independent variables.

The perception of environmental health and its importance by the consumers are the dependent variables as they help to comprehend the use of promotional strategies and their link to environmental sustainability. The comprehensive data compilation of this research took five months i.e.; from April 2023 to August 2023. During the data collection session, a thorough investigation was conducted for fair sample collection so that the environmental aspects linked to the packing of each product can be well explored through the analysis of data using Kress and van Leeuwen's (2006) framework of Grammar of Visual Design.

3.2.1 Rationale for the Selection of Advertisements

The data under examination is the promotional text and images designed to promote the sale of packed food items. Production of packed food and its promotion is a continuous process because of its increasing demand. Advertisements or promotional data are available all around us, on television, in grocery stores, official websites of the companies, and on social media. Advertisements are designed to make people aware of the product, its qualities, and uses. There are different persuasive techniques used by the advertisers to attract the customers such as the interactive taglines, the nutritional values mentioned on the pack, and the association of cultural values and stories with the products. The advertisements are selected to explore the promotional strategies designed to attract consumers for consumption or purchase by mitigating eco-friendly choices. Packed food is a good solution to kill hunger or leisure time. It is enjoyed because it is readily available, but consumers are required to be made aware that preferring packaged food over fresh food is not good for humans and the planet's health. The processed food's ingredients cause health issues and the packaging is very vulnerable to the environment. In Pakistan, there is no proper waste collection and disposal system due to which the use of packed food is a danger to the environment's sustainability. The rationale for the selection of advertisements includes a variety of modes that can be interpreted to compose meaning based on cultural values and stories that impact people's choices leading towards environmental problems.

While analyzing packed food advertisements, transparency and honesty in the research process are considered. The data collected from the advertisements is used exclusively to conduct an unbiased and objective analysis. The examination of 30 products is carried out meticulously to shed light on the ecolinguistics perspective, focusing on how different linguistic and visual elements are employed to construct

stories of trust and identity. The narratives presented in these advertisements are carefully deconstructed to highlight features that cater to consumer demands while disregarding the impact on nature and its preservation. This comprehensive analysis aims to produce trustworthy and reliable findings, as it raises awareness about the importance of using organic or natural products, emphasizing that processed food cannot be a substitute for natural food. Ultimately, this research is intended to promote eco-friendly choices and contribute to the creation of a healthier, greener environment.

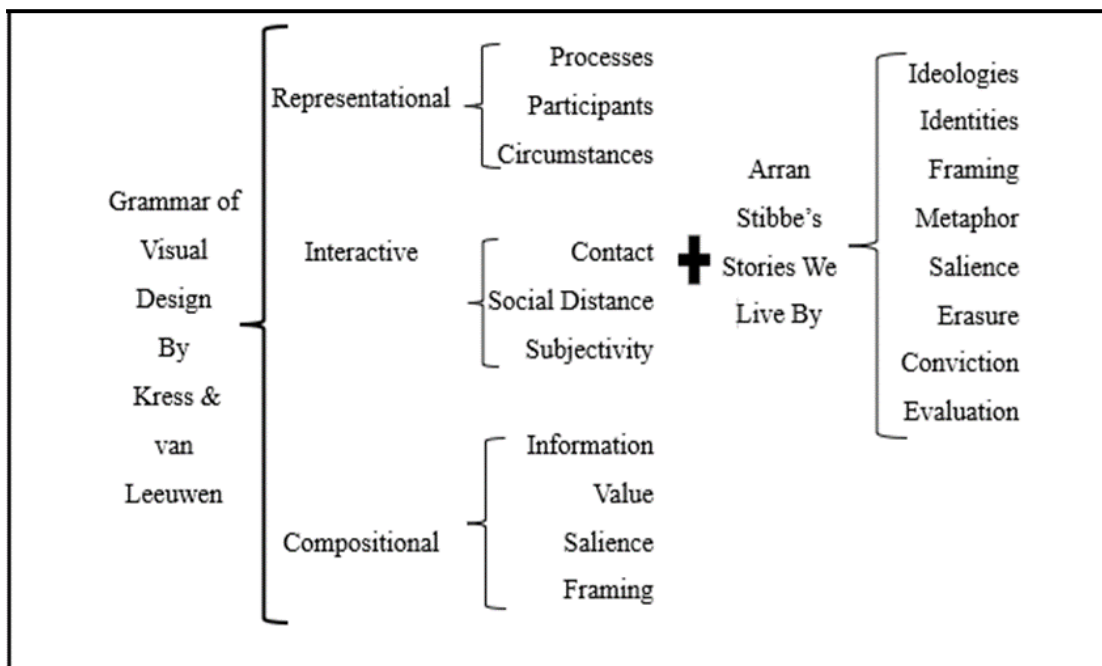
3.3 Conceptual Framework

This qualitative research uses Kress & Van Leeuwen's (2006) multimodal framework of "Grammar of Visual Design published in his book Reading Images". This model helps to construct the meaning by understanding the interaction of text with the visuals. According to this framework, semiotic resources describe that every single item of visuals can be perceived as a sign and sign refers to words, images, sounds, and gestures. With the help of multimodality, the advertisements are interpreted in which different modes are arranged together signifying something to convey or represent meaning. To understand the importance of textual and visual modes in the meaning-making process based on cultural and social beliefs this conceptual framework is quite useful. The use of characters, images, gestures, and colours in an advertisement helps the researcher to find out the relationship between the product and the consumer. Three aspects of Visual Grammar; Representational Meaning, Interactive Meaning, and Compositional Meaning are analyzed to find out the strong points of selected advertisements and their influence on consumers and broadly on ecolinguistics. Representational Meaning defines the relationships that exist between the product and the customer for example the happy actors (smiling faces) in the advertisements represent their satisfaction by using the product. In this study, the Represented Participants refer to the food packaging, images, people, and places in the advertisements. Whereas Interactive participants include advertisers, and the viewers or customers. Color combinations, specific font sizes, and styles are created by the advertisers to gain consumer's attention toward the product. The Representational Meaning has two dimensions; the Narrative Process and the Conceptual Process. In Narrative Processes, the representational tools (packaging, design, colors, fonts) all signify meaning and represent the product. The conceptual process is concerned with the representation of images within the advertisements with the help of style, color

combination, and positioning. Product's special name, packaging, tagline, interactive phrases, all these modes differentiate one product from another. For example, "DEW" is a beverage, and its green color and tagline, "Dew na kiya tu hir kia jiya" are linked to its identity and are enough famous to signify the drink. Compositional Meaning focuses on the integration of the Representational and Interactive elements within an advertisement. The positioning of the product's name on the pack, and its link with the overall theme and nature of the product help to conceptualize a whole message about the product's quality.

The multimodal theory of Kress and van Leeuwen (2006) has helped to understand the underlying meaning of the textual and visual images that are linked to Stibbe's (2015), "Ecolinguistic: Language, Ecology and the Stories we Live by", to reveal the stories about unsustainable societies, environmental degradation and hunts for inspirational forms of language that can help restructure a greener and healthier world. The analysis of the advertisement reveals the stories we live by as ambivalent, destructive, or beneficial discourses using the lens of multimodality so that the damaging stories can be resisted and new stories can be adopted for the preservation of the environment all around us and for a green community.

Stibbe's, 2015 ecolinguistic perspective explains that language plays an important role in shaping the human attitude towards the environment. This conceptual framework not only uses the grammar of visual design to inspect the textual and visual elements of a product but also relates the interpretation of multimodal modes to environmental perspectives. Stibbe suggests that the variety of modes used for promotion develops communication between the product and the customers and also influences human behavior towards the environment because when people go for eco-friendly shopping the overall condition of the environment improves. Giving preference to personal interests, needs, and wants or going for mindless shopping causes environmental degradation. The framework emphasizes the interconnectedness of linguistic and visual elements in shaping our cultural perceptions of nature, sustainability, and environmental responsibility. The combination of multimodal analysis with an ecolinguistic framework offers an inclusive understanding of how stories narrated through advertisements, both verbal and visual, contribute to our buying decisions and influence ecological consciousness.

Figure 1*Conceptual Framework*

This conceptual framework helps to analyze the selected textual and visual modes of the packed food products. Different modes, symbols, and text used for promotional purposes present the products as quick solutions to fun, time-saving, adventure, and energy fulfillment. The colour contrast of the packaging, taglines, name of the product in a special font, and gestures of the actors interact with each other to describe the product's quality and convenience. This conceptual framework finds out the stories behind these multimodal symbols and their effects on ecolinguistics. For a fair analysis, the food is categorized into 6 categories which are the variables of this investigation as the variables help to compose a message of the product through their color, text style, font, use of natural scenery, and packing. The multimodal framework of Kress & van Leeuwen, 2006 keeps the visual grammar equivalent to the linguistic grammar. As words in a text give a message similarly the use of images, colors, and packing develop communication. Moreover, this theory emphasizes that the colour coding and other symbols are culturally and socially aligned and to construct a relevant meaning in which understanding of the social context is necessary. Therefore, advertisers consider the social values and cultural context while designing and promoting a product. The advertisers pour special attention on the specific needs and interests of the customer that are the underlying stories according to Stibbe's (2015)

Ecolinguistics, thus using unique linguistic and visual features in the advertisements. This conceptual framework not only explores the linguistic features of advertisements but also focuses on the ecolinguistic perspective of promotional strategies.

3.4 Method of Data Analysis

The data analysis procedure of the present study is based on three main steps i.e. data collection, its organization, and lastly the analysis. The research aims to do a multimodal analysis of the packed food products by decoding the textual and verbal modes used in the design of an advertisement. The decoded meaning is further analyzed to identify its influence on the environment. The demand for packed food is growing day by day with the increase in population and lifestyle changes. The variety of packed food items is increasing as per the needs of diversified consumers. The selection of data is based on three main aspects availability, affordability, and consumption. Food items that fulfill the basic needs of three main consumers; children, youth, and toddlers are taken into account during the selection of packed food products then organization of the data is done by categorizing the products into 6 main categories containing a total of 30 products. The official websites are then referred to for authentic data collection in the form of textual and visual modes. Lastly, the conceptual framework is used for analysis which is the combination of two theories; Kress and van Leeuwen's (2006) multimodal framework of Grammar of Visual design which interprets the modes or semiotic resources of the selected advertisements to construct a message. The constructed meaning is further analyzed using the lens of Stibbe's (2015) framework stated in his book on Ecolinguistics; *Stories We Live By*, to highlight the ecolinguistic perspective of packed food products.

The Multimodal framework supported this qualitative research to interpret the modes used for the promotion of products. The modes used for communication are of expression, including language, images, fonts, colors, sounds, and gestures. According to Kress and van Leeuwen (1996) the idea of semiotics, (the study of signs and symbols) is one of the fundamental concepts in multimodal analysis based on this idea a sign is any unit that conveys meaning, such as a word, an image, or a color combination. The field of semiotics has been significant in the development of multimodal analysis because it provides a framework for understanding how different signs interact with each other and give a wholesome message. Another key concept in the multimodal framework is that of affordances, which are the potential uses or

functions of a particular mode of communication. For example, an image of the product affords visual representation, the image presents a social story that attracts the consumers. The social context of the story compels the consumers to feel attracted to the product.

The ecolinguistics perspective highlights the social ideologies, beliefs, and values that are linked to the promotional campaign of the product. In the case of packed food advertisements, multimodal analysis investigates the language used in the advertisement, including any claims or statements made about the taste, quality, nutritional value or health benefits, and use of fresh vegetables and fruits. By mentioning all these details, the packed food is represented as a reliable alternative to natural products. While analyzing the ecolinguistics perspective the framing of the advertisement is also focused on representing the connection between the product and the environment.

This investigation focuses on the ecolinguistics perspective of the packed food products that give a comprehensive ground to understand that the use of language has a great influence on the purchasing decision of consumers that is interlinked with environmental sustainability or depletion. An increase in purchases causes an increase in pollution as the packed food products come in plastic, tin, glass, and film packaging which takes years to biodegrade. To attract consumers adventure and fantasy themes are used, trust of adults is won by targeting the stories of quality and trust. The details of multimodal strategies used by the advertisers offer a thorough understanding of ecological viewpoints related to the production and consumption of packed food items.

The grouping of Visual Grammar with ecolinguistics makes the analysis more detailed and supportive to find the questions posed for this study as it not only underpins the promotional strategies but also highlights the product's ecolinguistic perspective. The needs and wants of consumers are triggered through language, packaging, and more particularly through the presentation of the product as full of energy and taste, keeping in focus the particular ideologies within the society. The food package is designed using a combination of texts, pictures, symbols, colors, materials, textures, and shapes. These elements, when critically analyzed, communicate something about the product, and become the reason for consumer's choice as ambivalent, beneficial, and destructive discourse. The conceptual framework explains that the composed message of any product becomes the reason for its purchase.

The analysis of the advertisements and texts is based on the representational, interactive, and communication dimensions of Kress & van Leeuwen's, 2006 framework, composed with Aran Stibbe's (2015) ecolinguistic perspective. Representational meaning analysis has focused on the ways the modes or signs are signified or how are the semiotic forms attached to advertisements. The packing, shape, colors, and images are used to interpret the advertiser's message. Persuaded by all these elements the customer is attracted to the purchase of the food item. Attractive packaging, the overall display of the product is related to the environment, and the stories within the consumers present the perspective of ecolinguistics.

Interactive meaning analysis has helped to understand the relationship suggested between the consumer and semiotic resources and how this relationship relates to the purpose of promotion and sale agenda. The color combination, text, and font on the packaging are analyzed to assess its overall impact on the product's promotion and its relationship with the consumers. All these features integrate to make a message that is nonverbal but has a greater impact on the consumers. The consumers perceive the messages conveyed according to their particular needs and wants or through certain stories within them. This is how the discourse of advertisements can use the stories of salience and erasure to promote their agenda of promotion. The use of certain stories within the culture of customers, and all the modes used to present the food product increase the modality of the advertisements. As a result, the images and texts on the packaging create realism and trustworthiness. The advertisers by presenting the product as a reliable and quality food item suggest to the consumers that the characteristics of the products are real.

Compositional meaning helps to understand the relationship between the purpose of promotion and sale, giving rise to the corporate sector and influencing the environment. Advertisements are designed to create a link between the product and the customer by targeting the specific needs, and mindset of people living in a society. The text on the packaging or the website describes the specific features of the product and the server communicates with the customer. The buying and usage of packed food throws light on the ecolinguistic perspective of the packaging. The production of food also involves the consumption of natural resources such as fuel and, the emission of chemical gases during processing and transportation of food. The packed food comes in plastic bags, bottles, film packaging, and cartons, after purchase the packaging is left

in the garbage heaps, on roads and streets in Pakistan making the environment polluted. The use of adventure, thrill, and enjoyment are used by the advertisers to promote their products, the consumers feel associated with the food items and the advertiser can achieve the sale agenda. The product's sale agenda and the environment's degradation caused by the production and purchase of the packed food are required to be understood by the consumers. Consumers need to go for what is good for ourselves and the environment not what excites our eyes and taste buds.

CHAPTER 4

DATA PRESENTATION AND ANALYSIS

This chapter gives a detailed description of the data analysis techniques using the conceptual framework based on multimodality and ecolinguistic perspectives. The analysis explains that language plays an important role in shaping an individual's perspectives toward the environment and the promotional message is fabricated with the combination of various semiotic resources, including visual, textual, and spatial elements. Through the analysis of visual and verbal modes of the different food packaging within the context of social and environmental practices, it is found that different food brands use cultural context and ideologies to convey discourses (stories) that compel people to buy, as well as how these stories interrelate and create environmental concerns. This analysis seeks to signify the relationship between language, visuals, and ecological considerations.

4.1 Category 1: Sweets and Desserts

In this category, there are 5 products including toffees, chocolates, and ice-creams. Sweets and desserts are liked and consumed by almost all age groups but mostly by children and adolescents. Depending upon the target customers and nature of the product the products are available in glittery, colourful packing. The analysis of this category specifically explores the ecolinguistic perspective conveyed through the interplay of different multimodal advertising strategies and semiotic resources that produce discourses, potentially contributing to the depletion of the environment.

4.1.1 Mclairs

Figure 2

Mclairs by Mayfair



According to Kress and van Leeuwen (2006), the packing and presentation of any product are very significant because they attract consumers to the product. Mclair is soft caramel and chocolate-filled toffee available in glittery packing with striking colours. Using the Grammar of Visual Design by Kress and van Leeuwen's (2006) framework the modes are interpreted to construct representational, interactional, and compositional meaning. The first thing that captures the consumer's attention is the product's presentation. The presentation is related to the packing, Mclair toffee comes in glittery gold and purple plastic packing. The packing and design come under visual image or mode that includes the color and packing of the toffee. The gold and purple colors are visually striking and bear a sense of luxury and richness. Gold color is also related to royalty and suggests first-class quality, while purple color adds sophistication and a touch of style. The golden wrapping signifies a treat wrapped for the consumers. The title also has a specified font that differentiates it from other sweets, the images of caramel and chocolate appeal to human eyes by presenting the deliciousness wrapped in a gold plastic pack. The name of the toffee mclair also indicates that the toffee has coats or layers of two flavours that are caramel and chocolate. The representational meaning is conveyed through the amalgamation of different semiotic resources; title, font, packing material, gold, and purple colour combination, and images of caramel and chocolate all integrate to present the product's quality and flavour.

The text also represents the visual modes as it gives details about the ingredients and when these ingredients are consumed then they “put a smile on the consumer’s face”. Thus, the narrative process (the text) and conceptual process create a communication channel between the product and the consumer. The Compositional Meta-function examines how the overall framing of the product is done. The framing of the product presents its sweetness and rich taste as a bundle of treats or feasts. It can be used as a dessert to celebrate happiness and joy.

The framing of the product is based on erasure as the packing and textual information only highlights the taste, and the overall effect of sugar consumption on human health is neglected. Relating this analysis to the ecolinguistic framework of Stibbe (2015) the packing of the product creates a destructive discourse as it compels the consumers for sugar consumption that ultimately promotes the buying agenda.

The advertising strategy does not present any direct clue towards environmental depletion but potentially it compels for purchase that is the root cause of environmental pollution. This study utilizes an ecolinguistic lens of Stibbe's "Stories We Live By" (2015), for analysis which suggests that language shapes our relationship with the environment. The McLair toffee as glittery and visually striking, using gold and purple colours fabricates the story of erasure by highlighting the elements of luxury and richness, taste and delight. This visual presentation constructs a narrative of indulgence and pleasure, framing the product as a desirable treat. In Stibbe's "Stories We Live By" framework, the advertising narrative surrounding McLair toffee exemplifies the concept of erasure, a process whereby certain aspects or consequences are intentionally omitted or obscured to promote a desired narrative. By presenting the toffee as glittery and visually striking, adorned with gold and purple colors, advertisers craft a story of opulence and luxury, effectively erasing any acknowledgment of the product's environmental impact or potential negative health effects. This erasure allows the focus to remain solely on the elements of indulgence, pleasure, taste, and delight associated with consuming the toffee. The visual presentation of the product constructs a narrative that frames it as an irresistible treat, enticing consumers with promises of luxury and sensory delight. However, this narrative of indulgence conveniently overlooks the ecological consequences of the toffee's production and consumption, such as the environmental damage caused by unsustainable farming practices or the health risks associated with excessive sugar consumption. By erasing these aspects from the

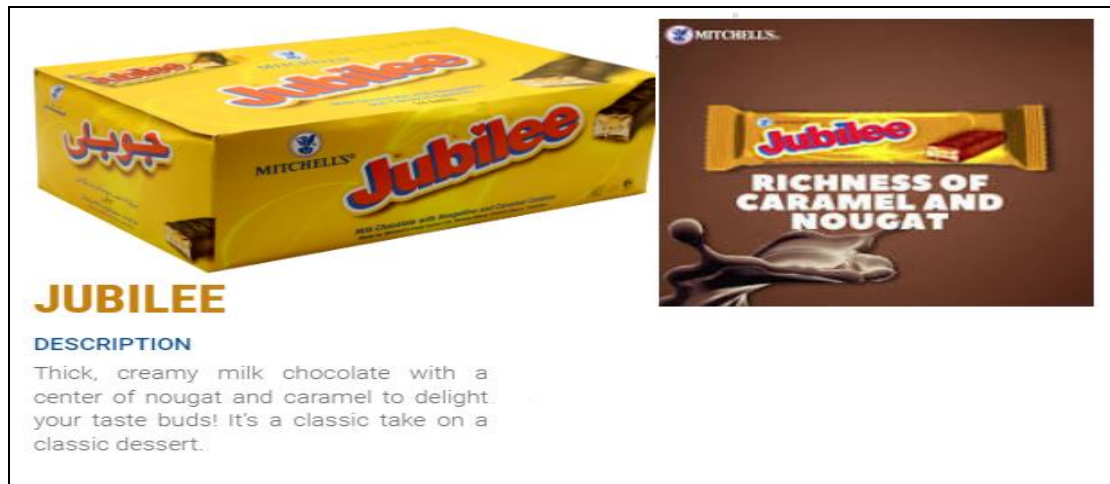
advertising discourse, advertisers perpetuate a destructive narrative that prioritizes immediate gratification and consumerism over long-term sustainability and environmental stewardship. Through an ecolinguistic lens, it is obvious that how the use of erasure in advertising contributes to the proliferation of harmful discourses that undermine efforts to promote ecological awareness and responsible consumption. This narrative contributes to what Stibbe calls a "destructive discourse," perpetuating a cultural story that prioritizes consumption without considering its ecological footprint. The study highlights how the promotion of Mclair toffee encourages sugar consumption, leading to health implications, but it neglects to address the environmental consequences of plastic packaging. The text also mentions the disposal of plastic wrappers without proper consideration for waste management or environmental preservation in developing countries like Pakistan, reinforcing a disconnect between consumption and its aftermath, perpetuating what Stibbe refers to as a "throwaway culture."

The ecolinguistic perspective highlights the stories and narratives that are embedded in advertising strategies. It boosts the underlying messages that are used by advertisers to promote their products or services. While the text focuses on the product's taste and presentation, it fails to acknowledge the broader implications of its packaging choices. By framing Mclair's toffee as a symbol of indulgence and delight, the narrative overlooks the environmental costs associated with its production and disposal. In the context of Stibbe's (2015) framework, the promotion of Mclair toffee exemplifies a narrative that prioritizes consumerism over environmental stewardship.

4.1.2 Jubilee by Mitchell's Fruit Farms

Figure 3

Jubilee by Mitchells



Jubilee is a famous Pakistani product, the analysis focuses on the interpretation of different modes of communication, such as chocolate's design, textual clues, and packing design, (Kress & Van Leeuwen, 2006). The chocolate is available in a glittery golden plastic pack with an interactive picture of the chocolate on it. Golden colour signifies happiness, richness, and luxury of taste. The picture of the chocolate on the pack attracts potential consumers and invites them towards the product inside. The title's red colour is quite eye-catching and inviting which compliments the golden background. Red and golden colours both represent energy, passion, and enjoyment and are used to present the jubilee chocolate as a bundle of energy and happiness. For describing Jubilee as a notable product text like, "thick, creamy milk chocolate with a center of nougat and caramel" is used. The texture is signified as "thick and creamy", whereas the "center of nougat and caramel" describes the richness of the flavour. Thus, the representational and compositional meaning frames the product as a source of energy, excitement, and pleasure. The phrases "delighting your taste buds" and "a classic take on a classic dessert" present the product as a treat for the consumers who feel delighted through the intense taste and indulgent texture. The promotional text has an emotional appeal that directly influences the consumers' ideology of trust and quality. The interactive meaning combines the multimodal modes of the Jubilee i.e.; its shining wrapper that links the product with the consumer and encourages purchase. The

compositional meaning promotes the positive framing of Jubilee that focuses on making the customers happy. The multimodal framework helps to analyze the promotional strategies, the complex combo of modes, interlink of underlying stories within the consumers of a society.

Using Stibbe's (2015) ecolinguistic perspective the product promotes a discourse that is developed to promote the agenda of successful sales. The promotional text promotes the story of salience that highlights the elements of joy and pleasure of taste buds, by convincing the customers to purchase and satisfy their sweet tooth. The richness of flavour and packing is contrary to the quality of packing. This is how the framing of the product encourages a destructive discourse that only promotes the sale through more and more consumption. The production of chocolate and its distribution and consumption, all stages involve the depletion of the environment through carbon emissions and plastic pollution. The promotional text for Jubilee chocolate uses storytelling to emphasize the joy and pleasure of its taste, enticing consumers to indulge in its sweet flavor. By focusing on the rich, creamy milk chocolate, advertisers create a narrative that disconnects consumers from the natural origins of the ingredients. This approach enhances the product's appeal but disregards any eco-friendly considerations. The positive framing neglects to address the environmental impact of packaging, particularly plastic pollution. The use of salience in advertising constructs a narrative that prioritizes immediate sensory pleasure over long-term ecological consequences. The language and imagery strategically target consumers by highlighting taste, quality, and interactive packaging, instilling a sense of trust and desirability. However, this narrative of pleasure and indulgence obscures the destructive impact of plastic pollution, perpetuating a discourse that prioritizes consumption without consideration for environmental sustainability. Ultimately, the use of salience in advertising contributes to the perpetuation of harmful discourses that undermine efforts to promote ecological awareness and responsible consumption practices.

The ecolinguistic perspective of the advertisement is based on the concept of framing, which refers to how language and images are used to shape the audience's perception of an issue. In the case of Jubilee, the framing of the product promotes a destructive discourse. The language used in the product description emphasizes the richness and indulgence of the chocolate while erasing any mention of the negative impact that its production and consumption might have on the environment. The story

of the Jubilee chocolate promotes a destructive discourse because it encourages the purchase and consumption of a product that contributes to plastic pollution and carbon emissions. The salience of the product is highlighted through its shiny, golden packaging and the rich, creamy texture of the chocolate, which creates an emotional appeal that is designed to influence the consumer's ideology of trust and quality. However, this salience is achieved at the cost of erasing any discussion of the negative impact that the product might have on the environment. The metaphor of "thick, creamy milk chocolate with a center of nougat and caramel" is used to create a positive framing of the product that stresses its indulgent and pleasurable qualities. However, this metaphor does not promote any discussion of the impact that the production of chocolate might have on the environment and thus contributes to a destructive discourse. The story of the Jubilee chocolate promotes the purchase and consumption of a product that contributes to plastic pollution and carbon emissions based on a destructive discourse that is harmful to the environment.

4.1.3 Paradise Chocolate by Candyland

Figure 4

Paradise by Candyland



Paradise Chocolate's packaging fulfills the requirements of the theory of multimodality, presented by Kress and van Leeuwen (2006). The textual and visual modes used in the packing design convince the consumers to buy the product. The visual modes include colour, images, and scenery given on the pack of chocolate. The

packing displays two main colours blue which create a sense of natural beauty, exuberance, and purity, lines up with the coconut's inner white content. The colour blend, the image of the coconut on the pack with a background of an island creates a tropical ambiance. All the modes interact with each other to signify the purity of the chocolate with rich coconut flavour. The cracked coconut and chocolate on the pack are the main ingredients of the product. The palm trees indicate the tropical ambiance and highlight the use of natural elements (use of coconut in the chocolate). The font is distinct and enticing and the product's name "Paradise" creates a sense of desire, pleasure, and treat. The multimodal framework of Kress and van Leeuwen (2006) helps to identify the promotional strategies that are designed using the stories of the desire for happiness and delight, the desire for heavenly feeling through food consumption, and desire for contentment achieved through eating something sweet.

Multimodal analysis plays a significant role in conveying the meaning to the consumers. The visual images of beautiful palm trees and coconuts and the delicious chocolate probe the customers' feelings to enjoy leisure time peacefully and by eating something sweet like Paradise chocolate. The visual and semiotic elements on the pack of the chocolate are the promotional strategies that are linked together to convey a sense of desire, and delight, eventually tempting to consumers purchase.

Using the perspective of Stibbe (2015) Paradise Chocolate offers a story that supports environmental degradation. The positive framing of the product highlights the use of natural scenery and natural products but does not discuss the economic growth, or the consequences caused by the use of the product. The focus is to fulfill the demands of human beings through product production. The promotional strategy encourages consumers to pursue happiness through buying and consuming chocolate. The ecolinguistic perspective of the data analyzed identifies practices that give rise to the corporate sector by manufacturing the product. The framing of the product attracts consumers who want to enjoy a sweet treat that satisfies their taste buds and gives them a sense of joy. However, this story also hides the negative impacts of coconut chocolate production and consumption on the environment and human health. For example, the production of coconut chocolate requires large amounts of land, water, energy, and resources to produce, transport, package, and distribute the products. It also produces waste and pollution from the plastic packaging that ends up in landfills or rivers. Moreover, coconut chocolate contains high amounts of sugar, fat, and calories that can

cause obesity, diabetes, and heart diseases. The consumers are deceived through the images of the coconut and palm trees as they create a false image of nature's love, the palm trees are mostly used for palm oil production and are grown in deforested lands thus the promotion and buying of the product is contributing to land and water degradation. The ecolinguistic perspective also pays attention to the packing material of the chocolate that is also required to be biodegradable, if the promotional strategy inculcates natural imagery, and the use of natural food then why it does not pay attention to eco-friendly practices? Thus, the promotional discourse is highly negative because it promotes the production and sale of the product, and supports the spread of plastic pollution and unhealthy eating. From an ecolinguistic viewpoint, this is a form of language that guides consumers toward environmentally friendly practices. Instead of adding waste into the environment by promoting plastic packing, efforts are required to initiate zero waste practices.

According to the (Stibbe, 2015) framework from "Stories We Live By" the narrative used in Paradise Chocolate's packaging and promotion highlights the natural beauty and purity, appealing to consumers' desires for leisure and indulgence. It uses blue and white colours, imagery of coconut trees, and references to tropical ambiance to create a narrative that highlights positive aspects while ignoring the negative implications of coconut chocolate production. It does not mention the environmental and health consequences of chocolate production and consumption. Instead, it focuses solely on enticing consumers with promises of pleasure and satisfaction. The use of terms like "Paradise" in the product name evokes notions of desire, pleasure, and contentment, framing chocolate consumption as a pathway to happiness, this metaphorical narrative hides the reality of environmental degradation and health implications associated with the product. From an ecolinguistic perspective, the discourse surrounding Paradise Chocolate is ambivalent and ultimately destructive. The advertisement is based on enticing visuals and narratives to attract consumers, perpetuating a story of consumerism and enjoyment at the expense of environmental sustainability and human health. Instead of hiding the negative impacts of production and consumption, advertising should emphasize eco-friendly practices and zero-waste initiatives.

4.1.4 Cornetto Ice-cream by Wall's

Figure 5

Cornetto by Wall's



Cornetto is an ice cream that comes in the shape of a cone in different flavours. The composition of representational meaning is derived from the multimodal framework of Kress and van Leeuwen (2006), which helps to relate the link between the visual mode that is the image of the Cornetto ice cream in vanilla and chocolate flavour. Exciting colours, and eye-catching graphics, attracts consumers' attention. The ice cream comes in paper packaging in the shape of a cone. The inside of the cone is filled with vanilla flavour. The colorful and visually attractive design of the product is quite appealing to the customers. The use of catchy phrases (creamy, crunchy, and chocolaty) to describe the taste of the product is quite appealing. The crispy baked wafer, and thick chocolate coatings, tempt the taste buds and trigger the emotions of delight and consumption. The overall design of the ice cream presents the aesthetic combination of cream and chocolate that pleases the eyes and triggers the sense of consumption. The use of words such as "perfect combination of creamy ice cream and crunchy cone" triggers the appetite. The food is not nourishing but it is enjoyable and gives contentment to the mind and senses.

The textual mode signifies that the ice cream has the best ingredients and claims for the best taste. The use of words like "best tasting" and "confident" fabricate a positive impression of the product's quality and flavour. The promotional strategy is

based on quality and reliability to win the customer's trust. The phrase "delicious and crunchy" requests for consumers' attention towards the taste and quality of the product. All the modes on the pack of the cream act as representational modes because they excite emotions, catch attention, and emphasize the brand's identity. The spatial arrangement of images and text on the website and packing provides the consumers with vital data, such as the availability of different flavours, packed with crunchy wafers and creamy tastes.

Using Arran Stibbe's (2015) ecolinguistic model ice cream is described as a quality product in which fresh cream and pure milk are used to claim the quality of the product. The main point under consideration is the use of the "recycle" symbol which is quite enticing and makes the discourse or the promotional strategy beneficial. The recycle symbol on the pack promotes the environment-friendly campaign of the product and leads customers' attention towards recycling and waste reduction. It persuades the buyers for sustainable practices. The recycling symbol serves as a semiotic resource by encouraging consumers to eco-friendly practices by managing waste. The framing of the product is done by using a recycling symbol and shows the eco-conscious behaviour of the product. For eco-friendly consumers, the recycling symbol on the pack compels them to show responsible and sustainable choices. The recycling symbol also educates the customers about proper waste disposal and sustainable environment.

The text highlights the significance of salience in the advertisement, as it emphasizes the importance of visual appeal and sensory stimulation in attracting consumers' attention. The description focuses on the vibrant colours, captivating graphics, and enticing phrases used to showcase the taste and quality of the product. This narrative creates an image of indulgence and pleasure, appealing to consumers' desires for sensory gratification. Mainly the semiotic resources highlight the positive aspects of the product while overlooking the potential environmental degradation caused by the consumption of the ice cream. The packaging emphasizes the quality and deliciousness of the product, while conveniently ignoring the broader impact of ice cream production and consumption on the environment. This narrative effectively masks the true ecological footprint of the product, allowing the promotion to focus solely on tempting consumers with promises of taste and enjoyment. The use of phrases like "perfect combination" and "delicious and crunchy" evokes feelings of satisfaction and pleasure, framing ice cream consumption as a source of contentment. However,

this framing conceals the environmental consequences of packaging waste and resource consumption associated with the product. The discourse surrounding Cornetto ice cream is characterized by ambivalence from an ecolinguistic perspective. While the promotion employs inviting visuals and narratives to attract consumers, it also promotes a narrative of eco-consciousness through the inclusion of a recycling symbol on the packaging. This symbol suggests a commitment to sustainability, encouraging consumers to engage in environmentally friendly practices such as recycling and waste reduction.

4.1.5 Creamy Pop Mango by Hico

Figure 6

Creamy Pop by Hico



Each bite bursting with real juicy mango flavour with a creamy, smooth texture will take you on a fruity ride.

Creamy Pop Mango is everyone's favorite due to its rich mango and vanilla taste. The packaging is unique and classic, the use of yellow color, reflects the purity and rich flavor of mango. The packaging presents Creamy Pop Mango as a unique and elegant ice cream that is children's favorite. The handy and sleek design of the ice cream with rich creamy flavor is a treat for consumers. The verbal and visual elements integrate to enhance the product's quality and differentiate it from other products or

brands. All the modes fabricate the meaning well and convince the customers for consumption.

The use of language does not present any reference to the environment but describes the quality of the product. The framing of the product does not give any clue about environmental sustainability. The combination of vanilla with mango symbolizes a mixture of natural food to enrich the flavor that is sufficient to satisfy the appetite. The image of a cow on the pack presents the product's quality as the cow ensures the use of fresh milk in the making of the product. Stibbe's (2015) multimodality outlines the discourse as ambivalent because it persuades customers to purchase by using the language skillfully for promotional purposes. The processing of the product is done in factories, factories are dependent on machinery, machinery on the oil consumption. During preparation, the waste material is discarded into canals and rivers. Through the consumption of natural resources, the ecology is destroyed because, in developing countries like Pakistan, many industries work within the cities and towns. The pollution emitted is quite threatening to human beings and nearby communities. Moreover, encouraging sugar consumption instead of drinking fresh milk or eating fruits draws attention to the negative perspective of the promotional strategy. The inducement of quality and rich flavor through persuasive tactics and neglecting the environmental implications of plastic packaging frames the discourse as negative.

Using the framework of Kress & Van Leeuwen (2006) the images of different fruits, milk, and the cow in the background are taken as a communicative tool that describes the goodness of the ice cream. The use of colors specifies the ingredients and flavors and the use of terms such as "fruity ride," "slurp it," and "gulp it," are also used as persuasive tools for the sake of promotion of the product. The merger of milk splash with chocolate, vanilla, and mango intensifies the relationship between the product inside the pack and the package. The products are intelligently designed to present variety and attraction for the targeted audience that takes them along on the "fruity ride."

The package design and the use of playful words directly target consumers' buying decisions, tempting the taste buds and ultimately encouraging the purchase and consumption of the product. The title of the ice cream, "Creamy Pop Mango" describes the product as an outstanding product that is full of excitement and enjoyment. The projection of the product by using bright and pleasing colors and amalgamation with

natural and delightful flavors enhances the promotional strategies. The Pakistani consumer is attracted towards the product especially in summer through advertisements the promotional strategies provoke them to celebrate leisure time by eating these popsicle sticks.

The ecolinguistic perspective presents it as a destructive discourse because along with the use of playful words, the ingredients that are extremely vulnerable to human health are also given such as sugar, liquid glucose, emulsifiers, stabilizers, and food color. It is evident from the studies that consumption of sugar causes various health issues among which diabetes, tooth decay, and cardiovascular diseases are the most common. Similarly, emulsifiers and stabilizers are responsible for digestive and gastrointestinal discomfort and food color is responsible for hyperactivity in children.

The product is advertised as the finest and most indulgent treat, highlighting its mango and vanilla flavour, sophisticated packaging, and the depiction of a cow representing the use of high-quality milk. However, the text and symbols fail to acknowledge the potential environmental repercussions of manufacturing, packaging, and disposing of the product. The emphasis is primarily on the product's superior quality and the satisfaction of its consumers, without considering the wider ecological effects of its production and use, such as the spread of plastic pollution and air pollution. The salience lies in the sensory appeal and enticing qualities of the ice cream. Bright colours, playful language ("fruity ride," "gulp it"), and imagery of fresh fruits and milk draw attention to the product's deliciousness and desirability. However, this salience masks the negative health effects of excessive sugar consumption and the environmental impact of plastic packaging and industrial production processes. The language used in the promotion of the product seems to ignore the potential environmental impact. The discourse focuses solely on the product's positive attributes while neglecting to mention anything about sustainability, waste reduction, or eco-friendly practices. This lack of information preserves a narrative that emphasizes indulgence and enjoyment at the expense of the environment. By omitting these crucial aspects, the discourse fails to address the ecological footprint of the product, which has significant consequences for the planet. It is essential to consider the environmental implications of any product or service to ensure responsible choices that are sustainable and eco-friendly. The discourse surrounding Creamy Pop Mango ice cream is destructive. The discourse effectively promotes the product's sensory appeal and

consumer satisfaction, it does so at the expense of environmental awareness and health considerations.

4.2 Category 2: Snacks

This category includes a variety of potato crisps, popcorns, and biscuits. The snacks are salty and sweets treats, commonly consumed by consumers of all age groups. Snacks being quick meals are preferred during celebrations, boredom or when one feels hungry.

4.2.1 Lay's Potato crisps by Pepsico

Figure 7

Lay's by Pepsico



Lay's

Lay's has made its mark in every heart as the nation's favorite snack, bringing flavors from over 100 countries. This overwhelming love has allowed it to become the largest snack brand worldwide and since its launch in 2007, it has grown to become an essential for every Pakistani snacking occasion.

Pakistan is a lively nation with a joyful culture. With close-knit ties between friends and family, we value principles of sharing our joy with one another, and Lay's is inherently found at the center of it all. Made from 100% locally sourced fresh potatoes and high-quality ingredients - Lay's - the most irresistible and crunchiest chip with its wide range of exciting flavors, makes daily snacking a source of joy for all Pakistanis!

All your favorite Lay's variants are made using only the best of the best potatoes sourced exclusively to create the perfect snack we all know and love and experienced best when shared! The diverse range of Lay's variants undergo strict quality control by certified and external bodies at the reception prior to production and all through the manufacturing process. Finally, the great looking packs of Lay's that make their way into your hands are also packaged under optimal hygiene conditions.

In Pakistan Lay's potato crisps are considered to be a popular snack product that claims to be the "nation's favorite snack" and the "largest snack brand worldwide" (Lay's, n.d.). According to Kress and van Leeuwen's (2006) multimodal framework, the analysis of Lay's Potato Crisps pack and the promotional text comprises different modes of communication to create meaning and persuade consumers. The main focus of the analysis is on visual, linguistic, aural, gestural, and spatial modes that are available on the official website of Lay's. The linguistic mode in the description highlights the product's emphasis on quality. The use of phrases such as "best quality potatoes," "best practices," and "best quality flavours" pays attention to the product's

promise of choosing the best and fresh ingredients. The visual modes attract and involve customers. In examining Lay's Crisp's advertisement through Kress & van Leeuwen's (2006) framework, it's clear that every detail is meticulously designed to catch the consumer's attention. The advertisement draws attention to the vibrant images of the crisps, placed front and center to make sure the purchase. Bright colours such as red and yellow, are used to attract the audience and add reality to the promotional strategy. These tempting visuals, catchy slogans, and descriptions are sprinkled throughout, reminding us of the crispiness and delicious variety Lay's has to offer. The layout directs consumer's attention exactly where they want it, making sure they notice the important bits, like the brand name and key messages. With all these clever tricks, Lay's has become everyone's favourite brand.

The ecolinguistic perspective of the product is emphasized through the images of the potatoes on Lay's packing and relates the product to nature. Lay's claims to be an environment-friendly brand as the information given on the website shares that the company is engaged in an effort to reduce waste. Improper disposal of plastic packaging, such as plastic bags and bottles, is a common issue in Pakistan. The lack of a proper waste management system increases the amount of plastic waste in landfills and rivers. This degradation of the environment can impact tourism and overall quality of life.

The ecolinguistic perspective Arran Stubbe's "Ecolinguistics: Stories We Live By" (2015), highlights the use of positive framing of the product to show the product's relationship with the environment. The narrative frequently used in Lay's advertisements is that of indulgence and pleasure. The crunchy texture and flavourful seasoning of Lay's chips are often depicted as irresistible, offering consumers a moment of indulgence and satisfaction. Lay's also emphasizes social connection in their advertisements, portraying moments of sharing and bonding over a bag of chips. This narrative highlights the role of Lay's in facilitating social interactions and fostering a sense of community among consumers. Stubbe's, 2015 ecolinguistic perspective explains that language plays a significant role in changing the human attitude towards the environment. The production of Lay's chips incorporates the ecolinguistic principle of salience by using high-quality farm-fresh potatoes. Lay's constructs a narrative that emphasizes the freshness and quality of the potatoes, highlighting the significance of natural ingredients and responsible sourcing. This emphasis on freshness and quality

resonates with consumers seeking healthy and wholesome snacks. From an ecolinguistic standpoint, this narrative shapes consumer perceptions of Lay's chips as an ideal snack meeting high standards of quality and taste. Lay's presents a story aligning with consumers' preferences for authenticity and transparency in food production through its focus on the natural origins of ingredients and rigorous quality control measures during production.

It is crucial to examine this narrative through an ecolinguistic lens. While Lay's emphasizes the quality of its ingredients and production processes, it does not fully consider the broader environmental impacts of potato farming and chip production. Intensive farming practices can lead to soil erosion, water pollution, and habitat destruction. The packaging used for Lay's chips contribute to plastic pollution and waste. Analyzing the salience of the narrative surrounding the use of high-quality farm-fresh potatoes in Lay's chips helps understand how storytelling shapes consumer perceptions of food products. While narratives of freshness and quality resonate with consumers, it's essential to consider the broader ecological context and environmental impact of food production and consumption.

4.2.2 Super Crisp by Super Crisp

Figure 8

Super Crisp Snacks by Super Crisp



The multimodal analysis of the potato crisps using the multimodal framework of Kress and van Leeuwen considers the official website for data. The textual modes provide information on potato quality and flavour. However, the ecolinguistic perspective highlights concerns about the use of film packaging material and the absence of environmental concerns in the promotional strategies. Eco-friendly packaging is a necessity to reduce environmental destruction.

The interactional meaning focuses on the models actions, gestures, and product presentation. Advertisements show people smiling, laughing, or having fun while eating potato crisps with their friends or family. These images aim to convey positive emotions and values associated with the product, such as happiness, friendship, or celebration. Therefore, potato crisps are the favourite snack of teenagers' parties. The brand's logo, and the slogan, the contrastive colors, such as red, yellow, or green, are used to highlight certain elements to create pleasing visuals that are interlinked and attract the audience for purchase. The interactional meaning of the advertisement for Super Crisp potato crisps is conveyed through the presentation of the potato slices. The advertisement depicts dancing and fresh potatoes presenting taste and quality to attract the audience. The advertisement positions Super Crisp potato crisps as a favorite snack for gatherings and parties, particularly among teenagers. The brand's logo, slogan, and the use of contrasting colours like red, yellow, and green are strategically employed to draw attention to key elements and create visually appealing compositions that resonate with the audience, provoking them to purchase the product. Regarding the compositional meaning, the layout and arrangement of elements on the official website play a crucial role in conveying information and shaping the viewer's perception of the product. Textual modes provide details about the quality of the potatoes used and the various flavours available, informing consumers about the product's attributes and options.

The ecolinguistics perspective of potato crisps through the lens of Arran Stubbe's "Ecolinguistics: Stories We Live By" (2015), stresses that the advertisements reflect consumer well-being in the food production process while also admitting the noteworthy absence of efforts focused on environmentally friendly packaging. The phrases used such as "best quality potatoes," "best practices," and "top quality products" promote a positive association with health and satisfaction for consumers as they solely focus on promotional strategies. The framing of the product is positive for

the sake of promotion as it highlights the features of the crisps but from the environmental perspective, it is negative because it does not pay attention to environmental issues. This lapse creates a disconnect between the products' commitment to consumer well-being and their role toward environmental protection.

The framing as per Arran Stibbe (2015) of Super Crisps suggests the crisp's loyalty to quality assurance and dedicated attention. The details in the manufacturing process also talk about quality food but not about the quality environment. Phrases like "constant monitoring of key measures" signify the product's emphasis on quality and perfection. The promotional strategy does not give any clue about the environment conscious's behaviour of the product but it signifies the use of quality potatoes for preparing the crisps therefore the promotional text is destructive. The purchase and consumption of the product pay attention to products negative behavior towards the environment because it causes increase in the landfill, promotes environmental degradation, and exploitation of natural resources during the production of convenience food. The story of erasure also underpins the discussion on the quality of the product but does not give any clue about the sustainable and plastic-free environment. The framing of Crisps promotes a destructive discourse due to several reasons. The advertisement emphasizes positive emotions and social interactions associated with consuming potato crisps and neglects to address the throwaway culture causing pollution due to its consumption. The use of film packaging material and the absence of eco-friendly packaging options are rarely addressed in the promotional text. By prioritizing convenience over environmental sustainability, harmful consumption patterns are being promoted at the cost of environmental degradation. The framing of the product promotes the crisps as an essential component of social gatherings and celebrations, particularly among teenagers, and reinforces a culture of excessive consumption and waste generation. The framing of crisps promotes a destructive discourse by prioritizing short-term pleasure and convenience over long-term environmental sustainability.

4.2.3 Popcorns by Korneez

Figure 9

Butterscotch by Korneez

BUTTERSCOTCH



PKR 110.00 per Packet (45g)

Korneez is not old school, but the new cool! Sweet & satisfyingly delicious, you'll be licking your fingers for more. We promise we won't judge you for craving Korneez Butterscotch Popcorn.

- ✓ 100% Whole Grain
- ✓ GMO Free
- ✓ No Trans Fat
- ✓ Gluten Free

The multimodal framework of Kress and van Leeuwen supports analysis of the Korneez by deriving the representational meaning through the interpretation of visual and textual modes of the product. The textual modes represent playful Language. The use of phrases like "not old school, but the new cool" gives an insight into the different flavours of the popcorn that is entirely different from the general popcorn available in the market. The phrase "Sweet & satisfyingly delicious" highlights the lively and trendy linguistic style, of the product targeting teenagers for quick purchases. The "promise not to judge for craving Korneez Butterscotch cracker" reflects the product's direct communication with the consumers to build a connection with the consumer. The visual elements exhibit images on the packaging. The plastic packaging with images of butterscotch and crackers being visual modes plays an important role in inviting consumers, providing an interactive image of the product's appearance. The purple color of the pack gives it a touch of a quality product. Purple signifies luxury and sophistication, possibly signifying a premium quality or an enticing experience. The use of phrases like "Sweet & satisfyingly delicious" and "you'll be licking your fingers for more" convinces the audience of a tasty and quality experience. Interactive Meaning explains the engagement with the Consumer. The language used, such as "you'll be licking your fingers for more," engages the consumer with the product on a sensory

level, creating an interactive experience and implying a high level of satisfaction. The description emphasizes Korneez as "the new school," because the product is bringing a new experience, a new flavour into the market. The caramelized popcorns present a combination of traditional popcorns dipped in caramel; connecting the product with modernity and trendiness. This multimodal strategy contributes to the overall promotional strategy making the product as an outstanding brand. The repeated mention of butterscotch indicates a focus on flavour by signifying a rich, unique taste experience. The Compositional Metafunction is based on the grouping of playful textual modes, promises, and visual modes complement each other to define the multimodal strategies of the product. The use of phrases like "not old school, but the new cool" reflects cultural values associated with trendiness and consumer preference for modern products.

The ecolinguistic perspective as per Stibbe (2015) The ecolinguistic perspective reveals that marketers strategically use narratives of erasure and salience to persuade customers to purchase Korneez Butterscotch crackers. The phrase "not old school, but the new cool" creates a narrative of erasure by positioning the product as distinct from traditional popcorn, erasing any association with conventional offerings, and emphasizing its uniqueness and modernity. This narrative of erasure aims to create a sense of novelty and exclusivity, appealing to consumers' desire for something different and trendy. The phrase "Sweet & satisfyingly delicious" highlights the product's taste and flavor, making it stand out in the crowded marketplace of snack options. This narrative of salience emphasizes the sensory pleasure of consuming the product, appealing to consumers' desires for indulgence and satisfaction. By targeting teenagers with a lively and trendy linguistic style, the advertisement further enhances the salience of the product, aligning it with the preferences and tastes of the target demographic.

The phrase "promise not to judge for craving Korneez Butterscotch cracker" establishes direct communication with consumers, building a connection and rapport with potential customers. This narrative of connection and understanding acknowledges consumers' cravings and desires, creating a sense of empathy and acceptance. The visual elements, including images on the packaging and the use of purple color, also contribute to the salience of the product, inviting consumers and signaling quality and sophistication. Overall, the use of erasure and salience in the advertisement for Korneez Butterscotch crackers effectively persuades customers to

purchase the product by positioning it as unique, delicious, and desirable. Through strategic linguistic and visual cues, the advertisement engages with consumers, enticing them with promises of a tasty and satisfying experience. This analysis demonstrates how ecolinguistic principles shed light on the persuasive strategies employed in marketing and advertising, revealing the complex interplay between language, imagery, and consumer behaviour. The story overlooks the environmental impact of the toffee's production and packaging, avoiding any discussion of the resources consumed or the waste generated in the process.

The advertisement for Korneez Butterscotch crackers presents a harmful environmental discourse in several ways. Firstly, the use of plastic packaging contributes to environmental degradation by perpetuating a cycle of waste and pollution, as plastic persists in ecosystems for hundreds of years, harming wildlife and disrupting ecosystems. Secondly, the advertisement promotes a culture of overconsumption by emphasizing indulgence and satisfaction, encouraging consumers to prioritize immediate gratification over long-term environmental sustainability. The focus on taste, flavor, and visual appeal disconnects consumers from the natural origins of food and the environmental impacts of food production, obscuring the ecological footprint of the product. The advertisement also promotes Korneez Butterscotch crackers as a desirable snack option despite its non-essential nature, contributing to the overconsumption of processed foods and potentially negative health outcomes.

4.2.4 Prince Biscuit by Lu

Figure 10

Prince by Lu



Prince biscuit is a favourite snack in Pakistan that is affordable. The advertisement portrays the heroic character of a prince who is unbeatable after eating this snack. The slogan “the adventure begins” and the story shown in the advertisement is quite engaging for the children. Referring to Kress and van Leeuwen's multimodal framework, “The linguistic mode is the mode of language, whether spoken or written. It is the mode that is most closely associated with the transmission of information”. The advertisement endorses adventure and courage as the main themes. The character Prince is portrayed as a brave adventurer who faces and overcomes the biggest challenges with the help of Prince Biscuits. The graphics are very adventurous, with the use of different characters and music, which makes it impressive. The advertisement uses a combination of different modes such as visual, audio, and linguistic to convey its message.

The spatial mode in the Prince Biscuit advertisement presents the story of adventure and thrill, the Prince is the main character who is heroic and courageous. Prince boldly encounters threats and challenges because he is filled with energy. This visual mode is used to create a sense of adventure and excitement. The advertisement also shows different characters such as a pirate, a knight, and a superhero, who are all on an adventure. The use of bright colors and bold graphics adds to the sense of curiosity and thrill. The aural mode in the advertisement is used to create a sense of adventure and courage. “It is concerned with the use of sound to convey meaning and to create an emotional response in the listener”, Kress and van Leeuwen (2001). The overall theme of the advertisement is enhanced through the background music, and the overall theme of the advertisement is endorsed as an adventure. The advertisement uses a combination of different modes to share the message of thrill, courage, and excitement that is aroused by eating Prince biscuit. It is an effective advertisement that attracts the attention of children and adults alike.

The ecolinguistic analysis of Prince Biscuit uncovers a promotional discourse centered on themes of adventure and heroism, designed to resonate with consumers' identities and beliefs. However, it overlooks the environmental impact of the product's consumption, especially its packaging material, creating uncertainty about its influence on the environment. While the advertisement highlights positive qualities like bravery and excitement, it fails to acknowledge the potential negative consequences of production and consumption, resulting in a conflicting message. The ad constructs a

narrative where Prince acts as a metaphorical hero, overcoming challenges with the help of Prince Biscuits, positioning the product as a source of energy and courage. As noted by Stibbe (2015), "Metaphors shape our perceptions, experiences, and actions by structuring the way we think about the world." In this case, the hero metaphor aligns the product with notions of bravery and vitality, appealing to consumers' desires for adventure and excitement. However, this heroic narrative doesn't address the environmental impact of the product's consumption, particularly its film packaging.

The advertisement for Prince Biscuit portrays Prince as a fearless adventurer, capturing the attention of consumers with themes of adventure and heroism. However, the advertisement fails to acknowledge the environmental impact of the product's consumption. This omission overlooks the detrimental effects of plastic packaging on land pollution and water contamination, which pose a significant threat to marine life. According to Stibbe (2015), "Erasure involves the suppression of certain aspects of reality, leading to a distorted or incomplete view of the world." In this case, the advertisement erases the environmental consequences of the product's consumption, presenting a distorted view of its impact on the ecosystem. While effectively engaging consumers with its adventurous theme, the advertisement falls short of addressing crucial environmental concerns. The absence of any mention of the environmental impact creates uncertainty surrounding the product's influence on the environment. This ambivalent discourse undermines the integrity of the advertisement and highlights the pressing need for greater transparency and accountability in advertising practices.

4.2.5 Oreo Biscuits by Lu

Figure 11

Oreo by Lu



The advertisement features a father and a daughter bonding over Oreo cookies and milk. The advertisement uses different modes of communication, such as language, image, sound, and gesture, to convey its message and appeal to the audience. According to Kress and van Leeuwen (2006), multimodal discourse can be analyzed in terms of three metafunctions: ideational, interpersonal, and textual. The advertisement uses both verbal and visual forms to describe the world of Oreo cookies and milk. The verbal mode comprises a tagline that introduces the product and its slogan: “Oreo, the world’s favorite cookie”. It also guides the customers through the steps of eating an Oreo cookie; “Twist it, lick it, dunk it”. The visual mode contains the images of the product, the father and daughter, and their surroundings. The advertisement shows how the father and daughter enjoy eating Oreo cookies and milk together, following the steps of twisting, licking, and dunking. The facial expressions, body language, and eye contact signal their happiness, playfulness, and love as ideational metafunction.

Different modes are used to create a realistic representation of the product and its consumption. For example, it uses color combination, color differentiation, color modulation, contextualization, representation, depth, illumination, and brightness to enhance the visual modality (Kress & van Leeuwen 2). A sensory impression of the product is highlighted by using sound effects, such as crunching, slurping, and giggling, to generate a happy relationship between the father and the daughter. The advertisement is picturized to reflect association, trust, playfulness, engagement, delight, and tasty sensation. This engages the audience and attracts them to buy.

The relationship between the product and the consumer is created through the use of both verbal and visual modes. The use of the slogan and the instruction for its use (“Twist it”, “Lick it”, “Dunk it”) addresses the audience directly to create an attachment with the product. The use of friendly tone, informal language, repetition, and exciting words (such as “joy” and “delight”) creates a relationship with the audience and persuades them to buy the product. The visual mode consists of images of the father and daughter looking at each other or the product, leaning towards each other or towards the product, facial expression (smiling or laughing), gesture (touching or holding each other or the product), distance (close or far), bright light, to convey different degrees of involvement and happy mood of both father and daughter (Kress & van Leeuwen, 2006). The advertisement is also based on both verbal and visual modes to express its message. The verbal mode consists of a voice-over narration that

implies eating Oreo cookies and milk is something very delicious and playful, (“stay playful”), it is a fun and playful activity. The advertisement also implies that eating Oreo cookies and milk is a simple and easy activity that does not require any special skills or equipment, except for a glass of milk and a pack of Oreo cookies that fosters family bonding and happiness.

As explained by Kress and van Leeuwen the advertisement uses both verbal and visual modes to organize its information and create coherence and cohesion. The verbal mode consists of a voice-over narration that follows a clear structure: introduction of the product and its slogan, body: explanation of the steps of eating the product, and conclusion: repetition of the product’s name and slogan. The voice-over also uses cohesive devices, such as repetition, parallelism, rhyme, etc., to link the sentences and create a rhythm. The visual mode consists of images of the product, the father and daughter, and their surroundings that follow a logical sequence: introduction (showing the product and the father and daughter), body (showing the steps of eating the product), and conclusion (showing the product and the father and daughter). The multimodal analysis of the linguistic discourse is based on pleasure, happiness, and good relationships, while the visual mode represents the product's features and its impact on family moments. The advertisement's description of the father and daughter's happiness reinforces the brand's identity as a favorite snack that brings joy and attachment to families. The modes together give a message to the audience for purchase.

The analysis of the Oreo biscuit advertisement through Arran Stubbe's Ecolinguistics (2015) framework reveals a narrative that perpetuates a destructive discourse by erasing environmental concerns and promoting unsustainable consumption patterns. Stubbe (2015) emphasizes the role of erasure in shaping perceptions and behaviours, stating that it involves "the suppression of certain aspects of reality, leading to a distorted or incomplete view of the world." In the case of the Oreo advertisement, erasure occurs through the omission of the environmental impact of packaging and the promotion of a use-and-throw culture. The narrative constructed in the advertisement emphasizes taste, texture, and happy relationships, using salience to negate environmental preservation by promoting packed food. Stubbe (2015) highlights the significance of salience in shaping discourse, stating that it involves "the selection and amplification of certain aspects of reality, making them more prominent

and influential." In this instance, salience is employed to foreground the appealing qualities of Oreo biscuits while obscuring the environmental consequences of their production and consumption.

The advertisement portrays Oreo biscuits as delicious, playful, and enjoyable for families, particularly children, inviting the audience to purchase them. This narrative of family bonding and happiness aligns with Stibbe's (2015) emphasis on storytelling in shaping perceptions and behaviors, stating that "stories are crucial to the construction of reality." However, the advertisement's failure to address the environmental impact of packaging contributes to a narrative that erases environmental concerns from advertising techniques, supporting the sale of Oreo cookies while neglecting their ecological footprint. The persuasive text of the Oreo biscuit advertisement represents an ambivalent discourse that prioritizes consumer satisfaction and familial bonding while disregarding environmental sustainability. This use-and-throw culture perpetuated by the advertisement poses significant challenges for addressing pollution and waste, highlighting the need for greater awareness and accountability in advertising practices.


4.3 Category 3: Beverages

This section examines visual and textual modes of different hot and cold drinks and links the interpretation to an ecolinguistic perspective.

4.3.1 Tapal Danedar Tea By Tapal

Figure 12

Tapal Danedar by Tapal



The name "Danedar" essentially means "granules" or "danas", referring to the premium quality blend that Kenyan tea leaves provide. It's distinct taste, aroma and rich color has made it a nationwide bestseller, having gained the privilege of receiving the PAS Award for two consecutive years, in 2011 and 2012 for the campaign "Har Mizaj Se Ashna" in the "Hot Beverages" category.

Tum Mein Or Ek Cup Chai!

The multimodal framework of Kress and van Leeuwen (2006) includes various textual and visual modes that are used to describe or promote any product through advertising. The multimodal modes used in the promotional text of Tapal Daneadar integrate the linguistic and visual elements to construct a story that defines the brand as a committed product or brand in the tea industry, highlighting tradition, quality, and convenience. The textual modes in the text define a tone that aligns with warmth and tradition. The phrase "represents the intimate moments that are shared without a word just over a simple cup of tea" induces a sense of connection and wistfulness, representing tea as a channel for shared experiences. The brand is promoted as a medium to cherish the moments, nurturing a sense of familiarity and acquaintance. The deep red colour of the packaging represents energy and warmth and presents the tea as a source of enjoyment and energy.

Tapal Danedar is represented as a brand that connects the consumer to nostalgia, gives energy, and endures quality and trust through each sip of tea. The sense of trust is endured through emphasizing the history of over 30 years without any compromise on taste and quality establishing a sense of trust and reliability. The textual modes and semiotic resources further reinforce the positioning of Tapal Danedar as the country's number one choice of tea. The framing of the product highlights its tradition and reliability. The visual modes, and the text integrate to focus on the compositional meaning. The positive framing of Tapal Danedar, its availability in different forms such as hard packs, sachets, pouches, a high utility jar, and innovative tea bags represents its convenience and quality. The refreshing colour of tea inside the cup is very inviting for tea lovers.

From Stibbe's (2015) ecolinguistic perspective, the story of erasure is used throughout the promotional text. The product is presented as unique having a "distinct taste". The only reference that relates the product to the environment is the use of "Kenya Teat Leaves" but there is no relevance to nature, environment, and sustainability. The missing information on sustainable sourcing practices, and eco-friendly packaging, develops a destructive discourse. The packing of the product is of paper and film packaging. The multimodal modes integrate to create a story that underlines tradition, quality, and availability. The advertising discourse being destructive does not support the ecology. The advertising discourse targets the ideology of careers and defining trust and stories of reliability to increase the sale of the products.

The ecolinguistic perspective explains that language plays an important role in shaping the human attitude toward the environment. To present a more beneficial discourse, the companies are required to incorporate language that actively endorses environmental sustainability and environmental responsibility, bringing into line their identities with ecological values and environmentally mindful consumer behaviour.

An ecolinguistic analysis, as outlined by Stibbe (2015), examines how language reflects and influences our perceptions and interactions with the environment. In this promotional text for Tapal Daneadar tea, the language constructs a narrative that frames the product within specific cultural and environmental contexts, while also defining certain convictions and erasures. The text frames Tapal Daneadar as more than just a tea brand; it portrays it as a channel for cherished moments and shared experiences. Phrases like "represents the intimate moments that are shared without a word just over a simple cup of tea" frame tea consumption as a social and emotional practice deeply rooted in tradition and connection. This framing serves to position Tapal Daneadar as a facilitator of these moments, setting itself within the fabric of personal and cultural narratives. The emphasis on the brand's history of over 30 years without compromising on taste and quality frames it as a reliable and trustworthy choice. The promotional text is replete with convictions regarding the qualities and virtues of Tapal Daneadar tea. It emphasizes qualities such as tradition, quality, reliability, and convenience, which are deeply embedded within the narrative. These convictions serve to boost the brand's image and appeal to consumers seeking reassurance and consistency in their tea choices.


While the text constructs a compelling narrative around Tapal Danedar, it also engages in selective erasure. This erasure serves to maintain the illusion of an idealized product, free from flaws or imperfections, thereby reinforcing consumer confidence and loyalty. The discourse evident in the promotional text is characterized as ambivalent rather than strictly destructive. While it presents Tapal Danedar in a highly positive light, it does not actively denigrate or undermine competing brands or alternative tea choices. Instead, it focuses on emphasizing the unique selling points of Tapal Danedar, promoting its distinctiveness and appeal within the tea market.

4.3.2 Nescafe' Coffee

Figure 13

Nescafe Classic by Nescafe

NESCAFÉ CLASSIC



Start your day on the right note with a classic mug of NESCAFÉ. The rich aroma and intense taste invigorates your body and awakens your mind to endless possibilities and innovative solutions.

When it comes to a stimulating mug of coffee, NESCAFÉ Classic is a class apart. Made with carefully selected Robusta beans, the medium-dark roast gives you the smooth, rich and full flavor.

Prepare a frothy mug of NESCAFÉ within minutes with Classic Instant Coffee; a balanced blend of coffee, cream and sugar. For a sheer customized experience, reach for the NESCAFÉ Classic jar which is specially designed to keep your NESCAFÉ Classic tasting delicious to the last drop.

The multimodality and Grammar of Visual Design gives insights into the promotional text to understand the promotional strategies. The text starts with an appeal to “start the day with a classic mug of NESCAFÉ,” emphasizing the “rich aroma and intense taste that revitalizes the body and rouses the mind”. The representational meaning analyses focus on the use of language for inviting customers. The text demands customers’ attention for the advertising. The multimodal analysis of the text helps to understand the social context which is exploited to increase the sale.

The multimodal analysis of the 30-second commercial gives a visual and verbal narrative in which the actors get up lazy and get refreshed by taking a sip of coffee. The gestures, and moods signify an impulsive need for a “quick start” that is achieved through a cup of coffee. The actions and gaze promote consumption. The dire need for energy early morning provokes coffee. The overall message encourages the use of Nescafe. The framing of the product is done with the help of catchy phrases such as the coffee is presented as a superficial product that “invigorates the body”. The coffee is so powerful that it refreshes the body and “awakens the mind”. The framing uses metaphors by attributing human characters to coffee as the coffee can “invigorate, awaken, stimulate” the human body.

This analysis of the language leads toward the ecolinguistic perspective of Nescafe coffee which reveals the discourse as ambivalent. The use of vibrant language provokes the targeted customers who are fond of coffee for purchase because coffee is

an instant energy booster. The consumption of coffee is encouraged through advertising and the consumption is signified as revitalizing. The analysis reveals how language constructs narratives around framing, conviction, and erasure, while also examining the discourse type as ambivalent. The multimodal analysis, incorporating insights from the Grammar of Visual Design, further elucidates the promotional strategies employed. The text frames NESCAFÉ coffee as an essential part of starting the day, emphasizing its rich aroma and intense taste as qualities that revitalize the body and mind. Through phrases like "start the day with a classic mug of NESCAFÉ," the product is positioned as a necessary component of a morning routine, framing it within the context of energizing and awakening the consumer. The use of metaphors attributing human characteristics to the coffee, such as "invigorates body" and "awakens the mind," further reinforces its framing as a powerful and indispensable product.

The text expresses strong convictions regarding the qualities and benefits of NESCAFÉ coffee. It portrays coffee consumption as a solution to the impulsive need for a quick start in the morning, highlighting its ability to refresh and energize the body. The language used is vibrant and persuasive, aimed at provoking the targeted customers' desire for coffee consumption. While the text stresses the positive attributes of NESCAFÉ coffee, it also engages in selective erasure regarding its environmental impact. Although the text focuses on the immediate benefits of coffee consumption, it neglects to address the long-term consequences of packaging waste. The discourse evident in the promotional text is ambivalent. While it promotes the consumption of NESCAFÉ coffee as an instant energy booster and revitalizing agent, it does not explicitly address the potential negative implications, such as environmental harm caused by packaging waste. This ambivalence reflects a tension between the immediate benefits of coffee consumption and the broader environmental concerns associated with its production and disposal. In light of Stibbe's (2015) ecolinguistics, the promotional strategy has a very positive effect on customers. Under the wrap of ambivalent discourse, consumers are convinced to buy without laying any emphasis on environment preservation. The analysis, signifies that language forms a culture by promoting the stories that are continuously shared and practiced by the majority of individuals. The framing of the product convinces for consumption by making the coffee a stimulant and energy promoter. The ecolinguistic perspective does not identify the promotional discourse fit for the preservation of the environment. The advertising

technique glorifies the product without featuring any aspect of the environment. Thus, the advertising discourse is highly destructive as it neglects the interconnection of the environment and the well-being of other species. The promotional text uses constructive language to present coffee as an energy bomb however attention towards the establishment of a greener society and sustainable society should be encouraged through advertising techniques.

4.3.3 Mountain Dew

Figure 14

Mountain Dew by Pepsico

Mountain Dew

Mountain Dew exhilarates and quenches with its one of a kind, bold refreshing taste.

When something unexpected happens, you and your squad have a choice. You can either embrace it together or give it up entirely. So what do you do? You each grab a Dew. One deep chug gives you the confidence to embrace the moment and make the best of it – because you know with Dew, the adventure and memories will be even more EPIC. Yaar Hain, Tou Paar Hain!

The text given to describe Mountain Dew on the website has combined different visual and representational modes as per Kress and van Leeuwen's (2006) Multimodal Framework. Persuasive language is used to create a sense of excitement and adventure. Excitement among the consumers is urged through the use of the words "exhilarates" and "bold", while the words "quenches" and "refreshing" create a sense of joy and contentment. The use of the phrase "one of a kind" emphasizes the uniqueness of the product. The visual mode in this text is signified by the image of a Mountain Dew bottle, its green color signifies life and enthusiasm. The droplets on the bottle of Mountain Dew also create a sense of freshness and coolness that expectedly gives energy to the target customers. The green color of the bottle is also linked with nature, which underpins the idea that Mountain Dew is revitalizing. The use of the phrase "Yaar Hain, Tou Paar Hain!" is an example of onomatopoeia, which presents the drink as a source of extraordinary energy that gives a boost to life and companionship.

The image of the Mountain Dew bottle serves as the primary visual mode in the text. Its vibrant green colour signifies life, enthusiasm, and freshness. Green is often associated with nature, which reinforces the idea that Mountain Dew is revitalizing and invigorating. The droplets on the bottle further enhance this sense of freshness and coolness, suggesting that consuming Mountain Dew will provide a burst of energy and refreshment. The visual mode conveys a sense of vitality and excitement, aligning with the brand's image as an adventurous and exhilarating beverage. The representational mode is primarily conveyed through language, with persuasive words and phrases used to evoke excitement and adventure. Words like "exhilarates" and "bold" create a sense of thrill and excitement, appealing to consumers' desire for adventure and adrenaline. Meanwhile, terms like "quenches" and "refreshing" evoke feelings of joy and contentment, suggesting that consuming Mountain Dew will satisfy both physical thirst and emotional fulfillment. The phrase "one of a kind" emphasizes the uniqueness of the product, positioning Mountain Dew as distinct and exceptional compared to other beverages. Additionally, the use of the phrase "Yaar Hain, Tou Paar Hain!" employs onomatopoeia to convey the idea that Mountain Dew provides extraordinary energy, enhancing companionship and vitality.

The advertising text for Mountain Dew analyzed through an ecolinguistic perspective of Stibbe (2015), defines the DEW as a visual metaphor and leverages language to construct narratives of excitement and adventure while neglecting environmental considerations. The visual mode of the Mountain Dew bottle, with its vibrant green colour and imagery of droplets, serves as a powerful visual metaphor associated with nature and vitality. As Stibbe (2015) highlights, visual elements can shape perceptions and convey meanings, with colour symbolism playing a significant role in storytelling. The green colour of the bottle evokes associations with life, enthusiasm, and freshness, reinforcing the idea that consuming Mountain Dew will provide a revitalizing and refreshing experience. The droplets on the bottle enhance the sense of freshness and coolness, suggesting that drinking Mountain Dew will offer a burst of energy and refreshment, aligning with the brand's image as an adventurous and exhilarating beverage. The visual mode of the advertising text constructs a narrative of vitality and excitement, the representational mode conveyed through language emphasizes adventure and thrill, neglecting environmental considerations. Stibbe (2015) emphasizes the power of language in shaping perceptions and behaviors, with

persuasive words and phrases used to evoke specific emotions and desires. Terms like "exhilarates" and "bold" create a sense of thrill and excitement, appealing to consumers' desire for adventure and adrenaline. Meanwhile, words like "quenches" and "refreshing" evoke feelings of joy and contentment, suggesting that consuming Mountain Dew will satisfy both physical thirst and emotional fulfillment.

The advertising text for Mountain Dew effectively utilizes visual and representational modes to construct narratives of excitement and adventure, but it falls short of addressing environmental concerns. The visual metaphor of the DEW as a representation of nature and vitality, along with persuasive language emphasizing thrill and excitement, creates a compelling narrative for consumers. However, the advertisement neglects to consider the environmental impact of the product, highlighting a disconnect between the promotion of adventure and the preservation of nature.

The promotional text frames Mountain Dew as more than just a beverage; it presents it as an emblem of excitement, adventure, and vitality. Phrases like "exhilarates" and "bold" frame the drink as an experience that stimulates thrill and daring. Additionally, terms like "quenches" and "refreshing" frame Mountain Dew as not only satisfying thirst but also providing a sense of joy and contentment. The use of the phrase "one of a kind" further frames the product as unique and unparalleled in its effects. The framing positions Mountain Dew as a drink that embodies vitality, uniqueness, and adventure. The text expresses strong convictions regarding the qualities and benefits of Mountain Dew. It uses persuasive language to instill excitement and enthusiasm among consumers, urging them to associate the drink with exhilarating experiences and bold choices. The language used is vibrant and compelling, aimed at convincing consumers of Mountain Dew's ability to invigorate and refresh both body and spirit. While the text accentuates the positive attributes of Mountain Dew, it engages in selective erasure regarding potential negative consequences, such as environmental impact. The focus on excitement and adventure overshadows considerations of sustainability, thereby erasing potential drawbacks associated with excessive consumption or production of the beverage. The discourse evident in the promotional text is considered ambivalent rather than strictly destructive. While it promotes the consumption of Mountain Dew as an exhilarating and refreshing experience, it does not actively negate or undermine choices or considerations. Instead,

it focuses on accentuating the unique selling points of Mountain Dew, enticing consumers with the promise of excitement and adventure.

4.3.4 Nestlé Fruita Vitals

Figure 15

Fruita Vitals By Nestle



Fruit juices are the most famous product within the NESTLÉ beverages range because their claim is on quality and trustworthiness. The highest quality fruits are utilized for juice extraction. As the description on the website says, "Our mission is to provide our consumers with delicious & healthy refreshments". "Nestle Fruita Vitals," is a series of juices available in different fruit flavours. The term "vitals" defines the idea of freshness and purity. The product is based on the idea of purity and freshness, energy and health, taste and enjoyment. The juices are presented to capture the attention of health-conscious consumers who prefer fresh juices. The product is a good alternative to fresh juice because of its availability to consumers. The multimodal analysis according to the Kress & van Leeuwen, 2006 framework defines the different aspects of the promotional text given on the website.

The main source of information about the product is the pack of juice and the text given on the website. The juice is available in film packaging and in plastic bottles as well. Both the pack and the plastic bottle have images of fresh and ripe fruits on them. Thus, the visual mode presents the product as something directly coming from nature. The projection of fruits is quite engaging for the consumers and is an authentic source for purchase. The text given on the website is a communication between the

product and the consumers. There is information about the product's quality, source of ingredients, and environmental commitment.

The framing of the product is done very cleverly to hide its impact on the environment. The juices symbolize the spirit of cheerfulness and inspiring health because they are prepared from fresh fruits picked from orchards. According to Stibbe (2015) multimodality the discourse seems ambivalent because it claims the purity and quality of juices, but these juices are processed with chemicals in the industries. The processing also includes the emission of chemical gases in the environment. Moreover, encouraging the choice of packed food over fresh food also promotes the ambivalent discourse promoting stories that are not nature-friendly. Analyzing the advertising discourse of Fruita Vital Juices, it becomes apparent that a narrative of health and freshness is crafted to attract consumers. Stibbe's (2015) framework of "Stories We Live By" provides insights into how this narrative is constructed and the implications it has for consumer behavior and environmental sustainability. The advertisement emphasizes the use of fresh fruits to extract juices, positioning Fruita Vital as a provider of delicious and healthy refreshments. This narrative aligns with the concept of salience in ecolinguistics, as it highlights the importance of certain aspects of reality, making them more prominent and influential. Stibbe (2015) notes that salience involves "the selection and amplification of certain aspects of reality," which in this case is the freshness and healthiness of the juices. By foregrounding these qualities, the advertisement appeals to consumers' desires for nutritious and wholesome products.

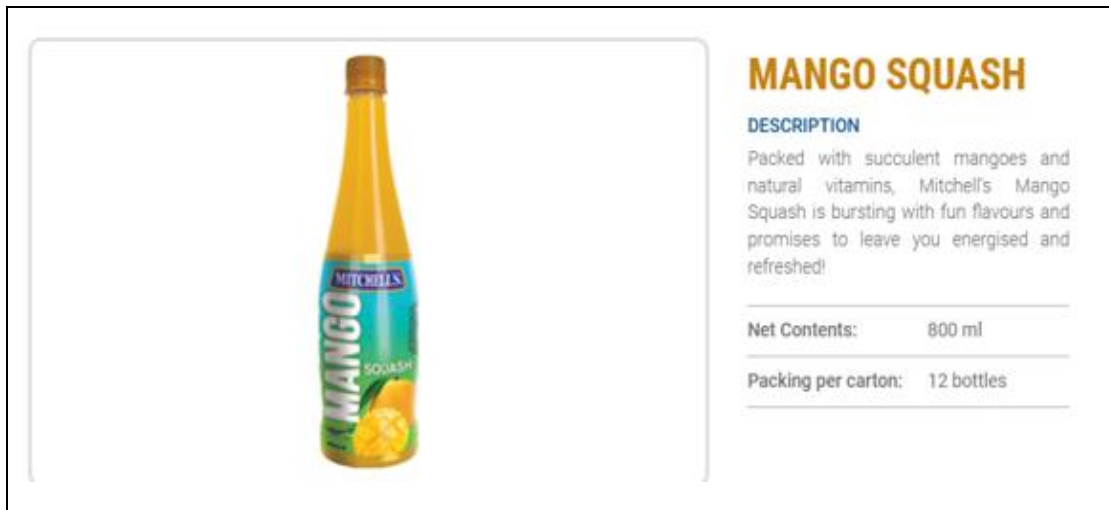
A closer examination reveals elements of erasure within the advertising discourse. While the advertisement emphasizes the freshness and healthiness of the juices, it neglects to address the broader environmental implications of processed food production and consumption. Stibbe (2015) highlights the role of erasure in shaping perceptions and behaviors, stating that it involves "the suppression of certain aspects of reality, leading to a distorted or incomplete view of the world." Erasure occurs through the omission of the environmental impact of industrial food processing, including issues such as resource depletion, pollution, and waste generation. The advertisement is seen as fabricating a narrative of conviction, wherein consumers are persuaded to believe in the superiority of processed food over organic fruits. Stibbe (2015) discusses how conviction involves a strong belief or opinion held with firmness and sincerity. By positioning Fruita Vital juices as delicious and healthy refreshments

made from fresh fruits, the advertisement seeks to convince consumers of the superiority of processed juices over whole fruits, potentially leading to a preference for convenience over sustainability.

4.3.5 Mango Squash

Figure 16

Mango Squash by Mitchells



The linguistic and visual modes according to the multimodal framework of Kress and van Leeuwen (2006) reveal the product's linking to nature when it describes the use of "succulent mangoes" and the image of ripe fruits. These textual modes represent the product's relation with the organic products, endorsing eco-friendlier insights of the brand. The image of succulent mangoes and ripe fruits serves as the primary visual mode. This imagery evokes freshness, naturalness, and vitality, associating the product with organic and wholesome ingredients. The choice of ripe fruits in the image enhances the appeal of the product, suggesting that it is made from high-quality, natural ingredients. The use of vibrant colours and imagery conveys a sense of energy and vitality, aligning with the product's positioning as refreshing and energizing. The use of phrases like "succulent mangoes" and "refreshing and energizing qualities" in the text represents the product's connection to nature and its endorsement of eco-friendly practices. These linguistic modes emphasize the freshness and naturalness of the product, appealing to consumers' desire for healthier and more sustainable choices. The description highlights the use of natural and fresh ingredients, further reinforcing the product's eco-friendly image.

The ecolinguistic perspective of Mitchell's Mango Squash discovers the discourse that promotes the use of natural and fresh ingredients in the design of the product. The discourse and design of the product reflect positive framing by reflecting the fresh mangoes. Plastic packing is used as the main material for product preservation which raises concerns of environmental sustainability. The description's emphasis on refreshing and energizing qualities ultimately supports a more sustainable perspective, as it echoes consumers' desire for healthier and eco-conscious choices. The ecolinguistic perspective reinforces its ecological values through sustainable packaging practices to reduce carbon footprints. Language shapes our beliefs and lifestyles, the choice of the product, and its environmental impact. The analysis identifies the text and advertising strategy of Mango Squash as negative discourse and framing. The promotional strategy is framed to induce the story of trust and reliability, negating the environmental implications of plastic packaging. Consumers are attracted by presenting the product as a reliable alternative to fresh juice and are promoted to use packed juice instead of fresh juice, thus distancing them from natural resources and encouraging them to buy packed products restraining environmental sustainability. Environmentally mindful consumers raise concerns about the ecological footprint of plastic waste generated by the product's packaging.

The text frames Mitchell's Mango Squash as a product made from natural and fresh ingredients, emphasizing its connection to nature and eco-friendly practices. This framing positions the product as a healthier and more sustainable alternative to other packaged beverages. However, the framing may also overlook or downplay the environmental implications of using plastic packaging, thereby presenting a somewhat idealized view of the product. The promotional text expresses strong convictions regarding the qualities and benefits of Mitchell's Mango Squash. It portrays the product as refreshing, energizing, and made from natural ingredients, aiming to convince consumers of its superiority over other packaged beverages. While the text emphasizes the positive attributes of Mitchell's Mango Squash, it may engage in selective erasure regarding the environmental impact of plastic packaging. This erasure serves to maintain the product's positive image while neglecting the potential harm caused by plastic waste. On one hand, the text emphasizes positive attributes such as the use of natural and fresh ingredients, the product's refreshing and energizing qualities, and its association with eco-friendly practices. This aspect of the discourse aims to appeal to

environmentally conscious consumers who prioritize health and sustainability in their purchasing decisions.

On the other hand, there is a notable absence of acknowledgment or discussion of the environmental implications of using plastic packaging for the product. While the text promotes the product's ecological values through its emphasis on natural ingredients and sustainable packaging practices, it overlooks the negative impact of plastic waste on the environment. This ambivalence between promoting eco-friendly qualities and ignoring environmental concerns creates tension within the discourse. Despite the positive framing of the product as natural, refreshing, and eco-friendly, the promotional strategy negates the environmental implications of plastic packaging. By framing the product as a reliable alternative to fresh juice and promoting its convenience over fresh options, the discourse indirectly encourages consumers to prioritize convenience over environmental sustainability. This negative framing downplays the ecological footprint of plastic waste generated by the product's packaging, thus contributing to a narrative that prioritizes short-term convenience over long-term environmental sustainability.

4.4 Category 4: Sauces and Condiments

This category involves conducting a multimodal analysis of the semiotic resources used in the advertisements of sauces and condiments. The analysis explores the various modes of communication, such as visual, linguistic, and gestural, used in the packaging, labeling, and advertising of these products and their influence on the consumers and the environment to highlight the ecolinguistics perspective.

4.4.1 Mayonnaise

Figure 17

Young's Real Mayonnaise by Young's



Semiotic resources describe a sauce that is the basic ingredient of fast food. The teenagers like the strong flavour of Young Mayonnaise and use it with French fries, burgers, sandwiches, and shawarmas. Multimodality (2006) considers the semiotic resources for fabricating promotional text and its framing. The bright yellow colour of the pack or pouch of the sauce with the interactive red font of the title is consciously used to gain the consumer's attention. The 3d image of the burger highlights the quality and taste of the burger that is enhanced by using the mayonnaise. Stibbe (2015) asserts that the package design and visuals must reflect the use of organic food instead of fast food considering its health implications. However, the use of fresh vegetables is quite interactive and enhances the product's appeal to the customers. The packing of the being plastic has a negative influence on consumption because of its non-biodegradable material.

The representational, interactive, and compositional meaning created through the combination of textual, visual and the design of the product signifies that the promotional strategy aims to promote the use of junk food. The transforming culture in Pakistan also promotes unhealthy eating and lifestyle. The negative framing promotes the eating of junk food by producing destructive discourse, the discourse persuades the consumption of junk food. The product's design, and semiotic resources are required to promote eco-friendly activities such as the consumption of healthy food by making the right decision on food choice. Language influences our understanding of

environmental concerns. The analysis reflects the use of visual and textual elements to present the product encouraging the use of fast food by shaping the mindset through the use of catchy phrases like “premium quality” The use of the product also promotes the purchase of the product that is available in plastic pouch. The purchasing decision also considers the convenience of using the product subsequently leading to environment depletion.

In analyzing the text through an ecolinguistic perspective using Stibbe's (2015) framework in "Stories We Live By," the advertisements is based on the story of salience. The text presents the sauce, Young Mayonnaise, as a staple ingredient in fast food consumption among teenagers, used with French fries, burgers, sandwiches, and shawarmas. The bright yellow packaging with interactive red font, coupled with a 3D image of a burger, creates a persuasive narrative around the sauce's enhancement of taste and quality, aligning with the transforming culture in Pakistan towards unhealthy eating and lifestyle. Stibbe's concept of salient stories refers to the narratives that dominate discourse, shaping beliefs and actions. In this case, the promotion of Young Mayonnaise alongside fast food constructs a salient story of convenience and indulgence, erasing considerations of health and environmental impact. The discourse surrounding the product is ambivalent, as it simultaneously appeals to consumers' desires for flavour and convenience while neglecting the health and environmental consequences.

The packaging's compositional and interactive meanings, utilizing textual and visual elements, reinforce the salient story of indulgence and erasure of eco-friendly considerations. The advertising narrative prioritizes the promotion of junk food through its design and semiotic resources. The destructive discourse produced by the promotional strategy persuades consumers to prioritize convenience and taste over health and environmental sustainability. The narrative framed around "premium quality" and convenience encourages the consumption of fast food, perpetuating environmental degradation. The use of non-biodegradable plastic packaging further reinforces the destructive discourse, promoting the purchase of a product that contributes to environmental depletion. The convenience of the product's packaging ultimately outweighs considerations of sustainability, shaping consumers' mindsets and purchasing decisions.

4.4.2 National Ketchup

Figure 18

National Tomato ketchup by National



Kress and van Leeuwen's framework for the Grammar of Visual Design primarily focuses on analyzing visual elements. The representational meaning can be analyzed by keeping in focus the use of the words "real tomatoes". These words contribute to the representational meaning, implying freshness and natural ingredients which aligns with a positive image of the product. The red and green pouches signify two different flavours, adding representational meaning and suggesting variety. The colours also evoke associations with traditional ketchup and possibly a unique or fresh flavour for the green pouch. The statement highlights the interactive meaning of the advertisement for National Ketchup, where the product is presented as superior to its competitors. The phrase "thicker and more delicious than all other ketchup brands" emphasizes this superiority. The mention of "happy users" further adds to the interactive meaning by suggesting user satisfaction, which contributes to the positive image of the product and influences potential consumers. The information in the advertisement is organized in a way that focuses on the positive attributes of National Ketchup and Chilli Garlic sauce separately. The use of different-coloured pouches helps to visually distinguish between the two flavours, making it easier for consumers to recognize them.

The statement "using it with different dishes" emphasizes the versatility of National Ketchup, contributing to its identity meaning. This positioning the product as

suitable for a wide range of culinary applications and an essential and versatile condiment that complements a variety of foods. Phrases like "perfect meal companion" further emphasize this identity meaning. The mention of "National Chilli Garlic sauce pairs better with BBQ, samosas and rolls" directs the reader's attention to the specific use of Chilli Garlic sauce, emphasizing its suitability for certain dishes. The phrase "happy users" directs the reader's gaze toward the positive experiences of individuals, encouraging a positive perception of the product.

The text presents National Ketchup as a versatile condiment that pairs well with a wide range of snacks, while National Chilli Garlic sauce is portrayed as a better match for specific food items. This helps readers understand the products better. The discussion is structured around two flavours, which are represented by different colored pouches. The text highlights certain attributes of National Ketchup, such as "real tomatoes," "thicker," and "perfect meal companion," which draw attention to its positive features. The idea of "happy users" is also emphasized, underscoring the satisfaction associated with using National Ketchup.

In the advertisement, a happy family is enjoying a feast together and using tomato ketchup in their dishes. The image shows a large table full of various dishes, with the family members gathered around it. They are all smiling and laughing, suggesting that they are enjoying their meal and each other's company. The use of tomato ketchup is a prominent feature in the image, with several bottles of National Ketchup placed on the table. This suggests that the family members enjoy using ketchup with their food and that it is an important part of their mealtime ritual. The colours in the image are bright and vibrant, creating a joyful and festive mood. The red colour of the ketchup bottles stands out against the various colours of the dishes, drawing attention to its presence. The image also utilizes text in the form of a slogan on the National Ketchup bottle which reads "Happy Users." This reinforces the idea that using National Ketchup is associated with a positive and satisfying experience. The image portrays a happy and content family enjoying a meal together, with tomato ketchup playing a central role in their mealtime experience.

Several narratives emerge when the advertisement is analyzed through an ecolinguistic perspective using Stibbe's (2015) framework. The image portrays a salient story of familial happiness and togetherness, with the family gathered around a table full of various dishes, all smiling and enjoying each other's company. The prominence


of National Ketchup on the table suggests its significance within the family's mealtime ritual, positioning it as a central element of their dining experience. This narrative of familial bonding and enjoyment reinforces the salient story of convenience and pleasure associated with using condiments like ketchup. Despite the joyful depiction of family bonding, the advertisement largely erases considerations of health and sustainability associated with food choices. While the image conveys happiness and satisfaction, it neglects to address the nutritional content or sourcing of the food, including the ketchup itself. This erasure of health-related concerns perpetuates the dominant narrative of convenience and enjoyment, potentially obscuring the environmental and health impacts of processed food consumption. The slogan "Happy Users" on the National Ketchup bottle reinforces a conviction narrative, suggesting that using the product leads to positive and satisfying experiences. This linguistic framing aims to convince consumers that National Ketchup is synonymous with happiness and enjoyment, further solidifying its role within the family's mealtime traditions. By critically analyzing such advertisements, consumers can become more aware of the narratives shaping their food choices and advocate for more sustainable and health-conscious options.

The advertisement for ketchup exemplifies an environmentally destructive discourse by promoting the product without addressing its environmental impact. As the advertisement emphasizes the taste, convenience, and versatility of the ketchup, it neglects to acknowledge the broader environmental implications of its production and consumption. This omission perpetuates a narrative that prioritizes immediate gratification and consumer satisfaction over long-term environmental sustainability. By failing to address issues such as resource depletion, pollution, and waste generation associated with ketchup production, the advertisement contributes to a culture of unsustainable consumption and environmental degradation. This environmentally destructive discourse underscores the need for greater transparency and accountability in advertising practices, as well as a shift towards promoting products that are both enjoyable for consumers and environmentally responsible.

4.4.3 Jam

Figure 19

Crunchy Jam by National



Jams and Jellies
National Food offers a healthy start to the day with a wide variety of Jams and Jellies, a staple on every breakfast table for consumers to enjoy. Made for high quality ingredients to offer premium products for consumers - our Jams and Jellies are loved by all.

With multiple fruitilicious flavors such as Mango, Mixed Fruit, Orange, Strawberry, and Apple - our Jams and Jellies are always the first to be picked up from the shelves.

The multimodality helps to analyze the visual elements which first comes the packaging design. National Chunky Jam is available in a transparent glass jar with a sticker of the brand on it. The packing shows the exciting yellow colour of the jam that features the quality as the visual mode of the product. There are also images of fresh mango chunks representing the ingredients and quality of the product. According to Kress and van Leeuwen's (2006) framework the representation of Meaning and Interactional meaning is achieved through the identification of semiotic resources displayed on the glass bottle of the product such as images of fresh, ripe fruits and the glass jar itself. The yellow colour of the product relates to the natural tone of the mango, reflecting the freshness and quality of the fresh mangoes. The title "chunky" also creates excitement and reflects the quality of the product and the mixtures of fruit chunks in its texture. These visual modes develop a communication channel with the consumers conveying the high quality and natural origin of the product. The visual modes portray the texture of the jam, such as its consistency or chunks inside it. The product description on the jar of the jam represents its quality by using the phrases "quick start" "premium quality," and "loved by all," representing the product as an outstanding source of breakfast. The overall framing of the product is very positive because of its relevance to natural fruit.

The amalgamation of these findings with the story of metaphor as per the ecolinguistics of Stibbe (2015) discovers the relationship between language and the environment, it narrates how linguistic choices add knowledge to our comprehension

and understanding of ideologies and connections with the natural world. Taking the title as a metaphor the ecolinguistic perspective supports the idea metaphor conveys different values and significance. The term "chunky" is used to describe the fruit jam title and is analysed as a metaphorical expression of abundance. In the ecolinguistics context, this title signifies the existence of fruit chunks inside the jam to excite the taste buds and to differentiate it from other jams. From an ecolinguistics perspective, this metaphor aligns with the quality of the product which reflects the inclusion of natural food instead of processed food and maintains the honor of the fruits, avoiding excessive processing and presenting it in a semi raw form. In this scenario, the title supports the idea of beneficial discourse that offers fresh fruit with the combo of processed food in a glass bottle that has less ecological implications as compared to plastic. The ecolinguistics perspective of the product suggests the conscious use of language that influences the consumer's buying decision by transforming cultural perceptions into ecological stable and green societies. Language shapes our beliefs and lifestyles, the choice of the product, and its environmental impact. The promotional strategy is framed to induce the story of trust and reliability, negating the environmental implications of plastic packaging. Environmentally mindful consumers raise concerns about the ecological footprint of plastic waste generated by the product's packaging.

The discourse surrounding the product appears to be ambivalent, exhibiting elements of both beneficial and destructive narratives when viewed through the lens of Stibbe's (2015) "Stories We Live By." On one hand, the text acknowledges the importance of language in influencing consumer behaviour and cultural perceptions toward creating ecological stability and green societies. This suggests a beneficial aspect of the discourse, as it highlights the potential for language to shape beliefs and lifestyles in alignment with environmental sustainability. However, the promotional strategy also employs narratives of trust and reliability to mitigate concerns about the environmental implications of plastic packaging. This aspect of the discourse is viewed as destructive, as it seeks to downplay or negate the ecological impact of the product's packaging, potentially misleading consumers and perpetuating unsustainable consumption patterns (Stibbe, 2015). Furthermore, the mention of environmentally mindful consumers raising concerns about the ecological footprint of plastic waste generated by the product's packaging introduces tension between competing narratives. While some consumers prioritize environmental considerations and advocate for

sustainable alternatives, the promotional discourse appears to prioritize convenience and reliability over ecological concerns.

4.4.4 Choco Bliss

Figure 20

Choco Bliss by Young's



Choco Bliss is a chocolate spread, everyone's favourite, and is mostly used in breakfasts or as a lunch time treat. Using the multimodality of Kress and van Leeuwen's (2006) framework the representational modes do a positive framing of the product. The product's "heavenly taste," "unique taste," and "heart winner" give an insight into the extraordinary flavour of the product. The availability of the product in two distinct flavours makes it a unique and delicious product. The choice of text and visuals presents the unique features of the product. The display of chocolate with a combo of flavour signifies the compositional meaning as a reliable and tasty product. The advertising strategy presents Choco Bliss as a treat and a heavenly gift (bliss) happiness to the consumers. The idea of happiness emerges from its title. The visual modes offer colour combinations and images of the chocolate in the bottle of Choco Bliss. The textual and visual modes used in the packing design convince the consumers to purchase the product. The use of purple colour reflects the richness and royalty of the chocolate flavour and yellow for the hazelnut gives uniqueness are appealing to the consumers, the glass jar signifies the quality of packing and its relationship to the environment. All the modes interrelate with each other to signify the quality of the

product and its rich, delightful flavour. The multimodal framework of Kress and van Leeuwen (2006) signifies the promotional strategies that are designed using the stories of taste, affordability, and availability. The title of the Choco Bliss represents happiness and treats and inculcates feelings for buying or eating. Multimodal analysis plays a noteworthy role in conveying the meaning to the consumers. The visual images and the textual modes integrate to fabricate a message to attract the attention of the consumers. The multimodal modes on the pack of the jar are the promotional strategies that are linked together to convey a sense of eating, and happiness, eventually tempting the consumers for purchase.

Using the story of taste and convenience using the lens of *Stories We Live By* Stibbe (2015), the Choco Bliss helps to prepare a quick snack. The positive framing of the product highlights the convenience and quality of the product but does not discuss the relevance of nature or the environment with the product. This indicates that there are many food products that do not signify the importance of natural or organic food but are prepared and sold. The demand for sale and consumption influences the environment because the packing is not safe for the eco-system. The interplay of visual and textual modes focuses on the promotion of the product and the ecolinguistics perspective of the product identifies the consumption of the product as a potential threat to the depletion of the environment. The framing of the product attracts consumers for consumption. Consumers are attracted to the product because of their personal needs. Chocolate being loved and consumed by everyone is available in different forms in the market. Being a comfort and delicious food, it is preferred by the majority of people. These are the stories or cultural preferences which are exploited by the advertisers to achieve a successful sale in the market. Though the advertising strategies do not include any mode to influence environmental health the production involves the use of natural resources, after the use the glass jars are mostly recycled but if not, the broken pieces are required to be disposed of properly to avoid any harmful effect on the animals. The garbage heaps are feeding places of many stray animals and they can hurt them during food hunts.


The discourse largely neglects to discuss the relevance of nature or the environment to the product. This omission suggests a disconnect between the product and its environmental impact, reflecting a lack of consideration for sustainability in food production and consumption. The text acknowledges that the demand for and

consumption of products like Choco Bliss can influence the environment, particularly due to packaging that is not eco-friendly. This recognition highlights the potential destructive impact of consumer choices on environmental depletion.

4.4.5 National Pickle

Figure 21

Mango Pickle by National



Mixed Pickle
National Mixed Pickle is prepared with high quality ingredients including flavorsome oils, freshly picked succulent mixed vegetables and the perfect balance of spices to give it a delicious spicy and tangy flavor. It contains the perfect mix of vegetables including chatkharaydaar keri, green chillies, carrots and more, tossed in a delicious blend of aromatic spices. This is a favourite of all Pickle lovers, and is enjoyed thoroughly with traditional desi dishes.

Pickles are spicy condiments that are made with vegetables and spices. In Pakistan, pickles are served with lunch or dinner to increase the appetite and to improve the metabolism. Pickle is used in almost every home and is available in different packing and flavours. The multimodal analysis of the product intends to explore its representational, interactional, and compositional meaning using the framework of Grammar of Visual Design by Kress and van Leeuwen (2006). The data under analysis is an image of an advertisement in which two models a male and a female are promoting the product. The expression on the faces of the models is quite engaging as they are enjoying the “tangy taste” of the pickle and the “chatkhaara” is equally delightful and rich in taste and spices. The packaging design includes vibrant colour Green and Red. The green colour symbolizes nature, as the product uses fresh vegetables and the Red colour intensifies the product's taste and ingredients. The colour suggest the spices and flavours associated with Pakistani cuisine. Images of mango, green chillies, and spices

on the pack are interactive and engaging to visually link the product's characteristics. The image representing the models and pickles conveys the idea of deliciousness and excitement. The excitement shown by the models communicates the strong and savoury flavour of the pickle. The catchy phrase like “tangy flavour,” “chatkharydaar,” and aromatic spices” all are textual modes that signify or communicate the flavour of the product. The use of bold fonts of the title signify the spiciness of the product. The ingredients list contains specific spices used in the pickle. The aromatic spices of the pickles work as a multimodal mode to signify the products’ taste and design. The use of images of vegetables and spices on the jar of the pickle makes products similarity to the Pakistani culture. Semiotic resources integrate to represent the quality and taste of the product. The compositional meaning helps to understand that taking advantage of the cultural context the product is presented as a good solution to excite the taste buds. The framing of the product is positive as it depicts the use of vegetables induced with spices.

Using the lens of ecolinguistics Stibbe (2015) the advertisement employs persuasive language and visuals to convey a strong conviction about the product's taste and quality. The models' engaging expressions and enjoyment of the pickle's tangy taste and chatkhaara suggest a genuine endorsement of its deliciousness. The use of specific phrases like "tangy flavor," "chatkharydaar," and "aromatic spices" reinforces this conviction, appealing to consumers' desire for flavorful and savory food experiences. The advertisement strategically frames the product as a desirable culinary experience rooted in Pakistani culture. The use of vibrant colours like green and red symbolizes nature and spices, respectively, aligning with cultural associations of flavour and cuisine. Images of mangoes, green chilies, and spices on the packaging further reinforce this framing, visually linking the product to its cultural context and enhancing its appeal to the target audience. The advertisement ensures the salience of key features, such as the product's taste, ingredients, and cultural significance. Bold fonts, catchy phrases, and specific spices listed in the ingredients highlight the pickle's unique characteristics and differentiate it from competitors. The integration of semiotic resources, including visuals and textual modes, enhances the salience of the product's quality and taste. The packing of the product raises concerns towards plastic pollution. Stibbe’s (2015) relates the cultural context with the promotional strategies. The exciting taste, use of spices, and their aromatic smell, all elements are used to capture the consumer’s attention. The

framing of the product is based on cultural context developing an ambivalent discourse, as the interpretation of the modes is not linked to the degradation of the environment. The plastic packing is vulnerable to the environment and needs to be recycled to the maximum extent. The improper disposal of solid waste is a main source of land water pollution. Solid waste consists of garbage and rubbish, The problem is very grave in developing countries that lack organization of solid waste due to lack of resources and awareness. The advertising discourse presents the product positively but the packing is promoting a polluted environment. Language shapes our beliefs and lifestyles, the choice of the product, and its environmental impact. The promotional strategy is framed to induce the story of trust and reliability, negating the environmental implications of plastic packaging. Environmentally mindful consumers raise concerns about the ecological footprint of plastic waste generated by the product's packaging.

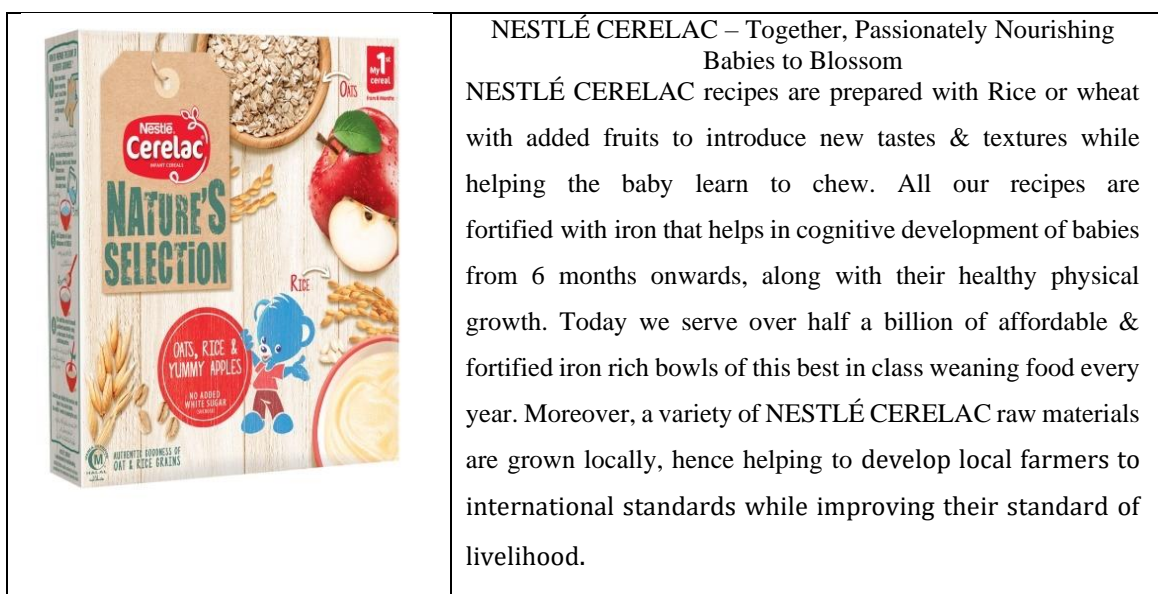
4.5 Category 5: Instant Food

In this section, the semiotic resources of instant food are under analysis to explore the cultural, social, and environmental implications of the selected products. The analysis focuses on the promotional strategies surrounding convenience and taste, to unravel the complex interplay of factors shaping the consumption of instant food causing environmental depletion.

4.5.1 Nestle Cerelac

Figure 22

Cerelac by Nestle



Nestle Foods presents a wide range of instant food products for infants. The products include formula milk and cereals. The products are considered a good alternative to natural products and have probiotics and nutrition, important for children's growth. The analysis of products is done through the description available on the packaging. Cerelac is an instant cereal and is the main item of an infant's diet. The product claims to have important nutrients such as iron and fatty acids. The linguistic discourse emphasizes the nutritious nature of Cerelac recipes, which are fortified with iron to support cognitive development and physical growth in babies. The food packaging and website claims to serve over half a billion affordable and iron-rich bowls of Cerelac every year, highlighting its popularity and accessibility. The packs and advertisements of Cerelac include engaging images of happy babies, mommies, and raw food materials used in the Cerelac recipes. The carton and tin packaging may feature interactive fonts and vibrant graphics to appeal to consumers, especially mothers. The analysis of the description reveals that Nestlé Cerelac uses locally grown raw materials, seeking to process quality food that is a good alternative to natural food and supports nutrition and growth among infants. This aspect is associated with the brand's claims of trustworthiness and quality production.

As per Kress and van Leeuwen's (2006) multimodal framework of Grammar and Visual Design, Cerelac's packaging and advertisements employ images of happy babies, mothers, and raw food materials, representing the product as a wholesome and nutritious choice for infants. The presence of raw food materials conveys the naturalness and quality of the ingredients used in Cerelac, reinforcing the brand's claims of providing a good alternative to natural food. Additionally, linguistic discourse emphasizes Cerelac's nutritious recipes fortified with essential nutrients like iron and fatty acids, positioning it as beneficial for infants' cognitive development and physical growth. The packaging of Cerelac features interactive fonts and vibrant graphics designed to engage consumers, particularly mothers. These design elements aim to capture attention and evoke positive emotions, fostering a connection with the product. The inclusion of engaging images of happy babies and mothers further enhances the interactive meaning, associating Cerelac with feelings of care and nurturing. Nestlé Cerelac's composition reflects its commitment to using locally grown raw materials and processing quality food for infants. This compositional meaning aligns with the brand's claims of trustworthiness and quality production, reinforcing consumer perceptions of

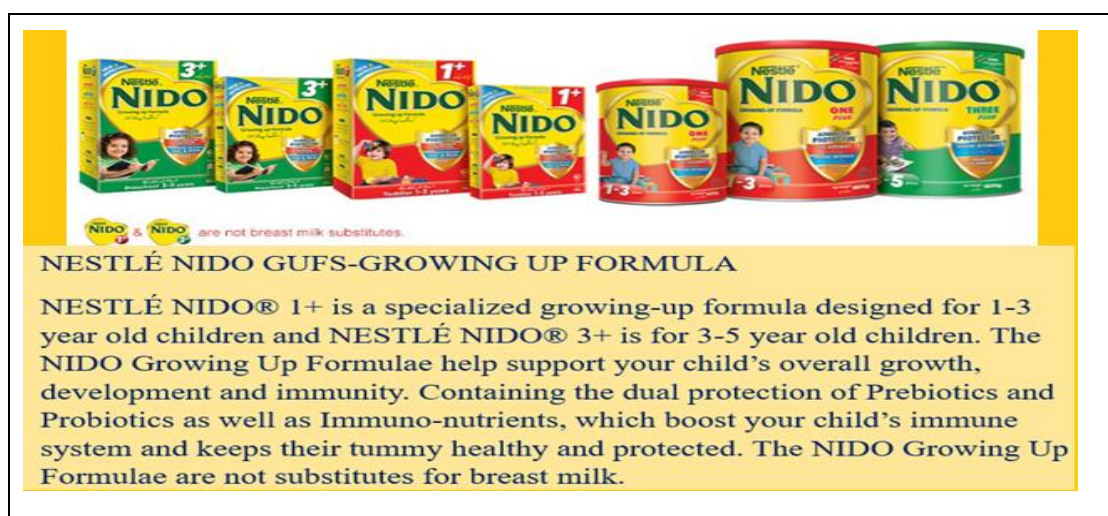
Cerelac as a reliable choice for infant nutrition. The emphasis on using locally sourced ingredients also suggests a focus on sustainability and supporting local communities.

Using the framework of Stibbe's (2015) ecolinguistics the nutritional claims such as the use of organic food reflect the positive framing of the product. The textual clues like "happy babies" and "iron-rich" bowls" emphasize the claims of quality. The pictures of organic food and happy babies reinforce the ecolinguistic perspective by relating the product with nature. Cerelac's promotional discourse predominantly emphasizes stories of health and nutrition, framing the product as a vital component of infants' diets. Linguistic discourse highlights Cerelac's nutritious recipes fortified with essential nutrients like iron and fatty acids, positioning it as beneficial for infants' cognitive development and physical growth. These stories construct a narrative of health and well-being, appealing to parents' desire to provide the best nutrition for their children. Another prominent story in Cerelac's promotional strategy is that of trust and reliability. The brand emphasizes its commitment to using locally grown raw materials and processing quality food for infants, reinforcing perceptions of Cerelac as a trustworthy and reliable choice for infant nutrition. This story aims to build trust with consumers, assuring them of the product's safety and quality. Cerelac's promotional discourse can be characterized as ambivalent, as it balances stories of health and nutrition with the potential erasure of natural alternatives.

4.5.2 Nido

Figure 23

Nido by Nestle



Nido is a powdered milk suitable for children of one year and onwards. It claims to have nutrients that are good for children's health and promotes their growth. The information on the package and in the advertisement emphasizes the benefits of Nestlé Nido formula milk for children aged 1-5 years. The formula is advertised as a support for overall growth, development, and immunity, containing prebiotics, probiotics, and immuno-nutrients. The visual mode showcases images of happy and healthy children, reinforcing the message of growth and overall well-being. The carton or tin packaging employs visuals, fonts, and color schemes to attract the attention of parents and caregivers. The description does not mention sustainability or environmental aspects related to Nestlé Nido. However, the brand's claims of improving children's growth and immunity indirectly stimulate a sense of well-being and health, which may align with some eco-conscious values. The description on the packaging and the website depicts Nestlé's agenda of promotion by focusing on children's health and growth. The description mentions the product is sucrose-free, promotes gut protection, and digestion, and makes the children comfortable and relaxed.

Analyzing NIDO Formula Milk using Kress and van Leeuwen's (2006) multimodal framework reveals its representational, interactive, and compositional meanings, as depicted through packaging design. The yellow colour of the tin packaging likely symbolizes warmth, happiness, and positivity, evoking feelings of comfort and satisfaction associated with nurturing a child. The image of the happy and satisfied mother and child further reinforces the representational meaning, portraying NIDO Formula Milk as a source of nourishment and contentment for both mother and child. The green colour of the bold title signifies freshness and naturalness, aligning with the brand's claims of providing wholesome and nutritious milk. The use of red colour for the word "fortified" draws attention to the added nutrients in the formula, emphasizing its nutritional value. The packaging of NIDO Formula Milk features interactive elements designed to engage consumers and convey a sense of trust and reliability. The image of the happy mother and child evokes positive emotions and fosters a connection with the product, appealing to parents' desire to provide the best nutrition for their children. The use of bold, vibrant colours and clear, concise labeling further enhances the interactive meaning, capturing attention and conveying key information about the product's benefits. The composition of the packaging, including

the arrangement of visual elements and text, reflects the brand's messaging and positioning of NIDO Formula Milk as a nutritious and reliable choice for infant nutrition. The prominent placement of the image of the mother and child, alongside the bold title and red "fortified" text, highlights the product's key attributes and benefits. The overall composition conveys a sense of trustworthiness and quality, reinforcing consumer perceptions of NIDO Formula Milk as a dependable source of nourishment for infants.

As per Stibbe's (2015) *Stories We Live By*, Nestle Foods for Children has a very positive framing because all products describe beneficial aspects of Nestlé's baby food products. The advertisements highlight the nutritional value, enrichment with essential nutrients, and popularity of these products, framing them as trustworthy choices for supporting a baby's growth and development. The framing also emphasizes that Nestle is socially responsible because it takes care of the children's health. The advertisements present happy and contented mothers who rely on Nestle products for the safety and well-being of their children. The products are manufactured to nurture joy and healthy growth in children. The product claims to provide gut protection for raising healthy and happy children.

The description used for promotion incorporates phrases like "fortified with iron that helps in the cognitive development of babies" and is used as a metaphor that links the iron-fortified baby food with enhanced intellectual abilities. Metaphorical language describes the advantages of Nestlé Nido, for example, "dual protection of Prebiotics and Probiotics as well as Immuno-nutrients," which defines the milk's immune-boosting properties. Thus using different stories, the consumers are attracted. Terms like "affordable & fortified iron-rich bowls," "specialized growing-up formula," and "boost your child's immune system" present the products in a positive and inducing manner. The customers are presented with novel emotional ideas for winning their trust and choice. The product is portrayed as a superior alternative to milk using expressions like "best in class weaning food," "boost your child's immune system," and "help them Grow Happy!" declare the brand's belief in raising healthy babies. The customer's trust is won by using Urdu language making the tagline "Tummy muskuraye toh Mummy muskuraye". The tagline emotionally engages the mother's trust in the product. However, the ecolinguistics perspective focuses on the packaging details and their influence on the environment. The products are available in cartons and tins. The carton

packaging, though recyclable is often coated with plastic or aluminum to provide a barrier against moisture and chemicals. This plastic or aluminum coating can make the recycling process more challenging and may contribute to plastic pollution and waste if not properly managed. Another important insight in the production of carton packaging involves the utilization of resources like trees and energy, causing deforestation and carbon release. Tin packaging is also vulnerable because it takes hundreds of years to decompose and is a big threat to animals' lives. Tin packs are recyclable, but the mining and processing of tin has a damaging impact on the environment, as it includes energy utilization and greenhouse gas emissions.

Packed baby food products like Cerelac and Nido provide great comfort to parents because they are ready to eat and do not require additional effort for preparation. This ease is quite favorable for busy schedules and working parents. However, they cannot be an alternative to fresh food. Fresh foods provide natural flavours, textures, and nutrition. This is quite threatening to the environment because the production, transportation, and disposal of packed food involve the consumption of energy and resources that influences the environment to a large extent.

4.5.3 Instant Noodles

Figure 24

Chicken Noodles by Knorr



Knorr instant noodles are very famous among children and are one of their favourite snacks. The packaging of the product is in vibrant green and red color, the green color specifies the chicken flavor whereas the red color is linked with chili chatkhara flavours. According to Kress and van Leeuwen's (2006) multimodal framework of Grammar and Visual Design, the visual modes are quite engaging and appealing which triggers taste expectations. The images of chicken and chili with a bowl of noodles preview the delicious taste and excitement. Figure 4.5.3 presents the clips of the advertisement. A boy who is not interested in eating a sandwich gives it to a cat every day. The purchase of the product in the home brings life and energy. The boy eats noodles in the lunch happily and the cats wait impatiently for the sandwich which is now replaced with Knorr Instant Noodles. The expressions on the cat's face are quite engaging, there is happiness and joy in a home that is the result of the purchase of the product. The product is projected as reliable and tasteful and cannot be restricted by the consumers.

However, the ecolinguistics perspective highlights that plastic packaging is not good for the environment. Plastic being highly non-biodegradable is a threat to the environment. The disposal of plastic packaging on roadsides is a threat to environmental preservation because it takes thousands of years to decompose and when it is mixed with water it is a threat to marine life. The production of plastic packaging consumes fuel, fuel utilization guarantees the consumption of natural resources. Smart packaging and awareness of waste management are a great need in developing countries.

4.5.4 Flavoured Yogurt

Figure 25

Fruits Yogurts by Nestle



Nestlé's flavoured yogurt is a popular and tasty dairy product that is available in different flavours. It is available in plastic packaging and is liked by youth and toddlers. The package design exhibits fruit slices dipped in flavoured yogurt. The promotional text claims that it aids digestion, boosts immunity, and strengthens the bones." As per Kress and van Leeuwen's (2006) framework of multimodality the analysis of semiotic resources describes Nestlé Flavoured Yogurt as a "mouth-watering treat with real fruit chunks in sweet creamy yogurt." This description conveys a sense of indulgence and flavour, positioning the yogurt as a delicious and satisfying snack option. The mention of "real fruit chunks" emphasizes the naturalness and freshness of the ingredients, suggesting that the yogurt contains genuine fruit pieces rather than artificial flavourings. The reference to "low-fat yogurt" suggests a focus on health and nutrition, appealing to consumers looking for wholesome snack options. The text engages consumers by highlighting the versatility of Nestlé flavoured Yogurt. It suggests various ways to enjoy the product, such as with breakfast, dessert, or as a standalone snack, catering to different consumption occasions and preferences. By offering three delightful flavours—strawberry, mango, and peach—the yogurt provides consumers with a choice of scrumptious options to satisfy their sweet cravings. This interactive element allows consumers to personalize their yogurt experience and enhances its appeal. The composition of the text effectively communicates Nestlé

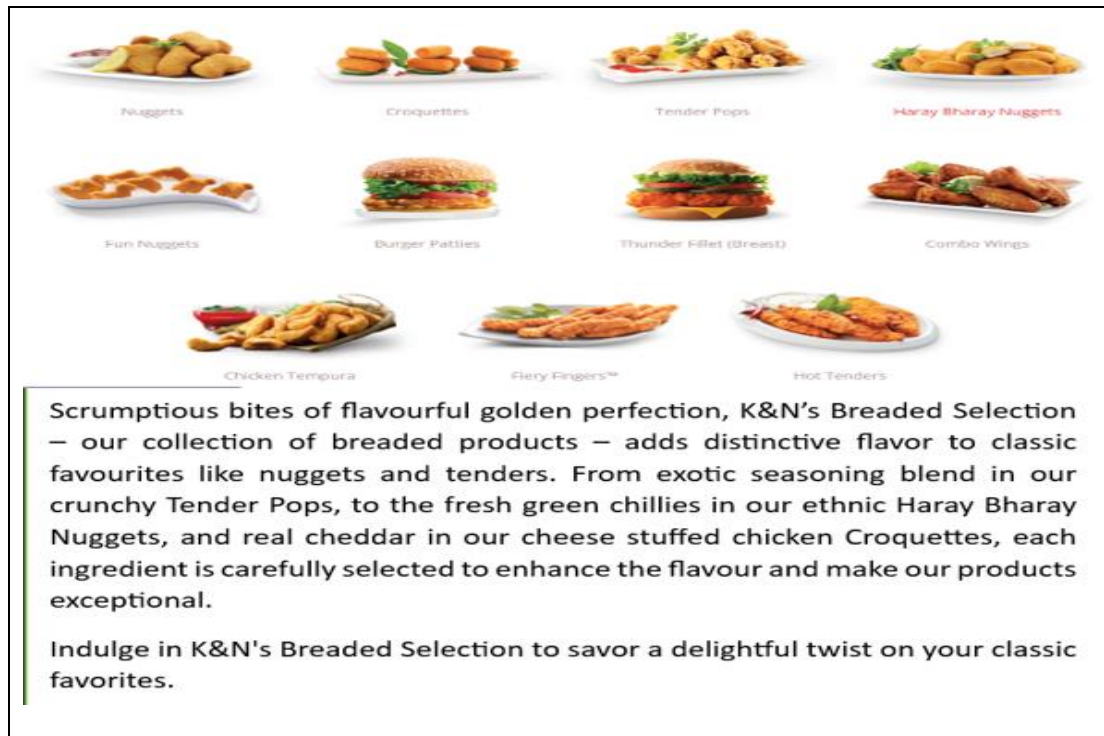
Flavoured Yogurt's qualities and benefits. The use of descriptive language, such as "mouth-watering," "scrumptious," and "delicious," creates a positive and enticing tone that captures attention and stimulates desire. The mention of "real fruit chunks" and "low-fat yogurt" reinforces the product's quality and healthiness, while the inclusion of specific flavors adds variety and interest. The text's composition conveys Nestlé Flavoured Yogurt as a desirable and enjoyable snack option that combines flavor, freshness, and nutrition.

The use of artificial flavours and sugar contradicts health claims. This product is sold in a plastic container, which is a major environmental problem. Plastic packaging, especially single-use containers, causes pollution and has a significant impact on the environment. Improper disposal of these containers creates garbage and plastic waste is known to persist in the environment. If not properly recycled, these containers can end up in landfills or end up in waterways, harming marine life and ecosystems. The production of flavoured yogurt requires the use of various resources such as water, energy, and raw materials. Extraction and processing of these resources can lead to environmental degradation, habitat destruction, and natural resource depletion. Flavoured yogurt is produced on an industrial scale and widely distributed, resulting in transportation-related emissions. The carbon footprint associated with transporting yogurt to different locations can contribute to climate change. Manufacturing flavoured yogurt can generate waste such as by-products and excess ingredients. If these wastes are not handled responsibly, they can harm the environment.

4.5.5 Chicken Nuggets

Figure 26

Chicken Nuggets by K&N's



Multimodal analysis in the light of Kress and Leeuwen's (2006) framework involves examining different communication modes, including visual and verbal elements, to understand the product narrative. The text describes K&N's Breaded Selection as "scrumptious bites of flavourful golden perfection," conveying a sense of deliciousness and quality. The use of descriptive language, such as "flavourful golden perfection," suggests that the products are appetizing and of high quality. Additionally, the mention of ingredients like "exotic seasoning blend," "fresh green chillies," and "real cheddar" highlights the variety and quality of flavours available in the Breaded Selection, appealing to consumers' taste preferences. The text engages consumers by highlighting the distinctiveness and variety of K&N's Chicken Nuggets. It describes the different flavours and ingredients present in each product, such as the exotic seasoning blend in the Tender Pops, the fresh green chillies in the Haray Bharay Nuggets, and the real cheddar in the cheese-stuffed chicken Croquettes. By offering a range of flavours and ingredients, K&N's Breaded Selection allows consumers to choose products that suit their taste preferences and culinary preferences. The composition of the text effectively communicates the key attributes and benefits of

K&N's Breaded Selection. The use of descriptive language and specific examples of ingredients creates a vivid and appealing image of the products, enticing consumers to try them. The title "K&N's" in red font draws attention to the brand name, emphasizing its prominence and recognition in the market. The text, and carefully selected ingredients reinforce the brand's commitment to quality and enhance consumer trust in the products. The bright red packaging conveys freshness and appeal. Images on the packaging introduce the final product, showing golden chicken nuggets or perfectly grilled chicken fillets, visually foreshadowing the culinary experience. Verbal elements such as product descriptions and cooking instructions play an important role. Words such as "crunchy," "tender," and "juicy" are strategically chosen to evoke a sensory experience and enhance the perceived quality of frozen foods. Visual grammar, including image and text placement, emphasizes the product's key features. This multimodal approach not only educates consumers about the product, but also helps create a narrative that positions frozen chicken products as convenient, delicious, and versatile meal solutions for a variety of occasions.

Applying an ecolinguistic perspective to frozen food products, especially products such as frozen nuggets or chicken tenders, involves examining how language contributes to the environmental narrative. In frozen food packaging and marketing, language plays an important role in consumer perceptions of a product's ecological impact. Words such as "convenient," "quick," or "easy to prepare" are strategically chosen to highlight aspects that save time, accommodate busy lifestyles, and potentially influence product choices. The packaging incorporates terms such as "eco-friendly", "recyclable" or "sustainable sourcing" and takes an eco-linguistic approach by promoting eco-friendly practices. The linguistic framework of frozen food products reflects broader cultural attitudes toward food consumption and environmental responsibility. This language emphasizes preserving food freshness through freezing without addressing the potential ecological consequences, perpetuating a narrative that prioritizes convenience over sustainability. The ecolinguistics perspective as discussed in Arran Stubbe's "Stories We Live By" (2015), does not promote plastic packaging. The promotion of the product leads toward the purchase and consumption that ends with throwaway culture and plastic pollution. The promotion of frozen food causes pollution because in developing countries like Pakistan, there is less awareness of environment preservation, utilization of dustbins, and waste collection and disposal

therefore the wrappers on the streets and in the landfills pose a serious threat to the environment. The plastic all around us causes the blockage of the drainage system creating foul smelling and smog-choked environment. The advertising strategy does not present any direct clue towards environmental depletion but potentially it compels for purchase that is the root cause of environmental pollution.

4.6 Category 6: Energy Drinks

4.6.1 Milo

Figure 27

Milo by K&N's



Milo is a very famous chocolate drink that can be prepared as hot and cold. The description given above presents it as a delicious and full-of-energy drink. Milo's promotional strategies play a significant role in making it a popular drink. It is presented as a vibrant drink that strongly boosts health and fitness for sports. The packaging has a vibrant green colour that represents energy and the image of the athlete on it enhances the overall theme of energy and thrill. The use of chocolate is another important and main ingredient that makes the product tastier and everyone's favorite. The focus of the advertisers is to present Milo as a chocolate energy drink, and this is their distinctive selling point. It is available in different shapes, sizes, and types in the market offering various options for consumers to select from. The use of terms such as "essential vitamins and minerals" reflects the product's focus on health and fitness. To attract consumers, it claims "*Milo* brand takes kids' development seriously", so the consumers worried about children's health and fitness opt for Milo. Moreover, Milo's

association with “sports and good health” makes it a good choice for athletes. The promotional strategy defines Milo as a very reliable energy drink. However, the health and energy claims are not proven. On the other hand, it is available in a variety of packaging cartons, tin, and plastic packaging that harms the environment and is not biodegradable. This plastic and aluminum packaging makes the decomposition process more challenging and contributes to plastic pollution and waste if not properly managed. Therefore, the framing of the product though associated with the overall health of human beings potentially is susceptible to the environment.

Using the framework of Stibbe's (2015) *Stories We Live By*, Milo's promotional strategy often emphasizes narratives of conviction, portraying the product as a vital component of an active and healthy lifestyle. Advertisements frequently highlight Milo's supposed benefits, such as providing energy and essential nutrients, particularly for children engaged in physical activities. The narrative of conviction seeks to instill trust and belief in Milo as a reliable and beneficial beverage choice, appealing to parents' desire to provide their children with nutritious options. Despite its emphasis on health and nutrition, Milo's promotional discourse inadvertently erases certain considerations, such as the high sugar content of the product. While Milo positions itself as a source of energy and vitality, it overlooks potential health concerns associated with excessive sugar intake. This erasure of negative aspects aligns with the brand's focus on promoting Milo as a positive and desirable product, potentially influencing consumers' perceptions and consumption patterns. Milo's promotional strategy employs framing techniques to shape how consumers perceive the product and its benefits. Advertisements often frame Milo as an essential part of everyday routines, whether it's a morning pick-me-up or a post-workout replenishment. By associating Milo with moments of enjoyment and vitality, the framing narrative positions the product as a valuable addition to consumers' lives. Additionally, Milo's branding often includes images of active individuals, reinforcing the narrative of Milo as a beverage that supports an active and healthy lifestyle.

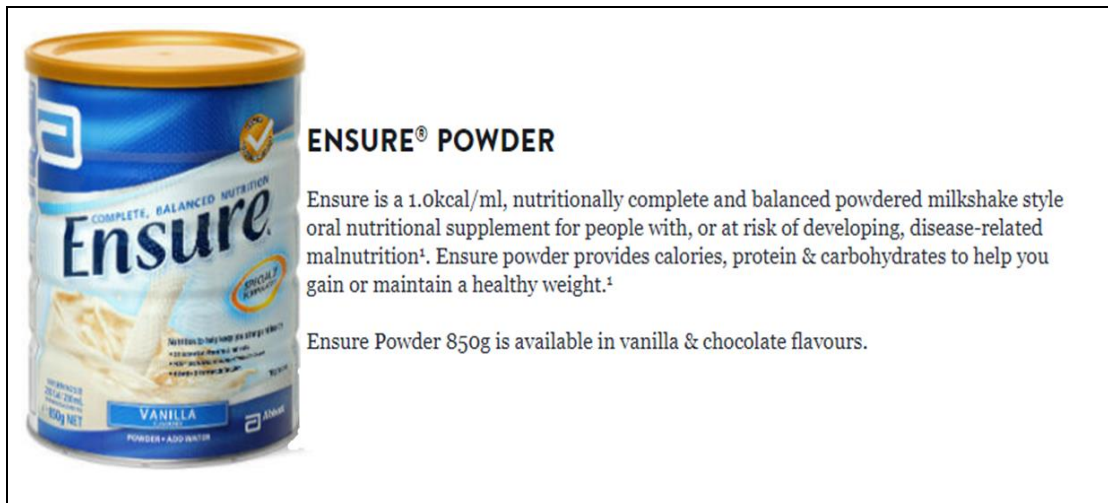
The type of discourse present in Milo's promotional strategy can be characterized as ambivalent. While the narrative of conviction emphasizes Milo's positive attributes and benefits, such as energy and nutrition, it may overlook or downplay potential drawbacks, such as sugar content. This ambivalence creates a complex discourse that balances positive messaging with the potential erasure of less

favorable aspects. Ultimately, Milo's promotional strategy aims to position the product as a trusted and appealing choice for consumers seeking energy and vitality, while navigating the complexities of health and nutrition narratives.

4.6.2 Ensure

Figure 28

Ensure by Abbot



Ensure's packaging typically has a clean, clinical design, in white and blue, reflecting a sense of health and reliability. Images that include a glass of milk emphasize vitality and happiness. Packaging also includes nutritional information to convey essential health benefits. Make sure the wording focuses on health benefits, using words like “energy,” “nutrition,” and “complete.” The descriptions highlight the supplement's role in supporting overall health and providing essential nutrients. Visual and verbal elements together present Ensure as a product that supports an active and healthy lifestyle, appealing to a health-conscious demographic. The Ensure story positions consumers as actively invested in their health, looking for trusted supplements for nutritional support. The analysis using the lens of Kress and van Leeuwen's (2006) multimodal framework of the clean and clinical design of Ensure's packaging, characterized by white and blue colours, represents a sense of health and reliability. These colours are often associated with cleanliness and professionalism, reinforcing the narrative of Ensure as a trusted supplement for nutritional support. The use of words like "energy," "nutrition," and "complete" further reinforces the representational meaning, highlighting Ensure's role in supporting overall health and providing essential nutrients. Ensure's promotional strategy engages consumers

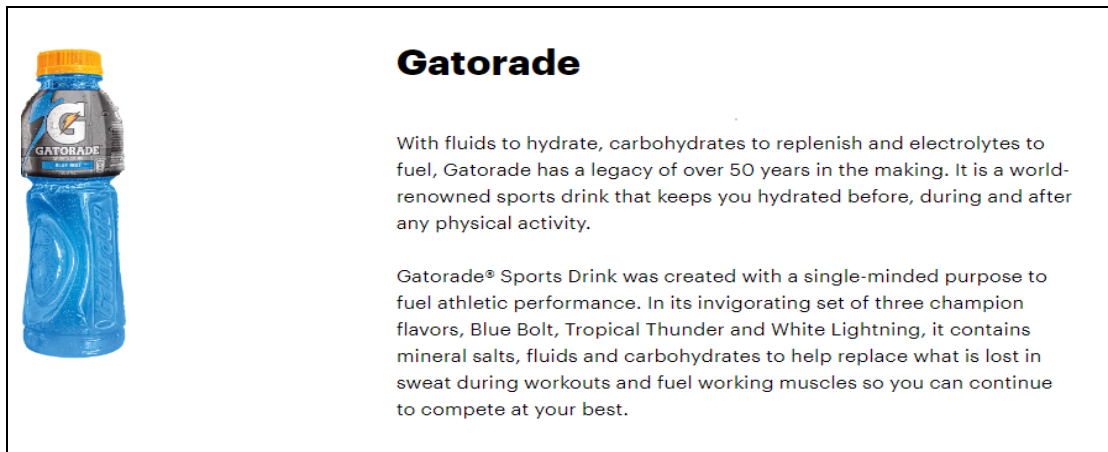
through interactive elements that convey a sense of connection and reassurance. The inclusion of nutritional information on the packaging allows consumers to make informed decisions about the product's suitability for their needs. This interactive meaning fosters a sense of trust and confidence in Ensure as a reliable choice for nutritional support. The composition of Ensure's promotional materials effectively communicates the product's key attributes and benefits. The arrangement of visual elements, such as the clean design and images of milk, creates a cohesive and visually appealing composition that conveys Ensure's message of health and reliability. The use of clear, concise language and prominent placement of words like "energy" and "nutrition" further reinforce the product's nutritional benefits and suitability for consumers' needs. The compositional meaning conveys Ensure as a convenient and effective solution for maintaining overall health and well-being.

The Ecolinguistics perspective as described by Stibbe (2015), examines how language is used to communicate environmental considerations. This involves checking product packaging for any eco-friendly claims, sustainable sourcing information, or environmentally conscious language. Although Ensure Energy supplements are often packaged in plastic containers, the broader debate about the impact of packaging on the environment includes considerations about tin packaging. Tin or metal packaging, although recyclable, poses environmental challenges. Metal mining and processing are resource-intensive activities that contribute to habitat destruction and energy consumption. In addition, the production of metal packaging also creates greenhouse gas emissions. Recycling tin or metal packaging can reduce some of the environmental impacts, but the efficiency of the recycling process and collection rates play an important role. If tinfoil packaging is not recycled properly, it can contribute to landfill waste.

4.6.3 Gatorade

Figure 29

Gatorade by Abbot



Gatorade's packaging is characterized by bright, energetic colors, such as bright orange and green, reflecting the brand's association with energy and sports. The packaging features images of energy and sparks, reinforcing the brand's focus on sports and energy supplementation. Verbal elements highlight Gatorade's function, emphasizing terms such as “electrolytes,” “hydration,” and “energy replenishment.” Gatorade uses slogans that emphasize performance and recovery, reinforcing the idea of the drink as an essential companion for athletes. Imagery: The image and language of Gatorade positions the product as an essential companion for those participating in sports and physical activities, appealing to those looking for performance enhancement. The main focus is on Gatorade's branding, with imagery and content emphasizing its association with sports, energy, and hydration. The relationship between image and text creates a story about sports, energy, and the functional benefits of the drink. The language connects with consumers, positioning Gatorade as an essential, performance-enhancing component of an active lifestyle.

Gatorade's packaging, characterized by vibrant colors like bright orange and green, reflects the brand's association with energy and sports (Kress & van Leeuwen, 2006). The imagery on the packaging, featuring energy sparks and dynamic movements, reinforces Gatorade's alignment with sports and vigor. Verbal elements, such as the emphasis on "electrolytes," "hydration," and "energy replenishment," underscore the product's functional benefits, positioning it as essential for athletes seeking peak performance. The composition of Gatorade's packaging conveys its

representational, interactive, and compositional meanings. The vibrant colors and dynamic imagery represent the product's association with energy and sports, appealing to consumers engaged in physical activities. The inclusion of slogans highlighting performance and recovery reinforces the brand's narrative of Gatorade as an indispensable companion for athletes. The framing of Gatorade as a performance-enhancing drink inadvertently erases other considerations, such as the potential overconsumption of sugary drinks or the importance of balanced nutrition in athletic performance. While Gatorade's promotional discourse focuses on its benefits for athletes, it hides the broader implications of excessive sugar intake or the need for a well-rounded diet. Despite potential erasures, Gatorade's promotional strategy effectively emphasizes salient aspects of the product, framing it as a must-have for individuals engaged in sports and physical activities. By establishing a connection with consumers through language and imagery, Gatorade positions itself as a key component of an active lifestyle, offering hydration, energy, and performance enhancement (Kress & van Leeuwen, 2006).

In the case of Gatorade, ecolinguistics analysis focuses on whether the language used emphasizes sustainable ingredient sourcing, environmentally friendly production processes, or responsible consumption. Building on Gatorade's association with sports and physical activity, an ecolinguistic analysis explores whether this language encourages environmentally friendly behavior in sports, e.g. promoting environmentally friendly sporting events, reducing plastic waste, or supporting sustainable sporting activities. Gatorade is typically packaged in plastic bottles. The environmental impact of this type of packaging includes concerns about plastic pollution, resource extraction to produce plastic, and carbon emissions associated with the production and transportation of plastic bottles. To address these concerns, an ecolinguistic perspective includes examining Gatorade's language and imagery for signs of environmentally friendly packaging practices, recycling initiatives, or messages encouraging responsible disposal. The language that encourages the use of reusable bottles or highlights a brand's efforts to reduce its environmental footprint would be consistent with an eco-language approach.

4.6.4 Sting

Figure 30

Sting by Abbot



Sting is a very famous product of pepsi.com and is available across the globe. It is consumed in Pakistan and the mainly consumed by the youth because of its energy claims. The multimodal analysis using Kress & van Leeuwen, 2006 framework of the packaging and the colour of the drink signifies it energetic and user-friendly drink. The red colour is associated with thrill, power, energy, and life. The product's title is again in very energetic font with sensational energy bursting out of it that can again be linked to the descriptive text given on the website. Different innovative and engaging phrases are used to describe the drink. The product's claim "Let the Sting energy take over by recharging you" is a big sensational comment given to the consumers that can be linked to the story within the consumers' needs and wants that are exploited through this slogan. Being a carbonated drink its "tantalizing" taste is a treat to the caffeine lovers. The drink is promoted by claiming it "stimulates your mind and body" so that the consumers blast with energy to do wonders. Customers are persuaded to purchase through fantasy and thrill. The use of terms like "tantalizing", "invigorates" and "unleashes a surge of excitement", all promote the main theme of energy, and the integration of all modes compose a promotional message of energy, refreshment, and power.

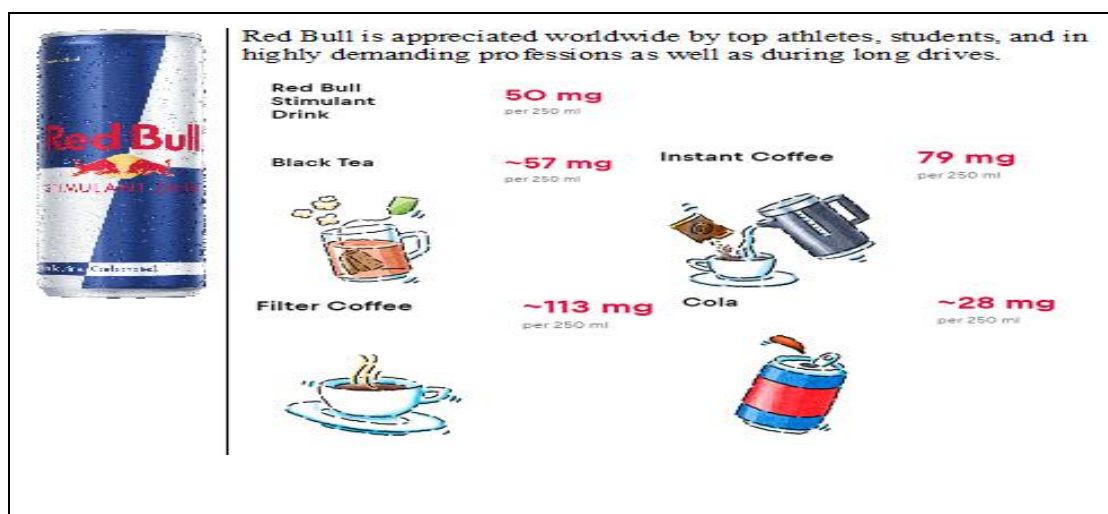
Sting's packaging displays an aura of vitality and energy, evident in its vibrant red colour scheme and dynamic font choices (Kress & van Leeuwen, 2006). The use of red, commonly associated with thrill and power, represents the product's promise of

excitement and stimulation. The imagery and language on the packaging interact to create a narrative of invigoration and exhilaration, positioning Sting as a source of boundless energy for consumers. However, this framing of Sting as a high-energy drink may inadvertently erase potential health considerations associated with excessive caffeine consumption. While Sting promotes itself as an energizing beverage that "stimulates your mind and body," it fleeces the potential negative effects of caffeine on health, such as increased heart rate and dehydration (Stibbe, 2015). By focusing solely on the product's energy-boosting qualities, Sting's promotional discourse may overlook or minimize the importance of balanced nutrition and hydration. Sting's promotional messaging effectively emphasizes salient aspects of the product, framing it as an essential companion for those seeking energy and excitement. The use of terms like "tantalizing," "invigorates," and "unleashes a surge of excitement" creates a narrative of thrill and refreshment, appealing to consumers' desires for vitality and stimulation (Kress & van Leeuwen, 2006). The compositional arrangement of visual and verbal elements reinforces this narrative, presenting Sting as a tantalizing beverage that promises to revitalize both body and mind. The ecolinguistics perspective analyses the promotional modes as destructive because the consumption of energy drinks is not safe for human health, the production and purchase both harm the environment due to the use and emission of carbon and the corrupt nature of plastic that is reducing the ecosystem plastic.

4.6.5 Red Bull Stimulant Drink

Figure 31

Redbull by Nestle



Under the lens of Kress & van Leeuwen, 2006 different modes are used to advertise Red Bull making it unique and giving wings to its consumers. The target audience is youth and adults who out of their tiring routines prefer its purchase. It promises to give extreme energy that pushes consumers beyond their limits. The visuals in the figure above are taken from the Redbull official website. It presents the overall product's design that is available in tin. It is represented as an adventurous and daredevil product and a main sponsor of international sports and music events. Being an energy drink the description of ingredients reflects that one tin of 250 ml Red Bull contains energy equivalent to one cup of black coffee, instant coffee, filter coffee, and cola all representing it as an energy bomb. The advertisers do engage in creating content that is engaging and thrilling. The company's slogan that "Red Bull" gives you wing" is a claim of proficiency and wonder. The target audience youth and adults having desires and aspirations is targeted by a quick booster of energy. The drink's slogan, list of ingredients, and its sponsorship of sports events all integrate and compose a message of thrill, power, and enjoyment. Analyzing Red Bull's advertising strategy through the lens of Kress & van Leeuwen's (2006) multimodal framework reveals the various modes used to convey its unique selling proposition of providing energy and excitement to its consumers. Visually, Red Bull's advertising materials, such as those depicted on its official website, present the product in tin packaging, symbolizing adventure and daringness. The imagery portrays Red Bull as an adventurous and daredevil product, associating it with extreme sports and music events. This visual representation appeals to consumers' desires for thrill and excitement, positioning Red Bull as a companion for those seeking adventurous experiences. Verbally, Red Bull's description of ingredients emphasizes its energy-boosting properties, equating one tin of 250 ml Red Bull to the energy equivalent of various caffeinated beverages like black coffee and cola. The company's slogan, "Red Bull gives you wings," further reinforces the message of proficiency and wonder, promising consumers an exhilarating experience beyond their limits.

However, from an ecolinguistics perspective as per Stibbe's (2015), the tin packaging of Red Bull raises concerns about its environmental impact. Tins take a long time to decompose and can pose a danger to wildlife and marine life if not disposed of properly. When littered or improperly disposed of, the packaging can end up in landfills or water bodies, contributing to environmental degradation and ecosystem destruction.

Red Bull's promotion of its energy drink involves a significant ecological footprint, particularly concerning its packaging and consumption culture. The use of tin packaging, as highlighted in its advertising, raises concerns about its environmental sustainability. Tin packaging takes a long time to decompose and can contribute to pollution if not disposed of properly. This aspect of Red Bull's product design aligns with the ecolinguistics perspective, emphasizing the environmental harm caused by its packaging and consumption practices. Red Bull's promotional discourse tells stories of excitement, adventure, and achievement, positioning the drink as a catalyst for extraordinary experiences. However, within these narratives lie underlying stories of environmental neglect and unsustainable consumption practices. While Red Bull's advertising glorifies extreme sports and daring feats, it often overlooks the environmental consequences of its packaging and consumption culture. This disconnects between the stories promoted by Red Bull and the ecological realities highlights the need for a more conscientious approach to marketing and consumption. The ecolinguistic perspective of tin packaging enables the readers to identify the harm caused to the environment as it takes time for decomposition and its spread on landfills and in the water is a danger to animals and marine life. It is destroying the ecosystem because it is a danger to the environment. When the packaging is exposed to the animals, they consume it.

CHAPTER 5

CONCLUSION

This chapter gives insights into the striking findings, discussion through reflection on the research, and gives a conclusion.

5.1 Findings

- The analysis of the packed food products in Chapter 4 of this research finds that advertising strategies mainly the use of catchy phrases compel the consumers to packed food consumption which promotes the production, transportation, and dumping of wrappers (of packed food) into the environment that ultimately leads towards the increase in pollution and environmental degradation.
- The analysis of Category 1: Sweets and Desserts in Chapter 4 Section 4.1.4 finds that environment-friendly logos such as the recycling, and image of natural elements such as cow, milk are commonly used on the packing of products to enhance the overall impact of the product as an environment-friendly product struggling for environment sustainability.
- The ecolinguistics perspective of the study suggests that there is a dire need to prioritize environmentally responsible advertising practices to minimize the adverse impact of packed food advertisements on the environment.
- The analysis also helps to discover that the understanding of the ecolinguistic perspective and the hidden agenda of the semiotic resources used as advertising strategies, empowers the consumers to go for eco-friendly choices

5.2 Discussion

This research aims to find the answer to two questions posed for this study. To uncover the multimodal strategies used in food advertisements that target the consumers for purchase and the identification of hidden stories trapping consumers for goods consumption, vulnerable to both humans and the environment.

5.2.1 Reflection on Research Question 1

Focusing on the first question of the study, the analysis of the packed food advertisements reveals that different semiotic resources text, color, narrative, and actors are the tools used by the advertisers to connect with the consumers. The taglines, design, and details of food nutrition are sources of communication that connect the product with the consumers. The analysis of the multimodal elements in the On the TOP Coffee advertisement, as conducted by Sarah Nasution (2023), reveals the strategic utilization of visual text and narrative representations, reflecting the theoretical framework proposed by Kress and Van Leeuwen. The examination of packed food advertisements uncovers a multifaceted use of semiotic resources by advertisers. Through the integration of text, color, narrative, and actors, advertisers employ these tools to establish a meaningful connection with consumers. Taglines, design elements, and nutritional details emerge as pivotal sources of communication that bridge the gap between the product and its consumers. The advertisers strategically leverage these semiotic resources to convey not only the visual appeal of the product but also essential information about its nutritional content. This comprehensive approach highlights the nuanced strategies employed in packed food advertisements, where each semiotic element plays a crucial role in fostering consumer engagement and shaping perceptions of the product.

Many advertisements aim to evoke emotions such as joy, nostalgia, fear, or excitement. By associating positive emotions with a product or brand, advertisers create a connection between the consumer and the product, making it more likely that the consumer will make a purchase. Many advertisements tell culturally appropriate stories and the consumers feel associated by relating their personal experience with them. The advertisers use these stories to build a connection with the audience. The study conducted by Rossiter (2019) critically examines a recent Australian study concerning children's exposure to "junk food" advertising. Published in the *Journal of Consumer Behaviour*, Rossiter's analysis delves into the implications of such advertising on children's behavior and health outcomes. In many advertisements, celebrities are linked as brand ambassadors to raise their popularity and maintain their identity. The reviews of the customers are also used to highlight the features of the product and linked with the product to increase the promotion and durability of the product. Promotion is also achieved by announcing sales for limited time off or through

exclusive or 50 % discounts to motivate the customers to purchase. Use of Colors and Imagery: Colors and visual elements in advertisements can evoke specific emotions and convey particular messages. Advertisers choose colors and imagery carefully to create a visual impact that aligns with the desired brand image and resonates with the target audience. Relating fun stories and humor with the advertisements also becomes a valid reason for promotion. This technique makes the product more memorable and amiable and results in an effective tool for convincing people to purchase. Advertisements are broadcast on television, and social media to contact diverse audience to deliver the promotional agenda. Thus the analysis helps to identify different strategies used for the promotion of products that directly or indirectly compel the audience to purchase.

5.2.2 Reflection on Research Question 2

The research on the second question explains that all the semiotic resources on the packaging are integrated and elicit cultural values, and stories among consumers, encourage consumption, and highlight the ecolinguistic perspective. Yuniawan, T., Rokhman, F., Rustono, & Mardikantoro, H. B. (2017), The study of critical ecolinguistic in green discourse: Prospective eco-linguistic analysis identified lingual units representing ideological, sociological, and biological meanings. Critical eco-linguistic, as a rich and value-free study, can provide material for solving various human, community, and cultural problems. Besides this, the findings of the study conducted by Savitri and Rosa (2019) also suggested that different semiotic resources such as sounds, text, symbols, gestures, and images work together to make complete sense of the audiovisual advertisement of smartphones. Along with this, they also focused on the generic structure of the advertisement. Their study is based on systemic functional linguistics, the semiotic theory of Kress and van Leeuwen, and Cheong's generic structure theory which makes it different from the current study. However, Oyebode and Unuabonah (2013) conducted a similar kind of study that found that images have the potential to complete the sense created through different semiotic resources in posters spreading information about HIV and AIDS. The semiotic resources fulfill the communicational requirements because the appetizing colors such as red, blue, yellow, and gold, convey excitement, joy, and flavor. Images of raw food such as fruits, milk, and natural scenery give a sense of reliability, quality, and good taste. Different interactive fonts such as bold and elegant represent premium quality, while youth is

attracted through dancing, playful, and colorful fonts. Happy actors, contented mothers, playful children, and scenic beauty promote positive framing of the product to attract consumers of every age. Trust of the audience is also gained by using cultural cues, specific needs, and wants of the target audience. Moreover, music and sound add extra support to message creation, and a complete message is generated with the integration of all these modes. Therefore, the study shows that multimodal strategies are used for food marketing and the audience is attracted to purchase.

To highlight the ecolinguistic perspective the use of natural imagery such as environmental sustainability, images of a serene environment, fresh water, fresh fruits, and vegetables are used to link the environment with human beings to discuss the impact of nature and the ecosystem. The recycling symbols, trees, and earth are deliberately used on the product's packing to highlight the ecolinguistic perspective of the product. The use of blue and green colour in the design of the product gives an environmental association. The green colour symbolizes nature and promotes the existence of a healthy and sustainable society. All these symbols and elements are intentionally integrated into advertisements to give a cultural and social connotation.

The advertisements are designed to address consumers' needs and wants. The analysis has found that many advertisements reflect or narrate stories being experienced by the people around us. The use of these stories targets the consumer's emotions, and influences their attitudes toward a product or brand. Advertisements based on emotional stories are mostly believed and followed by the customers. Consumers prefer to buy those products that present the stories near to their hearts. A long-time association with the product, element of rust, and quality also compels the consumers to show loyalty and long time association with the brand. Stories and symbols are used to convey the value and quality of a product. The consumers feel an association with few products and this association influences the shopping decision of the consumers leading towards increased sales and promotion of the product. Trust is also very important and plays an important role in decision-making. Stories that depict trust, quality, affordability, and consistency contribute to building the trust of the consumers. The relevance of cultural norms in advertising techniques influences the shopping decision. Thus, stories are powerful tools that compel consumers to reflect an association with a product and brand loyalty. In short, advertisements are designed to

reflect certain narratives that are linked to consumers' beliefs and influence their selection of the product.

5.3 Concluding Thoughts

This study is an attempt to explore how different modes such as color, font, and still images, are used by advertisers to create meaning and communication for the promotion of any product. In this study, visual and verbal modes are also analyzed to explore their interaction using Kress and van Leeuwen's (2006) framework of multimodality. The analysis is based on six categories (sweets and desserts, snacks, beverages, instant food, sauces and condiments) each consisting of 5 packed food products to explore how a message is created by the use of various semiotic resources or modes. The analysis of the packed food reflects that the advertisements used different strategies of modality to attract consumers and convey different messages about their products.

To conclude this study, I refer back to my research questions as the study answers to both questions. I am successful in finding multimodal strategies used by food marketers to target the consumers in the selected advertisements. These strategies used are the semiotic resources or different modes. The use of interactive phrases, fonts, and color combinations all help in the composition of meaning. All modes and symbols are important as they give a wholesome message and persuade people to buy. The study also helps to identify that the advertising discourse elicits stories and deceives consumers into consuming goods that are harmful to both people and the environment. The packaging of the products is not properly disposed of due to which it causes land and water pollution, depletion of natural resources, and disturbs the overall structure of the environment. The first question of the study helped me in collecting several advertisements designed for the promotion of packed food. Based on the analysis of the data, the answer to the second research question is that there are stories within us and advertisers use the techniques of framing, salience, or erasure for promotional purposes. Advertisers sometimes support nature by encouraging environmental sustainability through positive discourse. Advertisements do portray a positive image of the food item by using pictures of fresh fruits and claims about reliability and quality, but using the story of salience at times only the positive aspects of the product are highlighted such as presenting the product as an alternate to fresh fruits but the reality is different. Such discourses are negative because they are potentially encouraging the

use of processed food. All the advertisements use marketing strategies that deploy emphasis on the immediate sensory pleasure that produces a consumerist narrative, promoting short-term satisfaction over the imperative of long-term sustainability. The advertisements do not include any direct hint of environmental degradation but potentially lead to consumption patterns that are vulnerable to the environment. The study helped me to unfold the subtle and complex ways in which advertisers used visual and verbal modes to communicate with their target audiences and to persuade them to buy their products. The study is also helpful because it educates the consumers about good choices that are not only beneficial for their health but also preserve the environment.

5.4 Recommendations for Future Research

Based on the findings of this study following recommendations are suggested for future research:

- To gain a more authentic perspective on packed food consumption, interviews or surveys can be conducted with consumers.
- Analyzing the health benefits and environmental impact of different types of food can provide guidance for a balanced and sustainable diet.
- A multimodal framework can be used to analyze the impact of products other than food, offering a more comprehensive perspective on environmental sustainability.
- Comparing different advertising campaigns can reveal differences in the use of multimodal and ecolinguistics tactics.
- Research can be conducted on how to implement waste management strategies in developing countries.
- A comparative analysis of the environmental footprint of different types of food packaging materials can be conducted to assess the impact of food packaging on environmental pollution. This study could involve quantifying the greenhouse gas emissions, energy consumption, water usage, and waste generation associated with the production, use, and disposal of various packaging materials commonly used in the food industry, such as plastic, glass, paper, and biodegradable alternatives.

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