

**AN ECOCRITICAL DISCOURSE ANALYSIS  
OF DIGITAL ADVERTISEMENTS: AN  
ECOLINGUISTIC PERSPECTIVE**

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**AN ECOCRITICAL DISCOURSE ANALYSIS OF DIGITAL  
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 **An Ecocritical Discourse Analysis of Digital 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: An Ecocritical Discourse Analysis Of Digital Advertisements: An Ecolinguistic Perspective**

The aim of the study is to examine the linguistic components of the advertisements in order to identify the narratives, created by manufacturers that seem to be environmental friendly and consistent with ecological principles. Additionally, it seeks to define the part, language plays in influencing customers' ecological preferences. The information, which is restricted to beverages and dairy items, has been gathered from the official websites of ten Pakistani food manufacturing enterprises. The advertisements are examined using Stibbe's (2015) ecolinguistic analysis methodology and the theoretical frameworks of agenda-setting theory. It is alleged that food manufacturing corporations create a variety of stories that are subtly implied, where the readers find them uninteresting, but the stories employ language to imprint specific perceptions in readers' minds and control the daily purchasing decisions of consumers. The research deconstructs the ecological attitude of the discourses and assesses them in the context of ecosophy; it is useful for people to identify the ecologically detrimental discourses and how food manufacturers might improvise their discourses to promote consumption. The language is employed in such an affable way that readers assume, it is for commercial purposes, although each story is laced with the idea of consumerism. The investigation is distinctive since it combines the fields of ecology and language. It reveals the ways that linguistic discourses are used in ads to build narratives that aim to displace the use of natural commodities. The goal of using linguistic discourses for business reasons is to commercially glorify what is being sold in the eyes of consumers as a better source of natural repercussion.

**Keywords:** *ecolinguistics, agenda-setting theory, consumers, ecosophy, linguistic discourses*

## TABLE OF CONTENTS

Chapter	Page
<b>THESIS AND DEFENSE APPROVAL FORM .....</b>	<b>ii</b>
<b>AUTHOR'S DECLARATION .....</b>	<b>iii</b>
<b>ABSTRACT .....</b>	<b>iv</b>
<b>TABLE OF CONTENTS .....</b>	<b>v</b>
<b>LIST OF TABLES.....</b>	<b>viii</b>
<b>LIST OF FIGURES.....</b>	<b>ix</b>
<b>ACKNOWLEDGEMENTS .....</b>	<b>x</b>
<b>DEDICATION .....</b>	<b>xi</b>
<b>1. INTRODUCTION.....</b>	<b>1</b>
1.1 Statement of the Problem.....	3
1.2 Research Objectives.....	3
1.3 Research Questions.....	4
1.4 Research Methodology .....	4
1.5 Significance of Research.....	4
1.6 Delimitation .....	5
1.7 Organisation of Study .....	5
<b>2. LITERATURE REVIEW.....</b>	<b>6</b>
2.1 Language: Significant tool of communication .....	6
2.2 Eco-linguistics (Ecology and Language) .....	6
2.3 Role and Purpose of Eco-linguistics .....	9
2.4 Defining the term Advertisements .....	11
2.5 Digital Advertisements.....	11
2.6 Significance of Advertisements.....	11
2.7 Entertaining a Primary Criteria of Advertisement .....	13
2.8 Destructive Discourses (Languages and Advertisements) .....	13
2.9 Language as a Manipulative Tool .....	16
2.10 Psychology of Advertisements.....	18
2.11 Analyzing Persuading Techniques in Advertisements .....	22
2.12 Stibbe the Pioneer of Eco-Linguistics .....	23
2.13 Historical Background of Eco-Linguistics .....	23

2.14	Green Discourse and Green Advertisements.....	24
2.15	Hartmann, Apaolaza and Alija’s Hypothesis .....	25
2.16	Previous Studies on Eco-linguistics (Chan’s Study).....	25
2.17	Previous Studies on Digital Advertisements .....	26
2.18	Background of Study.....	27
<b>3.</b>	<b>RESEARCH METHODOLOGY .....</b>	<b>33</b>
3.1	Research Design .....	33
3.2	Theoretical Framework .....	34
3.3	Data Collection.....	35
3.4	Data Analysis .....	36
3.5	Sample of the Study .....	36
<b>4.</b>	<b>DATA PRESENTATION AND ANALYSIS.....</b>	<b>44</b>
4.1	Company 1 NESTLE.....	45
	4.1.1 Nestle Bunyad Advertisement.....	45
	4.1.2 Nestle Fruita Vitals Advertisement .....	47
4.2	Company 2 OMORE .....	50
	4.2 Omore Love OMOJI Advertisement .....	50
	4.2.2 Omore Ice-creams Advertisement.....	52
4.3	Company 3 SABROSO .....	53
	4.3.1 Sabroso Chicken Delights Advertisement.....	53
	4.3.2 Sabroso Advertisement.....	55
4.4	Company 4 QARSHI.....	56
	4.4.1 Qarshi Jame-e-Shirin Advertisement .....	56
	4.4.2 Qarshee Ispaghol Advertisement.....	58
4.5	Company 5 SHAN.....	59
	4.5.1 Shan Shoop Noodles Advertisement .....	59
	4.5.2 Shan Cooking Sauces Advertisement.....	61
4.6	Company 6 K&N’s.....	63
	4.6.1 K&N’s Chicken Advertisement .....	63
	4.6.2 K&N’s Deline Breakfast Sausage Advertisement.....	65
4.7	Company 7 TAPAL.....	67
	4.7.1 Tapal Family Mixture Tea Advertisement .....	67
	4.7.2 Tapal Green Tea Advertisement.....	69
4.8	Company 8 MITCHELL’S.....	70
	4.8.1 Mitchell’s Jam Advertisement.....	70

4.8.2 Mitchell’s Jam another Advertisement.....	72
4.9 Company 9 PEEK FREANS .....	73
4.9.1 Peek Freans Cupcake Advertisement .....	73
4.9.2 Peek Freans Donut Advertisement .....	74
4.10 Company 10 NATIONAL.....	76
4.10.1 National Recipes Mixes Advertisement .....	76
4.10.2 National Recipes Mixes another Advertisement .....	77
<b>5. CONCLUSION.....</b>	<b>79</b>
5.1 Findings of the Study .....	79
5.2 Research Questions Discussion.....	82
5.3 Conclusion.....	83
5.4 Recommendations for Further Research .....	85
<b>REFERENCES.....</b>	<b>87</b>



## LIST OF TABLES

Table 1: Forms of Stories as per Stibbes’s Eco-linguistics Theory .....	39
Table 2: Nestle Bunyad Advertisement Analysis.....	45
Table 3: Nestle Fruita vital Advertisement Analysis.....	48
Table 4: Omore Love OMOJI Advertisement Analysis.....	50
Table 5: Omore Ice-cream Advertisement Analysis.....	54
Table 6: Sabroso Chicken Delights Advertisement Analysis.....	55
Table 7: Sabroso Advertisement Analysis.....	55
Table 8: Qarshi Jame-e-Shirin Advertisement Analysis.....	57
Table 9: Qarshi Ispaghol Advertisement Analysis.....	58
Table 10: Shan Shoop Noodles Advertisement Analysis.....	60
Table 11: Shan Cooking Sauces Advertisement Analysis.....	61
Table 12: K&N’s Chicken Advertisement Analysis.....	64
Table 13: K&N’s Deline Breakfast Sausage Advertisement Analysis.....	65
Table 14: Tapal Family Mixture Tea Advertisement Analysis.....	67
Table 15: Tapal Green Tea Mitchell’s Advertisement Analysis.....	69
Table 16: Mitchell’s Jam Jellies and Marmalade Advertisement Analysis.....	71
Table 17: Mitchell’s Advertisement Analysis.....	72
Table 18: Peek Freans Cakeup Advertisement Analysis.....	73
Table 19: Peek Freans Donut Cakes Advertisement Analysis .....	75
Table 20: National Recipes Mixes Advertisement Analysis .....	76
Table 21: National Recipes Mixes another Advertisement Analysis.....	78

## LIST OF FIGURES

Figure 1: Nestle Bunyad.....	45
Figure 2: Nestle Fruita vital.....	48
Figure 3: Omore Love OMOJI.....	50
Figure 4: Omore Ice-cream.....	52
Figure 5: Sabroso Chicken Delights.....	53
Figure 6: Sabroso Advertisement.....	55
Figure 7: Qarshi Jame-e-Shirin.....	56
Figure 8: Qarshi Ispaghool.....	58
Figure 9: Shan Shoop Noodles.....	59
Figure 10: Shan Cooking Sauces.....	61
Figure 11: K&N's Chicken.....	63
Figure 12: K&N's Deline Breakfast Sausage.....	65
Figure 13: Tapal Family Mixture Tea.....	67
Figure 14: Tapal Green Tea.....	69
Figure 15: Mitchell's Jam Jellies and Marmalade.....	70
Figure 16: Peek Freans Cakeup.....	73
Figure 17: Peek Freans Donut Cakes.....	74
Figure 18: National Recipes Mixes.....	76
Figure 19: National Recipes Mixes another advertisement.....	77

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## **DEDICATION**

Dedicated to my father who always remained a great support for me in the completion of my degree.

# CHAPTER 1

## INTRODUCTION

In the modern era advertisements play a crucial role in the development and progress of various companies. Language holds immense significance in the realm of advertising, serving as a potent instrument for persuasion (Saeed, Ahmed & Mukhtar, 2001). Its pivotal role lies in the art of effectively communicating the benefits and attributes of a product or service, illuminating how it fulfills specific needs or resolves challenges. Moreover, language possesses the remarkable ability to forge emotional connections, tapping into the audience's sentiments and aspirations, thereby rendering the offering relatable and appealing. A consistent linguistic approach aids in shaping a distinctive brand identity, reinforcing recognition and trust. The power of language further extends to crafting compelling calls to action, urging consumers to take definitive steps towards engagement. By formulating memorable slogans and taglines, advertisers etch a lasting imprint in consumers' minds (Ahmed & Ashfaq, 2013). Language when adeptly wielded, preemptively addresses potential objections and qualms, instilling a sense of confidence. It serves as the very fabric of storytelling, enabling advertisers to weave captivating narratives that captivate and resonate the audience. Cultural relevance is seamlessly achieved through language, adapting the message to the nuances and preferences of diverse audiences (Yang et al., 2015).

Notably, language acts as a distinguishing factor, setting an offering apart from competitors through unique and compelling messaging. Ultimately, the artful utilization of language builds trust and credibility, grounding claims in accuracy and transparency, thereby solidifying consumer belief and driving successful outcomes. Language used in advertisements has a great impact on ecosystem as ecosystem and advertisements are interconnected in various ways, influencing each other through environmental, social, and economic dynamics. Ecosystems refer to complex, interdependent networks of living organisms and their physical surroundings, while advertisements are messages designed to convey information, promote products, and shape consumer behavior. The relationship between these two concepts involves:

- **Environmental Impact:** Advertisements can contribute to environmental impact through resource consumption, energy use, and waste generation during production, distribution, and consumption. This impact, if not managed

responsibly, can affect ecosystems by contributing to pollution, deforestation, and climate change.

- **Promotion of Sustainable Practices:** Advertisements have the power to raise awareness about environmental issues and promote sustainable practices. Brands can use their advertising platforms to advocate for eco-friendly products, responsible consumption, and conservation efforts, potentially leading to positive changes in consumer behavior that benefits ecosystem.

The term 'Eco-linguistics' is auto-suggestive, that aims to save the ecosystem by indicating and hinting at the idea of the combination of 'ecology' and 'linguistics'. Similarly, it tends to describe the relationship of language and environment. Being an emerging field of linguistics it deals with the language and its influence on environment. It aims at the safety of environment to make this world a better place for its inhabitants. It analyzes discourses from consumerism to nature poetry, critiquing those which encourage ecologically destructive behavior and seeking out those which encourage relationships of respect and care for the natural world. In modern world, artificial products are given much importance and considered valuable due to the advertisements that present them using captivating language to get the attention of customers in order to make money. They tend to set new stories and frames by linguistic tools among communities. It has been asserted that most of the advertisement companies rely on the efficacy of advertisements and increase market share by persuading customers through the dogmas that are quite opposite to reality. Through the use of language and visuals they persuade the audience. In this regard linguistic tools are employed to grab the attention of consumers.

The present research is a discourse analysis of the advertisements produced by different food manufacturing companies dairy and beverages along with other edible items from eco-linguistic perspective, under the theoretical framework of Agenda Setting Theory (Maxwell, Donald Shaw, 1968). As advertisements may differ across various countries, therefore the current study is made confined to Pakistani advertisements. It focuses on the use of linguistic features so as to analyze the role of language in the establishment of the business of the companies because advertisements mould and reshape the thoughts of the people and thus they become dependent on them. It can be assumed that advertisements are deeply involved in shaping the new theories among the people of a community. Most of the time, the products that are advertised

by the companies prove to be critical for the customers however, because of the emerging trend, they cannot resist that product. They do not take into consideration the adverse effects of the products as their minds are captured by the companies through their advertisements that utilize language as a tool to influence people's thought process.

The research has been carried out using Stibbe's (2015) modal of eco-linguistics who claims "Eco-linguistics analyses language to reveal stories we live by, judge those stories according to an ecosophy, and contributes to the search for new stories to live by." These stories include ideologies, metaphors, frames, evaluation, identities, conviction, erasure, and salience. (Stibbe, 2015). Hence, linguistic aspects of the advertisements are analyzed to figure out the aforementioned stories that are being developed in the minds of the people and they are affected by them considering the usage of these products eco-friendly.

## **1.1 Statement of the Problem**

The use of significant linguistic features in advertisements by the companies is done with an intent to seek the attention of the customers so as to frame the new set of beliefs in their minds which increases consumerism and expand their business irrespective of the fact that the ideas they tend to prevail (appears to be beneficial) could be destructive and also cause certain health issues. As almost all the edible products contain preservatives which are hazardous for health if used for a long time. Furthermore, packed food cannot be regarded as the good substitute for the fresh one. However, the more they make the advertisements catchy, the more the product becomes a part of the lives of people. Hence, the use of figurative devices such as simile, metaphor, metonymy, active and passive subject, pronouns and adjectives used in the advertisements though make the product beneficial in terms of usage but it seems that the underlying agendas become difficult to comprehend. The current study aimed to focus on linguistic aspects of the advertisements which tend to prevail the various stories of the manufacturing companies among the people. In addition, it analyzes the role of language with regard to ecological perspective simultaneously.

## **1.2 Research Objectives**

- To analyze the linguistic features of advertisements

- To investigate the significance of language in framing new agendas in the minds of the people

### **1.3 Research Questions**

1. What kind of stories are developed in the minds of the customers by product manufacturers through advertisements?
2. How do the companies employ linguistic features in their advertisements to seek the attention of the customers?

### **1.4 Research Methodology**

The qualitative approach is utilized to carry out the research as the qualitative research involves the collection and analysis of non-numerical data like text, video or audio in order to understand different concepts, opinions and experiences. Furthermore, it deals with the insight problems to generate new ideas for the research. Qualitative research help us understand the experience and opinion of the people about the world as the most common qualitative method include observations, interviews, survey. It is a secondary research which involves collection of text, images, audio, video recordings etc. The present study focuses on the advertisements of 10 Pakistani companies of edible items such as K & N'S , Fruita Vitals, Nestle bunyaad and Shezan etc, taken from the official websites of manufacturing companies for the year 2022. Their way of selling products is unique in a way that it attracts the attention of a large community as compared to local companies. Furthermore, their commercial advertisements are highly catchy.

### **1.5 Significance of the Research**

The current study deals with the analysis of linguistic features in advertisements so as to highlight their impact on the people in order to observe the way they influence their thought by enabling them to develop new set of frames towards the market strategies. The academic significance of this study has been analyzed with reference to the following point that it will help the students and learners on academic grounds to understand and comprehend the use of significant linguistic features particularly words that can be beneficial and effective to influence the minds of the readers. It would enable them to analyze the power of words to persuade others in order to frame or embed new stories in their minds for significant purposes.



The applied significance of the under discussion topic of research is that it will raise awareness among the people who get attracted towards the certain products of different companies due to the influence and impact of advertisement on them. It will make them aware of the strategies of advertisement companies that make users and customers dependent on them just because of their attractive advertisements and not because of the organic products. Laypersons can be their easy targets. So it will serve the purpose of creating awareness among them.

## **1.6 Delimitations**

The current study is limited to Pakistani edible products like food and drinks. The advertisements of 10 famous companies have been selected and analyzed. Two advertisement are selected from each company to analyze. Different stories from Stibbe's modal of Eco-linguistics like framing, evaluation, salience and erasure...etc have been analyzed to observe that how language is used a manipulative tool to increase consumerism which disrupts the ecosystem.

## **1.7 Organizations of the Study**

This study is divided into five chapters. First chapter is specified for a brief introduction of research. Second chapter of the research deals with literature review which is divided into section A and B. Section A presents the previous literature about research and section B focuses on the present study. Chapter three covers the areas like research methodology, theoretical framework, and sample for data collection. In fourth chapter there is a list of companies whose data has been collected and analyzed. Last chapter is about findings and results.

## **CHAPTER 2**

### **LITERATURE REVIEW**

The second chapter of the current research is specified to the present literature on the topic under discussion. For convenience, this chapter is further divided into two sections. The first section of this chapter deals with the ideas of Chen, Johannessen and Stibbe on Eco-linguistics as an emerging field that is linked to the use of language in ecological context that frame new stories in the minds of the people. In fact, it molds and reshapes their thought as language has a significant impact on the thoughts of the people. With regard to advertisements, the role of language is significant to come up with the new ideas in an effective way. The second part of this chapter presents the analysis of the given literature with reference to the current study.

#### **2.1 Language: Significant tool of Communication**

Language has always been considered a basic tool of communication. Henry Sweet, an English phonetician and language scholar, stated: “Language is the expression of ideas by means of speech-sounds combined into words. Words are combined into sentences, this combination answering to that of ideas into thoughts”. To convey our thoughts regarding any subject matter we rely on a language which is understood by the people whom we address. Furthermore the choice of words, style and cultural background also holds significant importance. The aim of current study is to evaluate the role of language in inculcating new ideas in the minds of the people. This has been done through the medium of advertisement which is considered a best platform for the establishment of a connection between the sellers and the customers.

#### **2.2 Eco-linguistics (Ecology and Language)**

Language plays a vital role with regard to the environment or the community we live in as discussed earlier and the words have their own influence to shape and reshape the ideas in people’s mind. Language of ecosystem and ecology of linguistics are related to each other in a way that they cannot be studied separately. Chen considers Eco-linguistics a field in which language is studied in combination with ecology.

Eco-linguistics can be called a branch of linguistics dealing with ecology however, it cannot be considered a complete definition as it leaves a lot unsaid. Furthermore we do not even get that complete definition when we search or look for

the word in the most popular dictionaries such as , the Oxford, Cambridge, Merriam-Webster, Chambers, and the American Heritage Dictionary of English Language, etc. It gives rise to the question: Is ‘Eco-linguistics’ a neologism? Especially when words describing the other branches of linguistics, such as ‘applied linguistics’, ‘sociolinguistics’, ‘psycholinguistics’, ‘computational linguistics’, ‘neurolinguistics’, have featured in popular lexicons, the conspicuous absence of ‘Eco-linguistics’ arguably points toward its lack of popularity as a branch of study. In fact, studies reveal Eco-linguistics is an emerging field of study since the 1990’s (Fill, 2018) it is being treated as branch of linguistics in its own right. In the subsequent or upcoming sections, it has been discussed to ponder on the meaning, nature and scope of Eco-linguistics with a focus on its evolution, growth, and future dimensions. Ecology deals with the study of different living organisms and their physical environment to draw a connection between them. Ecosystem deals with every single element present in the environment for it is essential to maintain a balance. The language used to support environment and its living beings is termed as Eco-linguistics.

According to Stibbe (2015), who is one of the greatest pioneers and shapers of Eco-linguistics, language and ecology are interconnected. “This term ‘Eco-linguistics’ has been used to describe studies of language interaction and diversity, studies of texts such as signposts which are outdoors; analysis of texts which happen to be about the environment; studies of how words in a language relate to objects in the local environment; studies of the mix of languages surrounding pupils in multicultural schools; studies of dialects in particular geographical locations, and many other diverse areas. The multiplicity of approaches arises from different understandings of the concept of ‘ecology’, from a very broad concept of ‘the interaction of some things with other things’ to narrow concepts such as ‘related to environmentalism (Stibbe, 2015).

The aforementioned quote suggests and implies that Eco-linguistics cannot do justice to itself without nurturing and taking care of ecological perspectives along with the insurance of environmental sustainability. Linguistics generally provides instruments, sources, tools, techniques, and methods to study texts, contexts, events or phenomena from a specific approach or significant perspective. Like any other linguistics, Eco-linguistics studies language, but it does so according to the environment the language is used in (Derni, 2008). This relatively new branch of linguistics, states Fill “investigates the role of language in the development and possible

solution of ecological and environmental problems”. There is no doubt that Eco-linguistics links the study of language with ecology. Eco-linguistics analyses environmental discourse from a critical point of view (Fill, 1993).

Alexander and Stibbe (2014) define Eco-linguistics as a field of study that discusses the impact of the use of language in survival that tries to link human beings, various other species, and the physical or natural environment that is inclined to safeguard a sustainable relationship among humans and other species in an ecosystem. Eco-linguistics also unveils the use of rhetorical devices such as metaphors for the sake of commercial discourses. In commercial addresses, metaphors play a crucial role in engaging the customers and persuading the audience to purchase a product (Nuzwaty, Setia, & Zein, 2014). Metaphors have a persuasive function for this genre. They appeal to the senses, emotions, and evaluative judgment of the consumers by attributing positive qualities to the product through unique strategies (Fill & Muhlhausler, 2006). The use of metaphor, humor, and language play is an indirect strategy to persuade the audience and achieve the desired effect (Stoyanova, 2021). Other than an attention-grabbing device, metaphors are used to associate the advertised product with some other entity, where the entity’s qualities are applied to the advertised product.

In critical cognitive discourse, the use of metaphor in the commercial advertisement is seen as a social act, which might appear in the text as practices assimilated or repudiated by the viewers. They may also propagate them in different social contexts (Mohammed & Qiushi, 2020). It can be shaping some aspects of reality, reproducing power relationships and other stereotypes in society. Besides shaping reality, metaphor has the power to link cognition with the use of language in a social act (Ding, 2020). Thus, personification used as metaphor has an influential role as they present abstract ideas and objects such as corporations and their facilities, as human beings have some traits (Delbaere, McQuarrie, & Phillips, 2011). Personification is one of the rhetoric tools used in advertisements. Brands are made concrete through the use of metaphors as they attract the audience.

“Brands are living organisms and brands are people” (Stibbe, 2015). The brands are metaphorically presented as human beings, with a positive evaluation. Metaphors play a role in the companies’ misstatement and logos that reflect their personalities (Kraljevic Mujic, 2017).

Consumers feel processed foods or items as an alternative to natural food or beverages, and they prefer to buy advertised products than natural ones (Ain et al., 2021). The consumers position themselves at a stage where the advertised products become their preference to gain a more healthy effect than the natural one (Kao & Du, 2020).

The environmental knowledge is that consumers believe that a product is good for the environment without knowing how the product impacts the environment (Martin & Simintiras, 1995). As a result, commercialism harms the environment (Baildon, & Panos, 2020). The above-mentioned studies provide information about Eco-linguistics and the modus operandi of commercial advertisements. The studies also suggest that various literary devices are used for the sake of product promotion. Among these literary devices, metaphors are prominent. Hence, it implies a need for a practical approach for analyzing metaphors and finding out how they align with Eco-linguistics ideals. The present study has investigated Pakistani companies' advertisements not only to identify the use of metaphors but also the other significant linguistic features, using Stibbe's model of Eco-linguistics (Norton & Hulme, 2019).

### **2.3 Role and Purpose of Eco-linguistics**

Eco-linguistics sees and observes the destruction of biodiversity as loss to language and culture. Similarly, language loss or death of a language are more or less considered ecological problems. Both ecocide and linguicide are the particular concerns of Eco-linguistics, which aim at the growth, development, betterment and survival of ecosystems, languages, cultures, and all the species, present in the environment. It can be said without contradiction that Eco-linguistics deals with the betterment of biodiversity and highly concerned with cultural and linguistic diversity. Moreover, it analyses and critiques the texts, narratives, discourses that disrupt, distort and harm the environment or that can damage environment, language, culture, and Planet Earth on which we all are highly dependent. Eco-linguistics claims that language, the choice and selection of diction and the way ideas are presented can affect the environment: as words have a great influence, it can lead to desertification of forests or afforestation of deserts, killing or saving of animals, birds, species, etc. ( Stibbe 2015).

Eco-linguistics strongly believes that people's approach to languages, culture, and environment is formed by and also related to the stories they live by and language

helps to shape or reshape these stories and it also has an impact on the beliefs. It investigates the role of language in the development, growth and evolution of the environment and ecosystem along with the possible solution of ecological and environmental problems. Eco-linguistics favors and supports positive discourse analysis and it criticizes the use of such language that is harmful for the ecosystem. It demolishes and discourages UN ecological use of language which promote anthropocentrism, granting or allowing humans the legitimacy to destroy or dominate other species that disturbs the environment as well. Eco-linguistics supports and promotes the sustainability of the ecosystem on which life depends upon. Furthermore, it denounces moves that lead to climate change, endangerment of species, disappearance of species and cultures, and death of ecosystems by any of the human activities. It can be said that Eco-linguistics studies the link between language and ecology and fosters the development of ecology and language. The use of language for significant environmental friendly campaigns can never be negated as words have a profound influence on the people.

The ideas promoted or accelerated through language bring tremendous change in the societies. For example advertisements are the main source of shaping new stories in people's mind by influencing and altering their thought process. As a result they capture the attention of the people by presenting the use of unhealthy products in an inspiring way whereas nature writings support and promote the idea of being protective about the environment we live in. Thus Eco-linguistics tends to shape certain significant stories in the mind of the people by bringing into consideration the erasure of important phenomena through salience and facticity patterns. So being a branch of applied linguistics, Eco-linguistics deals with the discourses that are either favorable or unfavorable for the sustenance of the Earth. It denounces linguistic practices like the use of language that is not ecofriendly and tends to create harmful effects on the ecology, habitat or on whole ecosystem.

## **2.4 Defining the term Advertisements**

Advertisements, commonly referred to as ads, are promotional messages or content created by businesses, organizations, or individuals with the intention of reaching and influencing a target audience to promote a product, service, idea, or brand. These messages are typically disseminated through various media channels, such as television, radio, print publications, online platforms, billboards, and more. The

primary goals of advertisements are to raise awareness, generate interest, and ultimately persuade the audience to take a specific action, such as purchasing a product or supporting a cause. Advertisements often use a variety of techniques, including visual and auditory elements, persuasive language, and creative design, to capture the viewer's or reader's attention and convey the desired message.

## **2.5 Digital Advertisements**

Digital advertisements, often referred to as online ads or digital marketing, are promotional messages and content specifically designed for distribution through digital channels and platforms, utilizing the internet and electronic devices. These ads are characterized by their interactivity, precise audience targeting, measurable performance metrics, and diverse formats, including display ads, video ads, social media promotions, and more. Digital advertising allows for personalized and cost-effective campaigns, often operating on pay-per-click or other pricing models, and it leverages real-time optimization to maximize their impact, making them a cornerstone of modern marketing strategies in the digital era.

## **2.6 Significance of Advertisements**

Advertising as discussed earlier is a source of encouraging an audience to buy a particular product. It is considered vital in the growth of business (Ryans, 1996). It is usually a paid form of promotion through different mediums like television and newspapers to establish the business (Ahmed & Ashfaq, 2013).

Advertisements play a pivotal role in shaping societal attitudes towards the environment and promoting sustainable behaviours. Through strategic language choices, imagery, and narratives, advertisers have the power to either reinforce unsustainable consumerism or advocate for ecological consciousness. The significance of advertisement within Eco-linguistics lies in its potential to foster a profound shift in collective consciousness towards more environmentally responsible practices. Eco-linguistics, as a field at the intersection of linguistics and environmental studies and explores the relationship between language, culture, and the environment. In this context, the significance of advertisement takes on a unique role within the framework of Eco-linguistics, influencing how society interacts with and perceives the natural world. Effective advertisements can raise environmental awareness by incorporating ecological themes and emphasizing the interconnectedness between humans and nature.

By utilizing language that highlights the intrinsic value of ecosystems, the importance of biodiversity, and the urgency of addressing environmental challenges, advertisements can contribute to a more ecologically literate society. This linguistic approach can stimulate critical thinking and encourage individuals to consider the environmental consequences of their choices.

Furthermore, advertisements have the capacity to promote sustainable products and services, driving demand for environmental friendly alternatives and influencing market trends. By featuring eco-friendly attributes and advocating for ethical consumption, advertisements can align consumer preferences with ecological values. This, in turn, can exert pressure on industries to adopt greener practices, creating a ripple effect that resonates throughout supply chains and production processes. The major aim of advertising is to have a great impact on buying behaviour however this impact about brand is strengthen frequently through people's perception. Memories about brand are formed by associations that are related to brand name in consumer mind (Siddiqui et al., 2012). Consumer buying behaviour has always been given importance and space in the literature study of impact of advertising regarding its effectiveness (Ajzen, 2002). Most of the time consumer buying depends on liking and disliking of consumer toward the advertisement of the product advertised (Smith et al, 2006).

The significance of advertisement in Eco-linguistics also extends to its potential to inspire action. By crafting compelling narratives that underscore the urgency of environmental issues and the potential for positive change, advertisements can motivate individuals to participate in conservation efforts, support environmental initiatives, and adopt eco-conscious behaviors. These linguistic strategies can bridge the gap between knowledge and action, transforming passive awareness into tangible steps towards a more sustainable future.

Advertisement's significance within Eco-linguistics is multifaceted and influential. Advertisers possess a platform to shape perceptions, influence behaviors, and catalyze societal shifts towards greater environmental awareness and responsibility. Through thoughtful language choices, advertisements can contribute to the emergence of a more ecologically literate and environmentally conscious society, thereby playing a vital role in the global pursuit of sustainability. Thus advertisements are considered the best way to communicate ideas to the customers as they are a crucial link between the customers and the companies. They enable the companies to excel in their business



by promoting their products through this medium. Very often, this medium becomes an instrument to catch the attention of the consumers when the advertising companies aim at getting more and more profit to expand their business. In other words advertisements become a tool in the hands of the companies to play with the emotions of people by getting them addicted to their products. Advertisements are capable to convey even non favorable ideas just for the sake of flourishing the business of the companies. These strategies can never be analyzed by a layperson.

## **2.7 Entertainment as Primary Criterion of Advertisements**

Entertainment termed as the primary criterion of advertisement is a significant tool to attract a large audience for we know that an interesting ad always seeks the attention of customers instead of the one which is boring. Therefore advertisement companies spend extravagantly on their commercials which not only attract the people but also pave the way for the establishment of their business as people become attached to such things and start relying on them. (Hosseini, & Furuzandeh, 2013)

Former studies suggest that entertainment in advertising is crucial to generate customer satisfaction (Chang, 2006). Advertising companies influence the behavior of customers by making them realize that they will be satisfied with the usage of their products. Not only language but also the visual details and interesting facts about the products seek the attention of the buyers. They are not only amused and entertained with the commercial of different products but they also become dependent them. A new product becomes a fashion and people start utilizing it. This is how the entertainment industry works on two different aspects. Firstly they entertain people and secondly they establish their business by increasing the number of their customers. (Gulas & Weinberg, 2006). Sometimes humour is also made a part of commercial so as to amuse people. Whereas this is just one aspect, visual representation, eye catching objects, different frame angles and notorious actors are involved to grab the attention of the customers. This is how the emotions of the people are channelized and they start using the products which are used by their favourite actors. The audience is made crazy in that way when something is being endorsed by the famous celebrities.

## **2.8 Destructive Discourses (Language and Advertisements)**

Destructive discourses are the ones which prove to be harmful for the people and society. In this regard eco-critical discourse analysis is highly significant as it aims

at the analysis of the discourse which is not beneficial for the environment like it focuses on the use of language from the perspective of ecosystem. As the current study deals with the discourse of advertisement it tend to analyze how the vocabulary and linguistic features of ads are destroying the health of people in general and ecosystem in particular (Halliday, 2001)

The discourse of advertisements basically aims to persuade the consumer to buy something that they had not previously considered necessary or valuable, it falls in the category of ecologically destructive discourse. To elaborate it further certain advertisements are required to be analyzed. One basic strategy behind all these advertisements is that they claim the well-being of the people. Like the Shan ad of ‘one biryani one family’ presents a man with cooking skills (the focus is on Shan Masalas) who is accepted by the family to be a part of it. The man is portrayed as not being healthy who is welcomed to the family of Punjabis because of his delicious dishes (this is all because of Shan). So it highlights that it is the goodness of the spices that the man was appreciated and welcomed. In order to receive appreciation everybody start using such spices. Whereas cooking is not about only the spices as various other factors are also involved however the focus is on brand and its spices.

Tullo oil claims that the food cooked in that oil is really healthy and it invites mothers to start using that oil if they want their family to be healthy. It implicitly tries to make mothers strong and powerful due to the usage of a particular oil. Health is associated with oil which is not even good for health. Whereas the company comes with the slogan Mother! Cook in Tullo and make us healthy (Amma Tullo mien pakao hmain sehatmand bnao) the question arises why one should buy a product to be healthy? How can we become healthy just by using a particular oil? Such advertisements also grab the attention of the children when they start enchanting such slogans for fun. So the claim also suggests that the bond of mother and children is because of a product.

These advertisements typically depict activities that would provide people with true satisfaction without costing them anything, such as yoga exercises, country walks, or dancing, but then indicate that buying a product is a simple replacement for those activities. Kress and van Leeuwen (2006) highlight the visual strategies used by advertisements to associate goods with appealing behaviors:

The "promise of the product," the status of glamour it can bestow upon its customers, or the sensual fulfillment it can offer, are visualized in the upper half of such texts. The product is pictured in the lower portion, which also gives more or less factual details about it. With goods that are firmly grounded in the actual world... additionally, with the top section serving as the consumer's supposed aspirations and desires. The following example from a vacuum cleaner advertisement illustrates how complicated the relationship between the product and the desired activity can be at times: Not everything in life is orderly and tidy. It's about smiling, sobbing, falling in love, dancing, and possibly even shouting. To save your time and energy so that you may enjoy what we were all put here to do, we developed the new QuickClick tool changing system and the ComfoGlide floor tool. (ML2:4) Live. In this instance, purchasing the product is linked to a path towards fulfilling activities (by saving time) rather than a practical replacement for them. The following example from a vacuum cleaner advertisement illustrates how complicated the relationship between the product and the desired activity can be at times.

The most prevalent narrative in perfume commercials portrays the product as a means of establishing a love connection. Gargan notes that phrases like "fragrance of love," "journey of love," "magic romance," "cherish," "darling," and "love" are frequently used in the discourse of perfume advertising. She emphasizes that rather than making overt truth claims like "if you buy this perfume you will find the perfect partner," which could be interpreted as untrue, the advertisements instead depict the perfume with a single word like "love" or "romance" or a picture of a happy couple to more subtly imply the claim (Gargan, 2007). Gargan also cites research demonstrating that many perfumes are poisonous and have harmful effects. While commercials don't just work on their own, lifestyle magazines and aspirational television shows are specifically created to foster a "buying mood," frequently by creating unhappiness that may be resolved by the things in the advertisements. This is crucial for the ecology of the globe since producing unhappiness both undermines happiness and encourages excessive use of it. The consumer magazine *Stuff's* discourse is examined by Slater, who demonstrates how the publication establishes the masculine identity of the "gadgeteer." It challenges male readers to create their personas and demonstrate their manhood through the specific technology they own. He talks on how the magazine reviews the gadgets using exaggerated language that associates having electronics with

being a man, such as "loaded with features to make a masculine gadgeteer sweat with excitement." (Slater, 2007).

## **2.9 Language as a Manipulative Tool**

Language is a potent weapon that plays a vital part in the world of capitalism since it has the ability to influence people's beliefs, attitudes, and behaviors, as well as to frame their important tales using eco-linguistics qualities like framing, salience, and erasure. Since media corporations utilize language as a special weapon for various marketing tactics to dominate highly competitive and active markets, the use of language in advertising is extremely important. Hamid claims that in commercials, the descriptions conjure up ideals of beauty or a sense of fulfillment as well as ideas for forbidden pleasures and feelings of fulfillment, while the words provide us with the details we require, such as the product's design and locations where it can be purchased, through the price (Hamid, 2015).

Advertising communication is a complex process, and the language used has a significant impact on society and how people behave. The use of precise language is essential for conveying messages that affect individuals. When the "right" advertisement is employed, it has been observed that it can be quite compelling. It can be effective in changing people's perspectives and motivating specific behaviors. According to Johannessen, an effective commercial can also play with the audience's emotions, including fear, confidence, want, awareness, and self-assurance. The first category of manipulative advertising is deceptive advertising, which presents false facts. False advertising is a term used to describe advertisements that promote products using words that are unclear, deceptive, or patently wrong. Facts are stated that are either untrue or omit important facts that should be addressed. The employment of arguments to persuade consumers is another form of deceptive advertising. The form of persuasion that appeals to the consumer's emotions and usually threatens him with risks or promises fantastic results—both of which are, at best, dubious—is the emotive kind. Products like diet pills or workout equipment advertised on TV or in infomercials frequently guarantee great outcomes and influence consumers by supporting hopes and happy visions. The same category may include commercials that support allegedly "traditionally made" goods or products. The advertisements stress the ingredients and processes utilized in the past and indicate that they are still employed for the promoted products, however these assertions are barely supported by evidence.

Some green commercials use the same manipulative techniques. More than any other form of claim, the green advertisement claims have the ability to mislead and confuse the public. "Green washing" is the term for fraudulent or misleading advertising that exaggerates the environmental advantages of a product (Stokes, 2009). Consumers value green corporate initiatives, and as long as businesses honor their commitments and adhere to the principles of truth-in-advertising, they may benefit from doing so (Rayan, 2012). Green is likely to be accepted by consumers. Because of their fervent desire to better the environment and their way of life, consumers are easily persuaded and manipulated through advertising. However, even environmentally conscious consumers struggle to recognize manufacturers' false or fraudulent promises. People are confused by the sudden rise in "green" claims for a variety of goods and services.

Companies who don't have truly green products and try to deceive customers employ a wide range of false and deceptive statements. The following categories could be used to group all claims with a manipulative function that can be used in advertising, regardless of the product: vague or ambiguous claims, claims that conceal critical information needed to assess their veracity or reasonableness, claims that are wholly false or outright lies, and various combinations of the previous categories. By misleadingly toying with consumers' emotions and using arguments, facts, and manipulative advertising, this goal is intended to be achieved. Exaggerating a product's quality, making false claims, and appealing to consumers' emotions are the most common claims employed in advertising manipulation. An overstatement of quality like puffery which is a type of exaggeration, but it can also be nothing less than incorrect and misleading information about the product. Puffery is the phrase used to describe exaggerations of a seller's product's quality that are reasonable to expect, but whose veracity cannot be independently verified by the buyer. Puffery, on the other hand, is defined as "advertising claims that ordinary consumers do not take seriously" (Berinato, 2010). Claims like "world's best (cup of) coffee" or "king of beers" are excellent illustrations of puffery used in commercial manipulation. Puffery appears to affect those who are not frequent users of the product while discouraging frequent users.

Ineffective arguments like any logical mistake that happens frequently is referred to as a fallacy (Teves, 2009). Poor arguments or fallacies might be made purposefully or out of ignorance. The advertising fallacy involves making logical mistakes when developing, exhibiting, or sending messages to consumers about the

product. There are many fallacies that may be used to advertising, but the fallacies of credibility are a significant subset that can be applied more broadly. Claims that appeal to customers' emotions, both consciously and unconsciously, are known as emotional appeals. The drive to succeed, dominate, feel safe, nurture, and satisfy curiosity, as well as the requirements for affiliation, direction, prominence, attention, and autonomy, as well as physiological demands like hunger, thirst, and sleep, can all be appealed to in commercials. The ads are designed in such a way that they appear to promise or imply a potential relationship between a product and happiness, social acceptance, a happy family, a good intimate friendship, and other things. The advertisers are able to speculate on the customer emotions. If necessary, they might also use the scare to profit from people's panic.

A widespread infection offers businesses "the best" chance to boost their revenues. The antibacterial hand gel is one of these. By linking their hand sanitizer goods to these rapid outbreaks of diseases like the swine flu and SARS, many businesses have profited from public health concerns. Although they don't know how the virus spread, the US business Lysal suggested during the swine flu panic as they stated on their website that "following proper hygiene routines can help prevent the spread of illness". Therefore, they imply that using antibacterial soap will shield users from contracting such diseases. Even while hand sanitizer sales increased, these products do nothing to prevent sickness. Both viruses are transmitted through the air by minute droplets released when an infected person coughs or sneezes (Tartakovsky, 2011). As Kleenex released "antiviral tissues" that are "virucidal against Rhinoviruses Type 1A and 2; Influenza A and B; and Respiratory Syncytial Virus" or whatever that means, some businesses went farther to combat the concern over these viruses by upgrading their goods or creating new ones. Advertisements support all of the aforementioned categories of claims by combining linguistic, visual, and aural cues to craft deceptive messages.

## **2.10 Psychology of Advertisements**

The scientific study of human and animal behavior is known as psychology. The way we behave greatly influences our purchasing decisions. The psychological aspect of advertising is based on the idea that customer behavior influences how effectively a message is spread through commercials. Advertising is essentially an effort to alter consumer behavior by persuading them to purchase the advertised goods. The term

"psychology of advertising" refers to a psychological investigation into how customer behavior affects his choices while making purchases. It also emphasizes the relationship between the advertiser, the consumer, and the commodity or service. According to Folkerts and Lacy (2004), social pictures are used in advertising to appeal to consumers' psychological and physical demands. Its material may promote a brand or influence readers to change their lifestyles significantly. To offer advertising a theoretical foundation, psychologists use mental imagery in marketing campaigns. The human mind, its analytical thinking, and its numerous activities were examined in the 2013 issue of the International Journal of Asian Social Science. Next, advertising were examined to see what elements would or might not trigger the desired activity. The listener therefore exercises his imagination and conjures up a mental image of the idea being presented in order to make up for the lack of visuals in the radio commercial. The mind acts as a storage facility for memories.

According to Webster (1992), human memory is finite, therefore we fight creating new mental files and rejecting information that conflicts with what is already remembered. Consumer views of a brand are influenced by their experience when sizing it up. Rarely can these ingrained impressions be altered only through advertising. As a result, a customer is constrained by their moods, emotions, and interests in addition to the actual capabilities of their senses. According to many subjective emotional norms, Aren advise using psychological screens to analyze, filter, and customize information. Examining consumer behavior and information analysis is another technique to research the psychology of advertising. When it comes to crafting the ideal commercial, understanding the needs of the client is crucial. This is due to the fact that when creating adverts for consumers, marketers need to have a thorough understanding of their purchasing habits. Consumer behavior describes the behaviors, influences, and decisions made by individuals who utilize goods and services to meet their own or their families' needs and desires. In an effort to comprehend people's needs, consumer behavior investigates the traits of certain consumers (Arens et al., 2008).

Cultural, personal, societal, and psychological demands are among the factors that affect consumer behavior. A society's proposed or created way of life is referred to as its culture. Consumer behavior toward particular products and services can be influenced by generally accepted cultural norms and values of a specific community; for example, pork is unlikely to generate the best sales in locations where it is associated

with religious fervor. Therefore, homogeneous communities and groups of people influence and share culture. Personal characteristics including a buyer's personality, self-concept, and demographic and psychographic characteristics also have an impact on his purchasing behavior. An individual's profession significantly affects the specific things he or she chooses to purchase. Reference groups, family members, and other relatives are examples of social groups that have a deep impact on consumer's behavior.

Individuals' purchasing behavior is influenced by a variety of psychological elements, including motivation, perception, learning, beliefs, and attitude. According to a 2013 article in the *International Journal of Asian Social Science*, a person's personality also influences his purchasing decisions. Every person has unique personality features that influence their purchasing habits. Language and persuasion are two important factors in understanding the language of persuasion in advertising. Language is a wholly human and non-instinctive way for people to express their thoughts, feelings, and desires through symbols that they actively create. Language features like words, texts, and sentences can alter the tone of advertising messages or thoughts as well as their meaning. One of the fundamental and important tools of thought in human communication is language. The relationship between objects, things, or events in the outside world can be represented by combining the words of a language or the units of meaning into an astounding number of sentences (Kenechukwu, 2012). The goal of persuasion, on the other hand, is to "induce people to take a desired action." Advertising messages are intended to persuade and entice consumers to purchase specific goods or services from the businesses. However, how one responds to persuading advertising depends much on how one sees or understands the message as well as the message itself.

All of the elements of an advertising campaign must be persuasive in order to achieve compelling advertising. This is frequently accomplished through appealing to consumers' emotions and general sensitivities. The underlying premise here is that buyers already grasp the fundamental nature of the product and only need to be persuaded of its desirability and advantages over rival products. Media messages are intended to persuade their audience to believe or act in a certain way. As long as customers are aware of the purpose of advertising, the effort to persuade them is not a severe issue. According to Folkerts and Lacy (2004), the main media social function of advertising is to coordinate economic activity. The employment of messaging to sway



a crowd is known as persuasion (Asemah, 2012). According to Nweke (2001), referenced in Asemah (2012), persuasion is a methodical and skilled way of raising awareness that aims to alter or enhance beliefs, attitudes, or values for a better conclusion. This may help to explain why Ugande (2001), referenced in Asemah (2012), asserts that persuasion is the art of skillfully presenting ideas and messages to varied audiences with the goal of achieving the intended outcome. It can be seen as a series of messages created and delivered with the goal of getting the audience to freely accept or internalize new concepts, attitudes, and behaviors in order to act in the desired manner and receive the intended outcome of the communication endeavor.

Human collaboration can genuinely be sought in three fundamental ways: power, purchase, and persuasion, as Marston (1979) correctly emphasizes. Persuasion is the most strongly desired tactic out of the three. The cornerstone of integrated marketing communication and the core of any deliberate interaction is persuasion. In the communication process, persuasion places a strong emphasis on finding the most efficient means of influencing the attitudes and behaviors of the recipient in order to help them see the message from the perspective of the message's creator. According to Kruti and Alan (2009) in the *International Journal of Asian Social Science*, an advertisement's persuasive power depends on both what is said and how it is said. The advertiser has to turn the big idea into a real advertisement that will capture the audience's attention and gain their interest.

According to Graeme (2005), the fundamental elements of all persuasive strategies are belief and values. Advertising has traditionally been about incentives or disincentives—it is good to buy; it is terrible not to buy—based on fundamental principles like the value of family, the significance of one's self-image, and so forth. Ads that use persuasion techniques have also drawn criticism, particularly when they go beyond the bounds of realism and truth. The claim that advertising is propaganda is one that challenges the advertising industry's capacity for persuasion. According to Graeme (2005), customers are completely cut off from alternate sources of product knowledge as a result of a few corporations controlling a disproportionate amount of the market. Another criticism focuses on how advertising messages are created and dissected and how that impacts how well children socialize. Children struggle to understand advertising materials properly, so they mistakenly embrace fiction and view

characters as actual models. In 1985, Meyrowitz. The following guiding principles of persuasion are provided by Cutlip and Centre (1978), as referenced in Ugande (2001):

- i. **Identification Principle:** Unless they are expressed in terms of the audience's interest, most individuals will overlook a concept, an opinion, or a point of view.
- ii. **Action Principle:** People rarely purchase ideas that are not accompanied by action that has been taken, is being taken, or will soon be taken by the idea's sponsor or by action that the people themselves can easily take to demonstrate the viability of the idea. People typically ignore requests to accomplish such things unless a concrete plan of action is offered.
- iii. **Principle of Familiarity and Trust:** We only embrace beliefs or points of view those we believe to be credible, and we only buy ideas from people we trust.
- iv. **The Clarity Principle:** We must be able to understand the condition. The things we read, watch, hear, and experience must be unambiguous and not open to different interpretations in order to form our impressions. We must use words, symbols, or stereotypes that the recipient can understand and respond to in order to communicate.

## 2.11 Analyzing Persuasive Techniques in Advertisements

A variety of strategies are used in persuasive advertising to capture the audience's interest, build credibility and trust, pique the consumer's desire for the product, and inspire a favorable response. Any advertisement's persuasive strategy can be understood by paying attention to three key elements. The advertising message and the audience to which the message is related should be taken into account first. It is essential to do a thorough analysis of the advertising message's substance as well as the demographic and psychographic characteristics of the target audience. The second step is to identify the persuasive strategy used in the marketing message.

Look at the person in the advertising and consider whether or not he is a credible role model. Investigate whether the commercial appeals to logic or emotion. For this to happen, it's critical that the wording used in the advertisement is carefully crafted to 'push' the consumer to choose the product. Understanding the intended consequences on the target audience is the third factor.

## **2.12 Stibbe: The Pioneer of Eco-linguistics**

Eco-linguistics, according to Stibbe (2014), examines language to reveal the stories we live by, judges those stories in terms of philosophy, supports stories that go against the ecological philosophy, and aids in the search for new stories to live by. In contrast to positivist views, which reject the dualism of Cartesian dualism and argue that environmental crises call for more than just technical solutions but also ethical reflection on anthropocentric behavior, ecology is primarily concerned with maintaining environmental balance (Naess & Drengson, 2008).

The current study has applied Stibbe's theory in section (B) to examine how language is used in advertising and how it affects consumers' perceptions and behavior. Similar arguments were made in 2017 by Yuniawan, Rokhman, Rustono, and Mardikantoro, who claimed that the stability between formal linguistics and critical linguistics, including critical discourse studies, has become a necessary choice for the alliance of oppressed and subjugated people, incorporating the marginalized local languages and utilizing human, educational, and natural resources. Because of this, prospective linguistic analysis must take into account critical ecolinguistic as a means of advancing critical linguistic studies (Yuniawan et al., 2017).

## **2.13 Historical Background of Eco-linguistics**

Eco-linguistics, an interdisciplinary field that emerged in response to growing environmental concerns, finds its roots in the late 20th century. Early discussions about the relationship between language and the environment began in the 1970s, but it wasn't until the 1980s and 1990s that the broader field of eco-criticism gained prominence, focusing on the connection between literature and the environment. The term "Eco-linguistics" was coined by Suzette Haden Elgin in 1984, and linguist Arran Stibbe played a significant role in defining and advancing the field in the 2000s. Eco-linguistics is inherently interdisciplinary, drawing from linguistics, anthropology, environmental studies, and sociology, and it addresses the ways in which language both reflects and shapes our ecological understanding, contributing to the broader discourse on environmental issues, climate change, and sustainability.

## 2.14 Green Discourse and Green Advertisements

According to Muhlhausler and Peace (2006), "green discourse" is defined as environmental discourse that uses linguistic strategies to express viewpoints on how people and the environment interact. As part of the green discourse, there are many different types of environmental management and governance discourse. From a political perspective, Backstrand and Lovbrand (2006) contend that environmental rhetoric can be broadly divided into ecological modernization, green governmentality, and civic environmentalism that support the development and security of the environment. Different points of view can be found in each category of green discourse. Corporate green advertising is impacted by these green discourses as well.

It is expected that corporate green advertising discourse will borrow components from pre-existing meta-green discourses and cultural contexts, but it is unclear how these discursive components will be organized in corporate green advertising and how companies will attempt to contribute to the commercial meaning of "green" through their advertisements. Both industrial growth and people's perceptions of the natural world are substantially different from those of their Western equivalents, particularly in the social setting of China (Weller, 2006). Westerners are predicted to perceive more control in a situation (solving environmental problems) than East Asians do, and to have a higher expectation of success when the self is involved in interaction with the environmental problems (Langer, 1975). This is in relation to the perception of the relationship between humans, the natural environment, and environmental protection issues. In addition, as harmony continues to be the guiding principle of Chinese society, a compromise and all-encompassing approach to solving environmental issues is more desired (Nisbett et al., 2001). Cultural dimensions are a more general way of observing cultural differences (Hofstede, 2001). Similarly, Hall (1992) noted that while very little is assumed in a low-context culture, there are many contextual aspects in high-context cultures that aid people in understanding the rules. The discursive creation and techniques of green advertising may be influenced by such distinctions in cultural elements and socio cognitive characteristics.

In contrast to critical discourse analysis, interdisciplinary science has been impacted by recent linguistics studies. Critical eco-linguistic refers to the combination of these two disciplines. In several discourses that relate to people and the surrounding environment, critical ecology examines how the ecosystem is discussed. Green

discourse, as defined by Muhlhausler (2019), is the environmental discourse with all of its visual, textual, and verbal cues. The importance of green advertising is growing daily as people's knowledge of environmental protection rises. In the years that followed, campaigns to go green and promote green marketing products as well as green practices were launched with the goal of enhancing customer lifestyle quality in accordance with their demands and preferences. Jayakumar and Kiruthiga looked into the elements that have affected customers' decisions to make green purchases. Their research aided marketers in observing consumer attitudes and understanding how they choose environmentally friendly products. This study's findings have paved the road for increasing young people's consumption of green products. 2019 (Jayakumar & Kiruthiga).

### **2.15 Hartmann, Apaolaza, and Alija's Hypothesis (2013)**

A theoretical framework was proposed by Hartmann, Apaolaza, and Alija (2013) with the hypothesis that ads featuring images of nature have a significant and profound impact on cognitive meaning and memory. An eye-tracking experiment that successfully addressed not only the negative effects but also processed information through familiarity with nature in advertising and provided evidence to support published results was one of three experimental studies that were carried out in this regard. The findings supported the theory that advertising featuring visually appealing natural scenery may cause and display individual responses used in a pleasing ecological setting, which is a necessary condition for indicating cognitive consequences. Similar advertising that used various other beautiful images received lower memory scores than those that featured pleasant nature photos, as was predicted.

### **2.16 Previous Studies on Eco-linguistics (Chan's Study 2000)**

Chan (2000) studied the relationship between the type of advertisement and its effectiveness as well as how various environmental claims can affect the communication effectiveness of green commercials. The study, which used 42 factorial research to examine 800 subjects in Guangzhou, China, revealed that the effectiveness is significantly influenced by the claim type of environmental demand and the source country's green image. The study demonstrated that the two elements together represented a significant interactional impact on performance. The results remind

marketers of the need of adopting a situational perspective as they defined their environmental requirements.

## **2.17 Previous Studies on Digital advertisements**

Eco-linguistics is an emerging field that focuses on the protection of environment through the use of language and it is considered an apt tool in this regard. Language ecology is one of the topics covered by Stibbe's Eco-linguistics framework. Because it has a practical method for analyzing linguistic traits to reveal the narratives and ecological position of a discourse that is established through language, it supports the thesis of the current study. Beginning with the idea that some stories are common in society—stories that are not typical narratives but rather mental models that reside within the lines of discourses—Stibbe. These cognitive constructs, which he referred to as "stories-we-live-by" (p. 06), are problematic because they are so prevalent that members of a community do not perceive them as stories but rather as fact. These tales eventually influence how people behave.

The myth of unrestricted economic growth in industrial cultures currently holds sway. When achieving economic expansion is the only goal, the idea that humans may use nature and its resources for consumerism is promoted. Stibbe's methodology frequently exposes and contests those narratives that harm the environment. The same framework also makes an effort to highlight and publicize eco-friendly stories. Such benevolent discourses are encouraged to develop more of the same, benevolent discourses in order to benefit society as a whole. Ideology, framing, metaphor, evaluation, identification, conviction, erasure, and salience are among the eight different types of story structures that Stibbe (2015) has identified. These aforementioned stories are analyzed in the current study.

Most of the linguists presented their view points and shared their ideas about it. In 2017, Yuniawan, Rokhman and Rustono and Mardikantoro come up with critical Eco-linguistics studies in their project. In 2019, Muehlhauser studied environment with all its signs by considering it a green discourse. A relevant article to current study (2021) demonstrated that linguistics features used in advertisements develop a story in the minds of people. Researches have been conducted on the role of the effectiveness of advertisement and their impact on consumer's buying behavior which depicted peculiar relationships. However, in this paper the focus is on the use of words and diction being

used in the advertisements. This researcher has examined their influence on consumer behavior. It has determined what influence these words have on the people in shaping new stories in their minds. This help marketers to focus on the right factors and achieve maximum benefit from their advertisements.

## **2.18 Background of the Study**

Following are the review of major research work on the topic which is related to the present study:

In their study "An empirical approach to consumer buying behavior in the Indian automobile sector," Maheshwari, Seth, and Gupta (2016) came to the conclusion that the effectiveness of advertisements affects consumer purchasing decisions. In their study titled "The effects of advertising spending on brand loyalty in services," John, Swinder, and Muthaly (2011) found that advertising spending affects how well consumers evaluate the quality of the product, as well as how loyal and satisfied they are. A study by Kumar & Raju (2013) titled "The Role of Advertising in Consumer Decision Making" discovered that commercials had the power to alter a consumer's perception of a specific product. Advertising has always known to be one of the key factors that affect consumer's decision in marketing process. Keeping in view the aforementioned literature as mentioned in section A as well, the current study has focused on the use of language that plays a crucial role in advertisements as the advertisement companies make use of such appealing and catchy phrases that can convince the customers to buy the products. It is an essential and effective tool in terms of market strategies to convey or spread the message across the people, in a way that they cannot resist to buy the products even if they want to. This is how it becomes the part of their life and they start depending on it by its constant usage.

One approach to address language ecology is Stibbe's Eco-linguistics framework. It supports the thesis of the current research since it has a practical method for analyzing linguistic traits in order to reveal the narratives and ecological viewpoint of a discourse that is formed through language. Stibbe begins with the idea that some stories—not the usual tales, but mental models—exist in society and exist between the lines of discourses (p. 05). These cognitive structures—which he dubbed "stories-we-live-by"—are problematic because they are so prevalent that members of a community interpret them as fact rather than as stories (p. 06). Human behavior is eventually

impacted by these tales. The narrative that dominates is unrestricted economic growth in industrial societies. When achieving economic expansion is the only goal, the idea that humans may use nature and its resources for consumerism is promoted. Stibbe's methodology frequently exposes and contests those narratives that harm the environment. The same framework also makes an effort to highlight and publicize eco-friendly stories. Such benevolent discourses are encouraged to develop more of the same, benevolent discourses in order to benefit society as a whole. Ideology, framing, metaphor, evaluation, identification, conviction, erasure, and salience are among the eight different types of story structures that Stibbe (2015) has identified. These aforementioned stories are analyzed in the current study.

The current study has analyzed the advertisements of Pakistani companies so as to check their impact on consumers. The data has been collected from the official website of 10 Pakistani food manufacturing companies. The data has been made limited to significant products such as beverages, soft drinks along with edible products of the selected companies. Two advertisements have been taken from each company. Purposive sampling has been employed for the collection of data which is also known as procedural sampling. The reason for the selection of purposive sampling is to bring a clarity and relevance.

The present study deals with the analysis of the advertisement discourses of Pakistani companies. The text of the advertisements has been analyzed such as one of the most famous Pakistani company K&N's claims to provide "Safe and healthy Chicken" that attracts a large number of customers due to the use of adjectives "safe" and "healthy". They claim so however on scientific grounds it has been proved that broiler chicken is unhealthy and for sure not safe to consume. Broiler chicken is way to fulfill the demands of meat whereas it results in many diseases however the use of adjectives make this chicken appears to be healthy and safe but that could be a reference to its packaging and cleanliness as compare to the chicken available in local markets.

Such linguistic elements form a story in the minds of the customers that the product they are consuming is safe and healthy however this is how a company promotes its agenda and triggers people's positive attitudes towards the product. Another example is that of Pakistani Company Nestle Bunyad says "strong foundation for good future" (Behter mustaqbil ki mazboot bunyaad) the use of adjective "strong" has a greater impact on the minds of the people and they consider it a real foundation



for a good future irrespective of the idea that powder milk can never be a replacement or a substitute for the fresh and pure milk. Again the use of adjectives such as “good” and “strong” tend to prevail company’s agenda for an increase in consumers. In the light of above examples this study has explored the linguistic features so as to analyze the agendas of different companies who use language as a tool to shape new stories in the minds of the people in order to establish their business.

The philosophy that permeates the powder milk company's advertising is that "buying a product is a short cut for the well-being and good health of the people." The product's "mission seems to strengthen the children by eradicating and demolishing the iron deficiency, for a happier, brighter future," according to the advertisement, which claims that the company "believes that healthy children have a greater chance of succeeding in their academic and extracurricular pursuits." Through the use of such expressions, it is implied that a child must consume a considerable amount of this milk in order to succeed academically.

The acquisition of this specific commodity is promoted as the key to academic success for the purpose of consumerism. It tends to draw the attention of mothers because of how it relates to the students' academic performance. Additionally, it makes the claim that it "empowers mothers," which propagates the idea that mothers can become more powerful by buying a certain product. Although there are many other naturally occurring supplements or substitutes for treating iron deficiency, the association of mother empowerment with providing children with the drink has made it more alluring for consumers to purchase the product. On the other hand, it is a replacement for fresh milk that is full of nutrients. The ideology ingrained in this discourse runs counter to ecosophy, as human-made artificially processed food items are promoted as a replacement for natural elements, despite the fact that artificial products can never serve as a substitute for genuine, natural goods. The target domain of powder milk is mapped by the triggering words "healthy children", "academic and extracurricular pursuits", "strengthen the children", "happier, brighter future", "strong foundation" and "better future", which are associated with the healthy and successful children frame a significant story and appeal to the people especially mothers. The tale of the powdered milk shows a frame of difficulty that is the iron deficiency in children.

Secondly, the solution framework is also offered as the employment of a substantial product in the case of iron deficiency in youngsters. Consumption also

shapes human identity because, if moms opt to use that milk powder for their kids, it "empowers mothers" and makes them powerful as well. It gives the women who purchase this particular product a name. A specific group of mothers who purchase the product gain the status as empowered women, and the children who use it will have better futures. Through the purchase of these goods, it is classifying the customers into this particular category and giving them an identity. Therefore, using a product is sufficient to make them healthy and contented. Another example is Nestle juices, which by using terms that imply that it can be used in place of fresh juices implicitly promotes the idea that this beverage is made of fresh and natural grapes. "Start your day out right" is the opening line of the advertisement. The use of the imperative form grabs people's attention because it addresses the readers directly—the term "your day" denotes that it is something that belongs to the readers. As a result, it engages the readers and persuades them to begin their day with the specific juice. This is how the level of consumption rises. The inclusion of positive assessment words like "All Pure," "delicious," "grapes," and "All Pure Grape Nectar" has helped readers form a favorable opinion of the beverage's all-natural composition and absolute freshness. Since the drink's primary ingredient, "grape," has been used, there is also a salience factor present in the sentence.

In order to respond to the first question based on analysis, which is to identify the types of narratives created by product manufacturers through their commercials, it is found that food manufacturing businesses create various narrative structures, as described by Stibbe (2015) at various levels. These stories are subtly implied, and while the readers may find them uninteresting, the advertisers ruminate and use linguistic elements to implant specific perceptions and influence readers' purchasing decisions. Although the stories that are displayed in the advertisements seem to be spontaneous, they actually use precise frameworks to influence the audience's behavior. Destructive discourses might be referred to as the marketing of the chosen businesses because, under the cover of consumerism, they tend to destruct environment around us.

The lexical items "eradicating iron deficiency", "happier", "brighter future", "empower" and "better future" make it a positive evaluation and the consumers start believing in their stories. Persuasive lexical item such as, "All Pure grape nectar", which persuades the reader that this drink is all pure and natural and can be a substitute to natural fruits. This ideology is implicitly promoting consumerism. The target domain

of the product brings the source frame of natural grapes to the mind of readers through the use of trigger words like “pure”, “delicious taste of grapes”, “All pure grape nectar”.

The type of stories, featured by the advertisements of the aforementioned companies, also direct the ecological preferences of the audience, through the use of language which is the main aim of the current study. The language in each advertisement stated above is splurged succinctly. The story of consumerism is dominated through the use of ornate and lofty language that tend to seek attention of the people at a large scale. Through the use of language, which is the primary goal of the current study, the types of stories promoted by the advertising of the aforementioned companies also influence the audience's ecological choices. Each of the aforementioned advertisements uses clear, concise wording. The use of elaborate and lofty language that tends to attract the attention of people on a big scale dominates the consumerism story.

They intentionally employ lexical terms that are relevant to natural products but are connected with artificially produced ones in the commercials. For the sake of consumerism, artificially processed food is given frames or language schemas from natural foodstuffs. Each advertisement's language is carefully chosen so that it also aligns with the business's philosophy. In order to attract people's attention, they have completely eradicated nature and its resources and replaced them with food that has been artificially created. This is why the terminology employed is threatening.

They exploit language in their discourses to encourage unsustainable consumerism and to play on people's insatiable desires, getting them to buy more and more and become reliant on them. These stories—about increasing ecologically damaging behavior—have permeated society so thoroughly that people have begun to believe them and to regard them as fact. Despite having negative impacts on human health, the environment, and the economy, artificially made food products are replacing natural ones.

In the present study, an eco-linguistic analysis of the advertisements of food manufacturing companies has been carried out in detail, a glimpse of it is mentioned above. The study has focused how language is used in advertising in such an empathetic way that the reader becomes unaware of the hidden and underlining objectives of the

food manufacturing businesses. These stories may seem unremarkable, yet each one uses language to covertly convey the ideology of consumerism. Language is an important tool for telling stories and for convincing readers to believe them. The beliefs that these tales embed in the human mind not only present the significance of the product but also help people to build their understanding of reality of the outside world.

## **CHAPTER 3**

### **RESEARCH METHODOLOGY**

This chapter is about research methodology, theoretical framework and data collection. Qualitative research method has been utilized to collect and analyze data. Data has been selected from the official websites of Pakistani companies and analyzed according to Stibbe's model of Eco-linguistics.

#### **3.1 Research Design**

Qualitative research is a research method used to gain an in-depth understanding of people's experiences, perspectives, and behaviors. It focuses on exploring and interpreting subjective meanings and social phenomena rather than relying on numerical data or statistical analysis. Qualitative research methods are often used in social sciences, humanities, and some areas of natural sciences. Some qualitative research methods are not mutually exclusive, and researchers often use a combination of them to triangulate data and gain a comprehensive understanding of the research topic. Additionally, qualitative research often involves iterative and flexible processes, allowing researchers to adapt their methods and theories based on emerging insights during the data collection and analysis phases. Qualitative research plays a crucial role in the content analysis of advertisements. Here are some key reasons why qualitative research is important in this context.

Qualitative research brings richness, depth, and contextual understanding to the content analysis of advertisements. It allows researchers to explore the complexities of advertisements, their influence on individuals, and their broader societal implications. By incorporating qualitative methods, researchers can provide a more comprehensive and nuanced understanding of the content and impact of advertisements. Therefore, qualitative approach has been used to carry out the research as it aims to collect non-numerical data like text, video or audio in order to understand different concepts, opinions and experiences. Furthermore, it deals with the insight problems to generate new ideas for the research. Qualitative research help us understand the experience and opinion of the people about the world as the most common qualitative method include observations, interviews, survey. It is a secondary research which involves collection of text, images, audio, video recordings etc. The present study has focused on the

advertisements of 10 Pakistani companies of edible items such as K & N'S, Fruita Vitals, Nestle bunyaad and Shezan etc, taken from the official websites of manufacturing companies for the year 2022. Their way of selling products is unique in a way that it attracts the attention of a large community as compared to local companies. Furthermore, their commercial advertisements are highly catchy.

### 3.2 Theoretical Framework

This research is delineated to the theory of agenda setting theory to analyze the text of advertisements. It provides valuable insights into how advertisements shape public perceptions and influence the issues that people consider important. The agenda setting theory suggests that media, including advertisements, have the power to influence the salience and importance of certain topics or issues in the minds of the audience. Here is how the agenda setting theory can be used to analyze the text of advertisements:

- i. Identifying the Main Message:** Central message or theme conveyed in the advertisement must be identified. Key ideas or issues that the advertisement emphasizes or promotes should be focused upon. This deals with a specific product feature, a social cause, a lifestyle aspiration, or a particular value or belief that can be analyzed.
- ii. Analyzing the Language:** The language used in the advertisement's text is analyzed to understand how it frames and presents the message. The choice of words, phrases, and slogans are given attention. It is analyzed whether the language is persuasive, emotive, or informative. Rhetorical devices, used to make the message more memorable or impactful are given importance.
- iii. Examining the Implicit Agenda:** The implicit agenda or underlying values and assumptions embedded in the advertisement are to be assessed. What the advertisement is suggesting as important or desirable, needs consideration. Any social, cultural, or political perspectives that the advertisement promotes should be analyzed. Identification of the issues or topics that the advertisement aims to bring to the forefront of public attention should be focused upon.
- iv. Comparison with Public Agenda:** The issues or topics emphasized in the advertisement should be compared with the broader public agenda. This involves examining the societal or cultural context in which the advertisement is released, considering the prevalent concerns or discussions in that context.

- v. **Considering Framing Techniques:** How the advertisement frames the issues or topics it presents, should be analyzed. Strategies used to position the message in a particular way, such as appeals to emotions, authority figures, or social norms, must be identified. It should be assessed how the framing influences the perception and importance of the issues in the minds of the audience.
- vi. **Assessment of the Impact:** Finally, the potential impact of the advertisement on public perceptions and priorities should be assessed. It should be focused how the message and framing influence the target audience's understanding of the issue and their subsequent thoughts, attitudes, or actions. It should be focused whether the advertisement has the potential to shape public discourse or influence the public agenda in any way.

By applying the agenda setting theory to analyze the text of advertisements, the researcher has gained insights into how advertisements shape public perceptions, prioritize certain issues, and influence the audience's understanding of what is important. This analysis sheds light on the power of advertisements in shaping public opinion and the potential implications for society

### **3.3 Data Collection**

The data has been collected from the official website of at least 10 Pakistani food manufacturing companies. The data has been made limited to significant products such as beverages, soft drinks along with edible products of the selected companies. Two advertisements have been taken from each company. Purposive sampling has been employed for the collection of data which is also known as procedural sampling. The reason for the selection of purposive sampling is to bring a clarity and relevance. Collecting data on advertisements from the websites of companies has been a valuable approach to understand the marketing strategies of the companies. The researcher has determined the specific companies to analyze their advertisements. Factors such as industry relevance, brand prominence, or specific research objectives are kept in view. A list of the companies was made to focus on. The parameters for data collection, such as the time period to analyze or the types of advertisements to include (e.g., banner ads, videos, sponsored content) has been specified. This has helped to ensure consistency and focus during the data collection process. The advertisements of the year 2022 have been focused upon.

### **3.4 Data Analysis**

Data has been analyzed by using the Stibbe model of Eco-linguistics which is comprised of eight different stories like ideology, framing, metaphor, evaluation, identity, conviction, erasure and salience. The text of the advertisements has been observed and analyzed in detail by identifying the usage of various aforementioned stories. However, Stibbe's eight stories of Eco-linguistics hampers the research due to their limitations which can be further extended as per requirement. The advertisements and their significant purposes have been identified through data to bring to the front the strategies of companies for their financial gain which not only distract people but also disrupts the ecosystem as their products are not eco-friendly. They manipulate people for the sake of their business. The new stories are shaped and people tend to rely on such products which are destroying their health badly.

### **3.5 Sample of the Study**

Purposive sampling, also known as procedural sampling or selective sampling, is a non-probability sampling technique commonly used in qualitative research has been utilized. It involves deliberately selecting individuals, cases, or events that possess specific characteristics or qualities that are relevant to the research objectives. Unlike probability sampling, which aims to ensure random representation of a population, purposive sampling focuses on selecting participants who can provide valuable insights or represent important dimensions of the research topic. Purposive sampling is particularly useful in qualitative research when the goal is to gather rich and detailed information from specific participants who possess relevant knowledge or experiences. It allows researchers to target participants who can provide unique insights, ensure data saturation, and address the specific research questions or objectives effectively. As the current study deals with Pakistani advertisements, so those companies were preferred for analysis whose advertisements are mostly in English Language to ensure the originality of the text. However, a few advertisements have been translated into English as most of the advertisements are available in Urdu Language ( Urdu being our national language).

Arran Stibbe's model of Eco-linguistics focuses on analyzing texts to uncover the linguistic and discursive strategies used to shape our relationship with the natural environment. Applying this model to the analysis of advertisements involves examining



how language constructs and reinforces certain environmental values, attitudes, and behaviors. Here's a general framework for analyzing the text of advertisements using the eco-linguistic approach: By applying the eco-linguistic model to the analysis of advertisements, the researcher has uncovered the underlying linguistic and discursive strategies used to shape new stories in the minds of the people. This analysis provides insights into how language constructs environmental narratives, influences public attitudes, and potentially drives environmental action or behavior change. A sample is given below to illustrate how the text of advertisements of different companies has been analyzed according to the eco-linguistic model of Arran Stibbe.

### **Nestle Bunyaad**

**The company claims that their product (milk) is “the strong foundation for good future of the children”**

**Ideology:** Healthy children have a higher likelihood of succeeding in their scholastic and extracurricular endeavors, according to the idea that is prominently portrayed in the Nestle Bunyad Company's advertisement for powder milk. The item "aims to provide children with strength by curing iron deficiency, for a bright and happy future." It is emphasized that a child who wants to succeed academically, he must consume this particular formula milk. From a consumerist standpoint, this specific product is promoted as the secret to academic success. Additionally, it mentions the idea of empowering mothers, spreading the idea that doing so is dependent upon or depends on the buyer of the product. Therefore, the milk that in reality cannot be a replacement for fresh milk is linked to the empowerment of women for the better future of their children. Although there are numerous other all-natural alternatives or supplements for curing iron deficiency, the way the product is packed has increased consumer interest in buying it. The ideology used in this discourse runs counter to ecosophy because it substitutes man-made artificially processed foods, like milk powder for fresh milk, for natural ingredients.

**Framing:** The trigger words "healthy children," "success in academic and extracurricular activities," "provide strength to the children," and "happy and bright future" create a new narrative in the minds of the consumers who will begin relying on it despite any adverse effects. This tale of the powder milk establishes a problem with children's iron shortage before framing a product as a solution. The product typically

prevents iron deficiency while also guaranteeing a happy and prosperous future. The relationship established here is one of implication; if kids start consuming this milk, iron deficiency will no longer exist. Nestle Bunyaad is framed as every mother's essential requirement to be resilient and strong.

**Evaluation:** A positive connotation is used through the significant choice of words that the powder milk eradicates iron deficiency. This is because of this presentation of the product the consumers start believing in their stories. The use of words such as power, success, happy gets the attention of the people.

**Identity:** The product claim to give a new identity as for as the mothers are concerned they are being empowered through it and children are also characterized as being happy and successful just because of the use of milk powder. This technique tries to make the consumers dependent on this product by giving them a new identity through it.

When economic growth is the only aim to strive for, then it promotes the ideology that human beings can exploit nature and its resources for consumerism. Stibbe's framework tends to expose and challenge those stories that become the cause of damage to the ecosystem. The same framework also attempts to reveal, highlight and promote the stories which are beneficial to the ecosystem. Such beneficial discourses are promoted to produce more discourses of the same kind, to benefit the whole world. The eight different forms of stories identified by Stibbe (2015) are ideology, framing, metaphor, evaluation, identity, conviction, erasure, and salience. The present study has focused on the analysis of these aforementioned stories. Stibbe in his book explain the term "Stories" by quoting such definitions.

*Stories are the secret reservoir of values: change the stories that individuals or nations live by and you change the individuals and nations themselves.*

(Ben Okri 1996: 21)

*Stories bear tremendous creative power. Through them we coordinate human activity, focus attention and intention, define roles, identify what is important and even what is real.*

(Charles Eisenstein 2011: 2)

We have instruments to analyze the texts that are all around us and influence the type of society we live in thanks to linguistics. These methods, which also call for close observation, can aid in illuminating the stories that are written between the lines of the texts. After the stories are exposed, it is possible to consider whether they urge people to destroy or aid in protecting the ecosystems that support life. For the benefit of people, they must be supported if they are beneficial and opposed if they are damaging.

Stibbe has explained the aforementioned stories in the following way in his book.

**Table 1**

*Forms of Stories as per Stibbe's Eco-linguistics theory*

Serial no	Form of Story (Cognitive, in people's minds)		Manifestation(in language)
1	Ideology	a story of how the world is and should be which is shared by members of a group	discourses, i.e. clusters of linguistic features characteristically used by the group
2	Framing	a story that uses a frame (a packet of knowledge about an area of life) to structure another area of life	trigger words which bring a frame to mind
3	metaphor (a type of framing)	a story that uses a frame to structure a distinct and clearly different area of life	trigger words which bring a specific and distinct frame to mind
4	Evaluation	a story about whether an area of life is good or bad	appraisal patterns, i.e. patterns of language which represent an area of life positively or negatively
5	Identity	a story about what it means to be a particular kind of person	forms of language which define the characteristics of certain kinds of people
6	Conviction	a story about whether a particular description of the	facticity patterns, i.e. patterns of linguistic features which represent

		world is true, uncertain or false	descriptions of the world as true, uncertain or false
7	Erasure	a story that an area of life is unimportant or unworthy of consideration	patterns of language which fail to represent a particular area of life at all, or which background or distort it
8	Salience	a story that an area of life is important and worthy of consideration	patterns of language which give prominence to an area of life

Techniques for analyzing the language components that create facticity are covered by critical discourse analysis. These characteristics include (a) modals that indicate how likely a description is, such as "must," "should," and "might" (Martin and Rose 2003: 48); (b) appeals to expert opinion and the authority of consensus; (c) quantifiers like "some" or "many," which "can be used to gloss over a lack of concrete evidence" (Machin and Mayr 2012: 192); and (d) hedges like "X thinks" or "X believes," which are used often to detract from what others hold to be the case. (Machin & Mayr 2012); and (e) presuppositions which construct descriptions as 'taken-for-granted' rather than 'currently at issue or up for discussion' (Martin & White 2005). Modality, defined by Richardson (2007) as the "degree to which a speaker or writer is committed to the claim he or she is making," is a helpful notion. The level of commitment in a modal expression ranges from low (the modals "might" or "probably") to high (the adverb "certain" or an unqualified declaration of "X is the case").

For instance, The Lipton Institute of Tea supported a study at the University of L'Aquila in Italy that was the first to demonstrate that drinking black tea, depending on the dose, simultaneously increased blood vessel reactivity and decreased both blood pressure and arterial stiffness, indicating a cardiovascular health profile consistent with maintaining heart health (ML4). In order to improve facticity, the authority of medical science is invoked; however, the facticity is elevated far higher than the research it is referencing. Eco-linguistics can investigate the shift in the degree of confidence between original scientific papers and for-profit lifestyle magazines, even if it cannot pinpoint the precise impact of tea and spinach on human health. In this instance, the danger is that the magazine persuades its readers to believe that the claim that "meat and junk food can be made healthy" is accurate. This conviction might then dictate

actions, encouraging consumption of goods that may be excessively unhealthy and environmentally harmful.

The phrase "stories we live by" is really derived from George Lakoff and Mark Johnson's 1980 book *Metaphors we live by*, which offered a fundamentally different viewpoint on the function of metaphors in our daily lives. Metaphors are an essential component of our conceptual system rather than merely rhetorical flourishes employed to enhance the vividness of texts. They write: The ideas that direct our thought are not merely intellectual issues. They also control every aspect of how we live our daily lives. Our concepts structure what we perceive, how we get around in the world and how we relate to other people. Thus, our conceptual framework is crucial in determining our everyday reality.

Ideologies are the simplest and most fundamental type of tale; the other seven are more detailed. Stories regarding a particular aspect of life are framed when they use frames, which are brief summaries of general knowledge. It is possible to characterize climate change as either an environmental problem or a security danger. The way we see climate change varies depending on whether it is an issue or a dilemma. Because they use a clear, distinct, and tangible frame to think about a particular aspect of life, metaphors, such as CLIMATE CHANGE IS A TIME BOMB, CLIMATE CHANGE IS A ROLLERCOASTER, or CLIMATE CHANGE IS AN ANGRY BEAST, are a sort of framing that may be especially strong, impacting, and vivid. Once metaphors become more common they seem like a part of our life. In this book, the term "evaluations" was used in a particular way to refer to stories that people have in their heads about whether a certain aspect of life is good or terrible or how they view it. Cognitive assessments are associations that we often have in memory, such as honesty is good and lying is bad, rather than a rigorous analysis of the data to determine whether something is good or bad. Stories about what is excellent or evil that have become commonplace are considered cultural judgments when they are widely shared across a culture. Numerous cultural judgments are ingrained in how people typically discuss various facets of social life.

Once cultural judgments are formed, there is a risk that the justification for why some items are deemed positive and others harmful will be overlooked or lost. It becomes routine to celebrate the "good news" that ticket sales for certain events are high without taking into account the environmental cost or the difficulties associated

with mounting personal debt; or to celebrate the "good news" that an environmentally destructive and exploitative corporation's profits have increased. Identity is a story that describes who we are as individuals, particularly the groups to which we belong and their position in society. Advertisers take advantage of identity when they try to convince consumers that buying a certain product is necessary—not for the use of the thing itself, but rather to become a certain type of person. Consumption "becomes a means of articulating a sense of identity, and, perhaps even more crucially, distinction from others," according to Benwell and Stokoe (2006).

Thus, the language and imagery of advertising encourage and even convince consumers to use their purchases as a way to prove that they are a part of a desirable "group" of individuals that is superior to other "outgroups." On the other side, there are texts that create much broader ecological identities and place readers in the expansive group of the "community of life," such as several genres of nature writing. Convictions are strange tales we tell ourselves about the truth, likelihood, improbability, or falsity of various descriptions of reality. The degree of assurance we have about anything is what is referred to as a belief. Convictions are not about whether something is objectively true or false; rather, they are about whether we believe it to be true. There are a number of social dynamics that portray this description as either a certain fabrication or an uncertain truth. Attempts by groups to portray their own narrative as "solid, neutral, independent of the speaker, and to be merely mirroring some feature of the universe" are described by Potter (Potter 1996: 1), whereas accounts of other groups are attacked as "lies, delusions, blunders, flattery and deceptions. Environmentalists and "deniers" of climate change are both working to modify the beliefs that people have, as well as the more widespread beliefs that many people hold.

Being critical is defined as "denaturalizing the language to reveal the various kinds of ideas, absences, and taken-for-granted assumptions in texts," Machin & Mayr (2012: 5). Sometimes the concepts and presumptions that are not there in a book are just as important as those that are. Erasure explores the notions of how stories in people's heads could perceive something as minor, peripheral, irrelevant, or unimportant. When something that is there in reality is routinely hidden, relegated to the background, or even removed from language, the tale emerges linguistically.

As it works with texts of all kinds, from microeconomics textbooks to, perhaps surprisingly, ecological assessment reports, erasure is crucial for Eco-linguistics. There

are other issues as well. The deletion of human beings and social justice issues in environmental writings also conveys the message that environmental action does not prioritize reducing poverty. Saliency is the last category of tale; salient stories are those that draw people's attention by conspicuously portraying something as significant, valuable, and deserving of notice. In a mainstream linguistics that frequently concentrates on the function of language in human interaction without taking into consideration the broader ecological context, Eco-linguistics can be seen as an attempt to elevate the awareness of the non-human world.

The eight different story kinds interact with one another in a variety of ways, therefore they shouldn't be thought of as separate and unique. Metaphors are a sort of framing; erasure and saliency are also two sides of the same coin; and evaluation and erasure both occasionally employ metaphor. Ideologies frequently contain specific evaluations, identities, and other types of stories within them. Working with the interaction of the different story forms can result in more complex analyses, such as the analysis of ideologies that employ evaluations, which in turn use metaphors to illustrate how they are related.

## **CHAPTER 4**

### **DATA PRESENTATION AND ANALYSIS**

This chapters deals with the analysis of data, collected from the website of Pakistani food manufacturing companies. These companies are as under:

- i. Nestle
- ii. Omore
- iii. Sabroso
- iv. Qarshi
- v. Shan
- vi. K&N's
- vii. Tapal
- viii. Mitchell's
- ix. Peek Freans
- x. National

The data has been made limited to significant products such as beverages, soft drinks and edible products of the selected companies. Two advertisements have been taken from each company. Purposive sampling is employed for the collection of data which is also known as procedural sampling. The reason for the selection of purposive sampling is to bring a clarity and relevance. The text of the advertisement significantly taglines have been analyzed by exploring linguistic features and the aforementioned stories of Arran Stibbe.



## 4.1 Company 1 NESTLE

### 4.1.1 Nestle Bunyad Advertisement

*“Strong foundation for good future”*

**Figure 1**

*Nestle Bunyad*



**Table 2**

*Nestle Bunyad Advertisement Analysis*

Company	Advertisement	Linguistic Feature and Form of Stibbe's Story
<i>Nestle</i>	Strong foundation for good future	<p><b>Ideology:</b> The advertisement tend to create a new mind set among the people that the product ensures the good future of the current generation.</p> <p><b>Identity:</b> the product gives a new identity to the mothers who rely on it. They are considered strong as they use a particular product.</p>

Pakistani Company Nestle Bunyad says *“strong foundation for good future reduces iron deficiency in children, help them in academics and empowers mothers”*

(Behter mustaqbil ki mazboot bunyaad) the use of adjective “strong” has a greater impact on the minds of the people and they consider it a real foundation for a good future irrespective of the idea that powder milk can never be a replacement or a substitute for the fresh and pure milk. Again the use of adjectives such as “good” and “strong” tend to prevail company’s agenda for an increase in consumers. In the light of above examples this becomes obvious that company utilize such linguistic features to shape new stories in the minds of the people in order to establish their business.

The philosophy that permeates the company's advertisements for powder milk is that "buying a product is a short cut for the well-being and good health of the people. According to the commercial, the manufacturer "believes that healthy children have a greater chance of succeeding in their academic and extracurricular pursuits," and the product's "mission seems to strengthen the children by eradicating and demolishing the iron deficiency, for a happier, brighter future." These claims make it sound as though a youngster must consume a considerable amount of this milk in order to succeed academically.

The purchase of this particular product is promoted as a way to achieve academic excellence in order to promote consumerism. It tends to draw the attention of moms as well because of its connection to students' academic performance. The empowerment of mothers is connected to providing children with the drink to ensure a better future. Despite the fact that there are many other natural alternatives or supplements for treating iron deficiency, the product's association with mother empowerment has made it more alluring for consumers to buy it. On the other hand, it is viewed as a replacement for fresh milk, which is packed with nutrients.

The ideology ingrained in this discourse runs counter to ecosophy because artificial products will never be a replacement for genuine natural goods and human-made artificially processed food items are promoted as such. The words "healthy children," "academic," and "strengthen the children" set off a new narrative in people's imaginations.

The supplement makes the claim to be an iron deficiency cure as well as a means of ensuring a happy and prosperous future. The relationship established here is one of implication; if kids start drinking this milk, iron deficiency will be eliminated, making the product extremely important in its application. Here, the product is framed as a

remedy for an iron deficiency. The powder milk is given high marks since it eliminates iron deficiency, according to evaluation criteria.

As consumerism "empowers mothers" and makes them strong as well if they chose and use that milk powder for their children, it also helps people build their identities. It helps the women who buy this particular product have a name. The purchase of the product offers a specific group of mothers the identity of empowered women, and the children who consume this substance will have a brighter future. By giving the customers an identity through the purchase of this product, it is classifying them into this particular category. Thus, using a product is all that is required to make them healthy and content.

#### **4.1.2 Nestle Fruita Vitals Advertisement**

Nestle Fruita vitals states the most catchy tagline "*Good food good life*" about their products. All the juices they prepare are given the importance of a particular food, a good one, through the use of adjective "good". It claims that good food guarantees a good life so one should consume good food. Furthermore the usage of same adjective twice which is a repetition, actually reinforces the idea that these juices are really good for a good life.

It tends to set a new story and it also frames a new ideology in the minds of the consumers who consider it a reliable resource for their busy lives. The ingredients used to make those juices are not healthy if tested and analyzed on medical grounds as they contain high amount of sugar and preservatives. Such juices are common in usage and people are highly dependent on them that damage their health.

The advertisement aims at persuading people to buy and rely on that particular product, through the use of language. These strategies are meant for an increase in purchase of such products however their usage cannot be termed as "good for health". It is in direct contrast whatever is being stated here. On the other hand we see that the consumption of such drinks has become common these days.

The company claims "good food good life" whereas the product they promote under the cover of that slogan is purely impure and hazardous for health and results in numerous diseases. Such drinks are strictly prohibited by the doctors.

## Advertisement

*“Indulge in sweet juicy pineapples from Indonesia. Introducing Nestle Fruita Vitals gold range! A sip means the world.”*

**Figure 2**

*Nestle Fruita Vital*



**Table 3**

*Nestle Fruita Vital advertisement analysis*

Company	Advertisement	Linguistic Feature or Form of Stibbe's Story
Fruita Vitals	Indulge in sweet juicy pineapples from Indonesia. Introducing Nestle Fruita Vitals gold range! A sip means the world.”	<p><b>Ideology:</b> a new thought is inculcated among the consumers that juices of the company are really pure and good for health. Instead of substandard products one should rely on it.</p> <p><b>Salience:</b> linguistic aspects of the advertisement are highlighted to seek the attention of the people.</p>

Nestle juices directly promotes the ideology that this significant juice is extracted out of fresh and natural pineapples. With the use of adjectives like “**sweet juicy**” which suggests that it is good refreshing and appealing as well, they claim to

produce something really good .It can be considered a good substitute for fresh juices as the usage of visual and gustatory imagery attract the attention of a large audience. Furthermore the advertisement begins with the phrase “indulge in sweet juicy pineapple” which belongs to Indonesia, the use of imperative sentence seeks the attention of the people as it becomes a direct address to the readers as the phrase “indulge in sweet juicy” signifies that it is something that is filled with impeccable qualities so the readers must abandon themselves to this product. Consequently, it involves the readers and compels them to nourish and entertain themselves with the particular juice. This is how the consumerism is increased. Use of persuasive lexical item such as, “All Pure grape nectar”, persuades the reader that this drink is all pure and natural and can be a substitute to natural fruits. This ideology is implicitly promoting consumerism. The target domain of the product brings the source frame of natural grapes to the mind of readers through the use of trigger words like “pure”, “delicious taste of grapes”, “All pure grape nectar”. It implies that the product is made of pure fruit.

The use of attributive adjectives items such as “sweet juicy”, “Indonesian”, “pineapples”, make people believe that this drink is all made up of natural ingredients and it is purely fresh. There is also an element of salience in the text because the basic level word, “pineapple” has been utilized from which the drink is made. The other part of the advertisement states “A sip means the world” which is really catchy because of hyperbole as just a sip has made equivalent to the world. Just a sip of those juicy pineapples will fetch the customers the pleasure and enjoyment of the world.

It frames a new story in the mind of the customers and they are attracted towards these products without knowing the actual ingredients of those juices which contain a huge amount of sugar, artificial flavor and preservatives which prove to be highly dangerous for health. However such products are quite common in usage because of the busy schedule of the people who regard such products good substitute and time saving product as it requires no effort to get the juice of sweet juicy pineapples. Catchy phrases and intense adjective mould the thoughts of the people and develop a new story in their minds. It is not only damaging the health of the people but the ecosystem as well. Researches have proved that those juices are highly dangerous and cause various diseases. Infertility is one of them. Much dependence on such products and their

frequent usage result in obesity, diabetes and liver problems. This is how our ecosystem is on the edge of destruction.

## 4.2 Company 2 OMORE

### 4.2.1 Omore Love OMOJI Advertisement

“This summer omore brings chocolate caramel swag in cool emoji and strawberry vanilla romance filled love omoji presenting more love omoji and cool omoji.

Advertisement Tagline ‘Cool omoji and love omoji Now in fridges near you’

**Figure 3**

*Omore Love OMOJI*



**Table 4**

Omore Love OMOJI Advertisement analysis

Company	Advertisement	Form of Stibbe’s Story
Omore	<p>“This summer omore brings chocolate caramel swag in cool emoji and strawberry vanilla romance filled love omoji presenting more love omoji and cool omoji.</p> <p>“Cool omoji and love omoji Now in fridges near you.”</p>	<p><b>Framing:</b> use of adjectives in the advertisement serve the purpose of trigger words to frame a new mind set among the customers</p> <p><b>Salience:</b> it is also evident in the advertisement as the product is given importance by the usage of adjectives</p>

The aforementioned text of the ad seems to be a combination of “omore” and “Emoji” that is “Omoji” which quickly catches the attention of the customers. Adjectives like “cool and love” tend to frame a new story in the mind of the audience that this product is symbolic of love and freshness and must be shared with the loved ones. The phrases “romance filled love” and “chocolate caramel swag” further intensify the quality of the product and seem to recommend its usage. In addition the repetition of the words “cool” and “love” lay emphasis on the goodness of the particular product. The company aims to make its customers believe that their product is not only amazing but also reliable. The use of striking, impressive and snappy phrases makes the product valuable. The advertisement is related to Stibbe’s story of salience where a product is given importance through the usage of adjectives and the word “omoji” aim to endorse the same idea. The last sentence “now in fridges near you” contemplates that the products are easily accessible and within the reach of every single individual. The use of second person pronoun ‘you’ appears to be a direct address to the customers which subsequently highlights its usage.

The idea reflected through the ad seems to set a new story in the mind of the readers that the product is going to have a good impact on them which will also increase the feelings of love for their loved ones. This is how the people get attracted towards a significant product which increases the customers of the company and consequently its business. However these are utterly unhealthy foods which appeal to taste buds whereas they don’t provide us energy and strength. Frequent usage of such products results in severe health issues that becomes a matter of concern for our whole ecosystem.

## 4.2.2 Omore Ice-creams Advertisement

*“This summer omore presents creamy flavorful treats.*

*Wow bhara (Filled) bite”*

**Figure 4**

*Omore ice-creams*



**Table 5**

*Omore Ice-creams advertisement analysis*

Company	Advertisement	Form of Stibbe's Story
Omore	This summer omore presents creamy flavorful treats. Wow bhara (Filled) bite	<b>Ideology:</b> the product is presented as a useful and essential item which is the source of pleasure <b>Salience:</b> it is also evident as the trigger words have been utilized to gain the attention of the people.

The brand makes use of adjectives “creamy flavorful treats” which tend to seek people attention. In addition it says that every bite is filled with amazing feelings as it’s just “wow” in the hot days of summer. All products are referred as “flavorful treats”



which frame a new ideology among people through the use of metaphors which not only attracts children but the people of all ages. This is how a product becomes people's center of attraction and increases consumerism. Not only children however the people of all age groups are really attracted towards such products.

It is termed as flavorful treat whereas it cannot be considered good from the health point of view. Consumption of such products for a longer time can deliberately result in loss of health. Eco-linguistics regards such products unsuitable for the people and resists its promotion as it results in several diseases. Being a junk food it is not reliable at all. However the customers are attracted towards the product, considering it "flavorful" treat whereas it is not good to consume due to the amount of sugar and calories in it. To keep up with the ongoing trends people do think to give it a try as they are truly amazed by the way it is presented in front of them. A story is developed in their minds and they start depending upon such treats.

### 4.3 Company 03 SABROSO

#### 4.3.1 Sabroso Chicken Delights Advertisement

*"Discover a world of scrumptious chicken delights..Sabroso the chicken specialist"*

**Figure 5**

*Sabroso Chicken Delights*



**Table 6***Sabroso Chicken Delights advertisement analysis*

Company	Advertisement	Form Of Stibbe's Story
Sobroso	“Discover a world of scrumptious chicken delights..... Sabroso the chicken specialist.”	<b>Evaluation:</b> It is utilized in the advertisement as the product is presented as something really good <b>Erasure:</b> real aspects of the product are overlooked as it is called the best product whereas it isn't healthy.

The company claims to be the “chicken specialist” which has the best quality of chicken. It invites the customers to discover the world of delicious chicken products which are really flavorful and tasty. Being the chicken specialist Sabroso deals with the variety of chicken products like nuggets, kabaabs and chicken wings and chicken pakora which seem to be the need of the hour because of the busy and hectic schedule of the people. They rely on those products considering it a product of best quality. However the chicken utilized by the Sabroso doesn't seem to be healthy as the broiler chicken is not good for health.

The phrases “scrumptious chicken delights” and “the chicken specialist” highlights the element of evaluation as it appears to be good for the people. It frames a new thought that people can rely on the chicken specialist –Sabroso for the chicken products of daily usage. Perhaps the company suggests that their chicken though broiler is of best quality in comparison to the chicken that is available in meat shops. Although, the customers also seem aware of real and broiler chicken but they also believe in the quality of the chicken that is provided by the company. Erasure becomes obvious here as an unhealthy product is called the best product.

Doctors do not recommend the usage of that chicken as it is not safe and results in various diseases. In past people used to have real (desi) chicken which is rarely available in the market and significantly on high prices which are not affordable. So a new story is created among the people that they can utilize company's safe and healthy products which is ironic.

### 4.3.2 Sabroso Advertisement

*“Sabroso when it’s loved it’s packed.”*

**Figure 6**

*Sabroso advertisement*



**Table 7**

*Sabroso advertisement analysis*

Company	Advertisement	Form of Stibbe’s Story
Sobroso	“Sabroso when it’s loved it’s packed.”	<b>Ideology:</b> customers are made to believe that the company’s product is really good and reliable.

The second ad depicts that the products of sobroso are liked and even loved by the majority of the people. It is considered a present or gift which is packed by the company for its customers to spread love. The adjective “loved” and “packed” signify the value and worth of the product.

People are highly attracted towards such products because the advertisements play an important role in this regard. The ideas are presented and reinforced through

advertisement so as to get the attention of the audience and customers who start depending upon those products.

The diction and the use of catchy words allow the customers to enter the labyrinth of those sophisticated products without even knowing whether these products are good for them or not. This is how another story develop and flourish in the minds of the people. The companies get flourished whereas their products damage the health of the people badly. People must be aware of the consequence of consuming such food item due to which several diseases are becoming common not only in adults but significantly in children. As every individual is important for ecosystem, the need arises to aware people. Thus Eco-linguistics discourage not only such discourses but also focus on the well-being of the inhabitant.

#### **4.4 Company 04 QARSHI**

##### **4.4.1 Qarshi Jame-e-Shirin Advertisement**

**“Lite lite refreshing Qarshi Jame-e-Shirin”**

#### **Figure 7**

*Qarshi Jame-e-Shirin*



**Table 8***Qarshi Jame-e-Shirin advertisement analysis*

Company	Advertisement	Form of Stibbe's Story
Qarshi	Lite lite refreshing Qarshi Jame-e-Shirin	<b>Framing:</b> a new thought is created among the customers that the product is reliable.

Jam-e- shirin is considered a highly refreshing drink as the company claims it to be 'lite lite refreshing' which presents the product as a refreshing drink. The choice of words and significant usage of adjectives not only depicts salience but also makes them worthy of usage. Majority of the people are convinced and persuaded to use this product due to its quality. However the product contains a huge amount of sugar that can't be recommended as a "light and refreshing" product. The advertisement claims it to be a light and refreshing product whereas it isn't. This advertisement highlights Framing as it tends to build and nurture a new story among the people. However Eco-linguistics doesn't seem to approve such discourse which is destructive for the ecology and human beings. The preservatives in the product prove to be harmful and high amount of sugar does not make it a 'light' and "refreshing" product. But the way it is presented, a red colour drink with the attributes of being light and refreshing, make people believe that it is worth to use. As we see it is commonly used by us all whereas its consumption does not give a refreshing feel or it is refreshing but for a while like we consume it when we feel extremely thirsty during summers. However such cool, sweet and refreshing drinks damage our liver and its function in the long run. The high amount of sugar and preservatives are bad for health and people are supposed to realize it. However the company holds a significant importance in Pakistan and people rely on such drinks irrespective of the hazardous aspects of them. It appears that these products have become a part of our culture whereas it disrupts the normal functioning of the body in the long run. However the company holds a significant importance in Pakistan and people rely on such drinks irrespective of the hazardous aspects of them. It appears that these products have become a part of our culture whereas it disrupts the normal functioning of the body in the long run.

#### 4.4.2 Qarshi Ispaghool Advertisement

*“Roz ka healthy dose Qarshi Ispaghool”*

*(Healthy dose for daily routine)*

**Figure 8**

*Qarshi Ispaghool*



**Table 9**

*Qarshi Ispaghool advertisement analysis*

Company	Advertisement	Form of Stibbe's Story
Qarshi	Roz ka healthy dose Qarshi Ispaghool	<p><b>Framing:</b> people are made to believe that company's product is of best quality.</p> <p><b>Salience:</b> it is obvious as the trigger words 'healthy dose' are used to grab the attention of the customers</p>

The company regards ispaghol as a healthy dose for daily usage. The use of adjective “healthy and adverb “daily” tend to seek the attention of the customers to recommend the product. The company claims that the use of the product on daily basis keeps the people healthy. So whosoever wants to be healthy is directed to consume the product on daily basis considering it a healthy dose for daily routine. The company grabs the attention of the people by giving them a solution of being healthy by utilizing their own product as it states that a single dose on daily basis makes the people healthy.

Two stories from Stibbe’s modal can be analyzed here which are framing and salience. The use of adjectives highlights the significance of the product and frame a new story in the minds of the people. Thus fulfils its aim to persuade a majority of people for the usage of their particular product. Salience is also obvious here as the emphasis is on one particular product which is considered healthy. Although ispaghol is good for health purposes it supports the stomach for its better functioning whereas company has got something really special or may be their product is best than the product of others. It suggests one should buy Qarshi ispaghol in order to be healthy.

## 4.5 Company 05 SHAN

### 4.5.1 Shan Shoop Noodles Advertisement

*“Shan Shoop Noodles: For kids of all ages”*

**Figure 9**

*Shan Shoop Noodles*



**Table 10***Shan Shoop Noodles Advertisement analysis*

<b>Company</b>	<b>Advertisement</b>	<b>Form of Stibbe's Story</b>
Shan	Shan Shoop Noodles: For kids of all ages	<b>Salience:</b> trigger words like "all ages" make the product reliable for the kids of all ages.

The company recommends its product for the kids of all ages. Noodles is a processed food and it isn't healthy at all for the children whereas the company claims that kids of all age groups can eat noodles.

Its significance is highlighted by the phrase 'all ages' like it is worth useful for the children of all age groups. This is how a story is created and developed among the people through the use of trigger words like "all ages." This highly recommended food is not a healthy item to consume. Salience is highly significant here as these noodles are meant for the kids of all age groups whereas it isn't healthy at all and causes obesity and laziness among children. From toddlers till teenagers are utterly dependent on junk food like noodles which is a serious matter to ponder upon as the food we consume is highly associated with our bodily health. Furthermore consumption of healthy food must be ensured for the good health and fitness of growing children.

Sadly we see that kids prefer such junk over healthy food and face health issues which is discouraged by Eco-linguistics as such aforementioned claims are regarded as destructive discourses. It aims to highlight such issues to maintain a balance in ecosystem. It is utterly wrong that such products are given way more importance than the healthy food items.



#### 4.5.2 Shan Cooking Sauces Advertisement

*“Taste like home, Takes you home”*

**Figure 10**

*Shan Cooking Sauces*



**Table 11**

*Shan Cooking Sauces Advertisement analysis*

Company	Advertisement	Form of Stibbe's Story
Shan	“Taste like home, Takes you home.”	<b>Framing:</b> The repetition of words and ideas at the same time (taste like home,...) initiates the connection between the customers and the company. Furthermore, use of simile and alliteration also endorse the company's agenda.

The company claims that their sauces have the same taste like home. If one wants to have the same taste like home they must buy their products. The taste is same

to an extent that one also feels like home. Use of simile “taste like home” suggests its goodness and quality. It appeals to the gustatory senses of the people and attracts them towards the product that it has the same taste of homely products. The company tends to highlight the quality of their product by laying emphasis on the words such as ‘home’. Repetition of the consonant ‘t’ further makes it eye catchy which deliberately seek the attention of the customers.

It deals with evaluation – one of the story in Stibbe’s model that frames a new mind set among people through the use of positive appraisal for the product. The company promises that their product is good, pure and its flavor reminds customer of their home. This is how it persuades the people to use their product. On real grounds, it can be analyzed that the preservatives used in such products made them purely unhealthy. However the company states that they taste like home. The symbol of home is used to attract the audience as they start believing in such products. They consider it better to buy such products instead of organic food. In addition, their busy life schedule paves the way for the usage of such products with the notion that they are reliable.

Framing theory of Stibbe’s model is also obvious here as a new story is inculcated in the minds of the people so as to make them believe that they can consume such product to have home like taste. It suggests the use of language for persuasion purposes instilling in the people the idea of relying on products which contain homely taste. Salience can also be observed in the aforementioned text of the advertisement as positive appraisal ‘like home’ is employed.

## 4.6 Company 06 K&N's

### 4.6.1 K&N's Chicken Advertisement

*“Safe and healthy Chicken”*

**Figure 11**

*K&N's Chicken*



**Table 12**

*K&N's Chicken advertisement analysis*

Company	Advertisement	Form of Stibbe's Story
K&N'S	“Safe and healthy Chicken”	<p><b>Framing:</b> Customers are given the idea that they are utilizing the chicken which is not only safe but also healthy.</p> <p><b>Salience:</b> Trigger words “safe and healthy” are used to give importance to the product.</p>

Pakistani company K&N's claims to provide "Safe and healthy Chicken" that attracts a large number of customers due to the use of adjectives "safe" and "healthy". They claim so however on scientific ground has been proved that broiler chicken is unhealthy and for sure not safe to consume. Broiler chicken is way to fulfill the demands of meat whereas it results in many diseases whereas the use of adjectives make this chicken appears to be healthy and safe but that could be a reference to its packaging and cleanliness as compare to the chicken available in local markets.

Such linguistic elements form a story in the minds of the customers that the product they are consuming is safe and healthy however this is how a company promotes its agenda and triggers the emotion of the people.

Their positive attitude towards the product has become obvious. Furthermore the tagline "All natural chicken" is highly ironic as it is not natural. The way such poultry farms are managed, the feed that is given to the chicks so that they can grow up in a quick and easy way, does not suit the phrase "all natural chicken". It is purely impure and result in severe health issues which are vast to be enlisted here. However we see that people do use such products considering them safe and healthy which hints at the success of company for its numerous consumers.

Framing theory of Stibbe's model is obvious here as a new thought is being generated by the company which encapsulates a large audience who tend to think that they use the best products considering them "safe and healthy". However, it is just a persuasion technique on the part of the company for the sake of consumerism.

Such products are meant to fulfill the requirements of meat whereas they result in numerous diseases and people of all ages have to suffer badly from them. Thus the claim of the company proves to be wrong.

#### 4.6.2 K&N's Deline Breakfast Sausage Advertisement

*K&N's Deline: "Protein power breakfast"*

**Figure 12**

*K&N's Deline Breakfast Sausage*



**Table 13**

*K&N's Deline Breakfast Sausage Advertisement analysis*

Company	Advertisement	Form of Stibbe's story
K&N'S	'Protein power breakfast'	<p><b>Salience:</b> the words "protein power" are utilized to endorse the company's agenda that their product is good for health and gives energy to its customers.</p> <p><b>Framing:</b> Customers are made to realize and believe that the significant product is providing them the required energy.</p>

The start of the day must be with a good and healthy breakfast. So the company claims that their products can be regarded as powerful breakfast as they contain high quality proteins. The adjective power protein with the repetition of consonant 'p' lay emphasis on the quality of the product and also appeals to the customers to rely on their products.

If someone wants to have a good and even powerful breakfast he must start his day with K&N's delinea. It frames a significant story in the minds of the readers or the customers that in order to be powerful they must consume such products which are full of proteins. However the underlying reality is opposite to it.

The advertisement under discussion not only seeks the attention of the people but also creates a different story in their minds. They start relying on such substitutes which do not prove to be beneficial for them as the consumption of broiler chicken results in different diseases. In summary, chicken can be a part of a healthy diet when consumed in moderation and if it is prepared in a healthy way. However, the healthiness of a specific product like K&N's Deline breakfast is worthy to note as the chicken they use can never be termed as "good for health" or healthy.

People do understand that the available chicken is not good for health as it is given an entirely impure diet which becomes the reason of several health issue. However such dogmas by the companies do force them to rely on their products. Simultaneously, considering it good for health is a matter of great concern. Such products are also endorsed by celebrities but it does not make the product a good fit for consumption. Therefore such discourses must be discouraged instead of working on their promotions.

## 4.7 Company 07 TAPAL

### 4.7.1 Tapal Family Mixture Tea Advertisement

*“Tapal family mixture ka strong cup apni family k naam*

*Meri family meri strength”*

*Translation: A strong cup of Tapal family mixture for my family*

*My family my strength*

**Figure 13**

*Tapal Family Mixture Tea*



**Table 14**

*Tapal Family Mixture Tea advertisement analysis*

Company	Advertisement	Form of Stibbe's Story
Tapal	Tapal family mixture ka strong cup apni family k naam Meri family meri strength Translation: A strong cup of Tapal family mixture for my family My family my strength	<b>Framing:</b> An idea is inculcated among the people that if someone wants to make his family strong, he can rely on the under discussion product. This is

		<p>how a new mind set is created.</p> <p><b>Identity:</b> Those who will use the current product will be able to strengthen their family. So the strength of the family is associated with a particular product.</p>
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The company claims that Tapal family mixture is the strongest tea for one's family. As family is considered one's strength so in order to make it a real strength one should rely on Tapal family mixture as the name itself suggests that it is made for the family. Furthermore the use of possessive adjective "my" reflects that in order to make our family strong we have to use this significant product. The use of adjective "strong" also lay emphasis on the same idea.

Use of such intense adjectives manifest a significant story in the minds of the customers. It reshapes their thought. They tend to believe that such products are their real strength to make their family strong. Furthermore, "family mixture" suggests that it is a reliable product and made for the whole family, irrespective of the idea that likes or dislikes could be different. The company contemplates that it is meant for the whole family. It promotes an ideology that one's family can become one's strength while depending upon that particular product. Thus it grabs the attention of the audience and attracts customers towards their product neglecting the side effects of their product.



#### 4.7.2 Tapal Green Tea Advertisement

*Tapal Green Tea: “You need you”*

**Figure 14**

*Tapal Green Tea*



**Table 15**

*Tapal Green Tea advertisement Analysis*

Company	Advertisement	Form of Stibbe’s Story
Tapal	“You need You”	<b>Identity:</b> The advertisement says that whoever will buy the product, he will get to know about himself. He will be able to explore his own self.

Company’s three words sentence “You need you” instantaneously grab the attention of the people by proclaiming that if someone needs oneself one should trust tapal in this regard. The brand emulates the customers to take time out for themselves and enjoy the real tastes of the world. Repetition of second person pronoun “you” seems to be a direct address to the customers it appears to be a product which is related to the consumers particularly. It enables them to find out their real self. This is how the consumers are persuaded for the usage of one particular product. It makes the customers realize their own value and worth which is being attached with the product.

Through the use of salience, repetition of pronoun “you” a new frame is inscribed on the minds of the people that it is their basic need to be themselves and the products proclaims to help them in this regard. Consumption of green tea can be good for health if taken in right quantity and proportion, however the tagline “you need you” definitely paves the way for commercial and financial gains.

## 4.8 Company 08 MITCHELL’S

### 4.8.1 Mitchell’s Jam Advertisement

*Mitchell’s jam jellies and Marmalade “Bursting with the goodness of real fruit”*

**Figure 15**

*Mitchell’s jam jellies and Marmalade*



**Table 16**

*Mitchell's jam jellies and Marmalade advertisement analysis*

Company	Advertisement	Form of Stibbe's Story
Mitchell's	Mitchell's jam jellies and Marmalade  "Bursting with the goodness of real fruit."	<b>Salience:</b> The word "bursting" suggests that the products are filled with real goodness and have the taste of real fruit. However, the real or original fruit gets changed after processing.

Mitchell's manifests the idea that its all products like jam, jellies and marmalade are made of real fruits and truly pure and genuine. The use of the word "bursting" has an immense impact on the customers that their products are filled with the goodness of real fruits and they are also of best quality as the word "goodness" suggests the quality of the product. The use of visual imagery "bursting with" creates an overwhelming impact on the customers who seem to believe that the products are really filled with best quality ingredients.

The persuading techniques are quite obvious through the use of certain linguistic features as language is the tool to have an influence over others and the words constitute a powerful impact on the people.

The real fruits can be categorized as processed food due to the addition of preservatives. Furthermore freshness of the real fruits cannot be observed in the food or product. The consumption of such food items can be hazardous for the health because of huge amount of sugar and preservatives. The real fruit contain freshness but it is no more fresh when cooked and converted into jam. However, it is obvious that Mitchell's is one of the oldest and ancient companies of Pakistan and people rely on their products as they believe that these products are good and fresh.

#### 4.8.2 Mitchell's Jam another Advertisement

*“A whole lot of love”*

**Table 17**

*Mitchell's advertisement analysis*

Company	Advertisement	Form of Stibbe's Story
Mitchell's	A whole lot of love	<b>Framing:</b> The company claims to have the products which promote “love”. Thus it deals with an emotional connection and grab the attention of the audience, forming a new thought among people.

The brand implies that its products are a chain of love. All the products truly represent love. The use such words like “love’ initiates the thought that having such products can develop a sense of love among the family members. Furthermore it also refers to the company’s love and care for its customers. Such words develop an emotional connection between the company and customers and the later seems to believe that all the products by the company are highly reliable.

Thus a story is developed among the people who become the regular customers of the company and enable the brand to advance and make further progress. Whereas the question arises are these products really good for health? The diction of the advertisement is creating an emotional connection between the company and customers that they work for the betterment of the people and have feeling of love and care for them. Educated people and those who are really health conscious don’t rely on such items. On the other hand a large number of people are really attracted towards such products.

## 4.9 Company 09 PEEK FREANS

### 4.9.1 Peek Freans Cupcake Advertisement

*“Peek Freans cake up real goodness inside”*

**Figure 16**

*Peek Freans cake up*



**Table 18**

*Peek Freans cake up advertisement analysis*

Company	Advertisement	Form of Stibbe's Story
Peak Freans	“Peek Freans cake up real goodness inside.”	<b>Framing:</b> Catchy words like “real goodness inside” suggest that the product is of the best quality. A thought is created among the customers in this way.

Peak Freans is one of the most famous and ancient brand of Pakistan which keeps introducing new products for its customers. It claims that its cupcakes contain real goodness. The use of word “inside” suggest the quality of ingredients as the company manifests that the product is made of best quality ingredients.

Stibbe’s story –framing is obvious here as the company tend to frame a new idea in the minds of the people that their products contain real goodness inside them. This is how it convinces it customers to rely on these products. On real grounds it can be observed that such food items containing refine flour, sugar and artificial flavours are not good for health. However the use of adjective “goodness” exhibits another story. Such products are used widely and one of the factors is their publicity through advertisements.

#### 4.9.2 Peek Freans Donut Advertisement

*“Ready to spread smile with Peek Freans icing coated, sprinkle covered, cream filled donuts cakes. Turn up the beat and move your feet because with delicious donuts you just gonna smile to the groove”.*

**Figure 17**

*Peek Freans Donut cakes*



**Table 19***Peek Freans Donut cakes advertisement analysis*

<b>Comapny</b>	<b>Advertisement</b>	<b>Form of Stibbe's Story</b>
Peak Freans	“Ready to spread smile with Peek Freans icing coated, sprinkle covered, and cream filled donuts cakes. Turn up the beat and move your feet because with delicious donuts you just gonna smile to the groove.”	Saliience: Adjectives have been utilized for the donuts to make the product eye catching. The rhyiming words like ‘beat and feet’ further endorse the same ideology that the product is worthy for usage.

The brand states that in order be happy and having smile on face, one should grab these most scrumptious donut cakes. The use of several adjectives “icy coated”, “sprinkle covered” and “cream filled” not only reflects the quality of products but also create mental images to grab the attention of the audience. It further invites the customers to enjoy their food with music as the sentence “turn up the beat and move your feet” suggest festive mood. In addition the use of rhyiming words like ‘beat’ and ‘feet’ make the advertisement more appealing and convincing. The phrase “delicious donuts” tend to convince the customers that donut shape cakes are really tasty that they would keep smiling after eating them. So their product guarantees smile to the customers. Through the use of their product one can always be happy and the smile on his face will also be permanent as well.

Such advertisements seems relevant to Stibbe’s one of the story that is saliience as the product is highlighted through the use of intense adjectives which also create a story in the minds of the customers that the usage of particular product can make them happy. However one can never be happy just by eating a particular food. It is just a way to present a product so that people would find it good to consume, whereas such

products are not good for health and they cannot make anybody happy whatever their claim is.

#### 4.10 Company 10 NATIONAL

##### 4.10.1 National Recipes Mixes Advertisement

*National Recipes Mixes “nai soch k naiy zaiqy”*

*Translation: “New tastes of new thoughts”*

**Figure 18**

*National Recipes Mixes*



**Table 20**

*National Recipes Mixes advertisement analysis*

Company	Advertisement	Form of Stibbe’s Story
National	National Recipes Mixes “nai soch k naiy zaiqy” Translation: “New tastes of new thoughts”	<b>Ideology:</b> Through the use of repetition (new tastes of new thoughts) it has been communicated that spices of the company are in accordance with modern age. It has been claimed that the spices are also the updated



		ones. Whether they are organic or not?
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Being one of the oldest company of Pakistan, National keep introducing new spices for various dishes. In busy life, people tend to rely on these packed spices instead of making them at home on their own. The company states its spices as the most updated and in accordance with the needs and demands of the people. The repetition of the words “new” not only signifies its importance but also states that it deals with the modern world or era.

Through the use of salience company makes its product reliable. It invites people by using positive appraisal and intense adjectives for its products. Furthermore it reflects that whosoever will use those product can be termed as modern as the taste of their spices develop modern and new thoughts among people. This is how a new story is developed and people start relying on such products considering them beneficial without knowing all ingredients. However we see that in the past people used to have freshly grind spices which were not only organic but of significant taste which cannot be found in this modern era as packed food is no match for freshly grinded masalas.

#### 4.10.2 National Recipes Mixes another Advertisement

*“Hmary khany hmara piyar”*

*Translation: “our food our love”*

**Figure 19**

*National Recipes Mixes*



**Table 21***National Recipes Mixes another advertisement analysis*

Company	Advertisement	Form of Stibbe's Story
<b>National</b>	<p>“Hmary khany hmara piyar”</p> <p>Translation: “our food our love”</p>	<p><b>Framing:</b> It has been claimed that the users of the product will be able share love as the company's product is associated with love.</p>

The company considers that the food is symbolic of love and delicious dishes spread love among people. The use of possessive adjective ‘Our’ gives a sense of possession as well that we can make our food delicious through the use of National spices which will spread love among us.

Food is linked with love which triggers a significant thought among people that in order to spread love, one must rely on National spices. This is how a story is developed in the minds of the people which persuade them to buy a particular product. A link is provided among food, love and spices by the company to make customers believe that these spices are reliable. In their busy life they find it a good substitute whereas the reality is opposite to it. The spices contain preservatives and they are not fresh and organic anymore. The busy life schedule of the people and availability of such products in the market along with such advertisements compel people to rely on these products which appears to be time saving however they don't contain the real taste of the past when the spices were organic and freshly grinded. However, the sentiments of the people are triggered by the use of such catchy phrases “hamary khany hmara pyar.” People are attracted towards such products because of the language used in the advertisements. Thus a new thought is created among the people.

## CHAPTER 5

### CONCLUSION

This chapter is the conclusion and summation of the research. The collected data has been analyzed and the results are mentioned in this last chapter of the study. The text of advertisements and its significance in terms of its promotion has been highlighted and discussed in detail.

#### 5.1 Findings of the Study

The current research shows that the people of modern era are highly dependent upon various edible products of daily usage considering them good for health. They seem to believe that they use the products of best quality which is a matter of great concern. All the above mentioned products and their usage state that they are considered a good substitute for the healthy products like milk powder by Nestle bunyaad, Chicken by K&N's and Sabroso, drinks like Jam-e-shireen and Nestle juices etc . However these are really hazardous for our health.

Every single product has been observed in detail. The language and diction is focused upon as the words have various shades and serve different purposes. The use of fancy language like adjectives, metaphors, similes not only pave the way for consumerism but also tend to make customers believe that they are using reliable products.

Whereas we see that now a days people face lot more health issues which they have never faced in the past. Not only adults but also children are suffering from severe health issues. Food is one of the important factors in this regard as whatever we consume has a direct effect on our health. The advertisements and their language tend to attract a large audience to make their business grow whereas they damage the ecosystem through their products. Most of the products that we use can be avoided as they are of no good like juices instead we the consumers can eat fruit which are good and healthy. The usage of jams, sauces and drinks can be curtailed after knowing their horrific effects on health.

The people tend to believe that they choose the best product for their daily use whereas these products damage their health badly. It is said that words have a great

impact on our personality so psychologically people are made dependent on various products for the smooth running of the businesses of companies. However health issues are clearly obvious which are to be addressed. The advertisements deal with discourses which are destructive as they destroy human health and disturb the balance of ecosystem. Instead of creating awareness regarding the benefits of organic food, companies focus on their business irrespective of the damages which are done by their products.

Advertisements play a significant role in influencing consumer behavior, including their choices in using food products. While not all advertisements are manipulative, many use persuasive techniques to encourage people to buy and use specific food items. Following are the ways which attract customers.

Advertisements often tap into consumers' emotions, making them feel happy, nostalgic, or even anxious. These emotional connections can drive people to seek comfort in certain food products. For example, a fast-food chain might use images of happy families enjoying their meals to create a sense of belonging. Like discussed above "a sip means the world" just a sip of a drink will give the users a taste of whole world.

Advertisements can create a desire for specific food products by showcasing them in an appealing way. This can include close-up shots of delicious-looking dishes, emphasizing the taste, aroma, and texture to stimulate cravings. It is also done by the usage of adjectives and attributes which create images in the mind of the viewers. Thus it seeks their attention.

They often show people who are relatable or aspirational, consuming particular food products. This can create a sense of social acceptance and influence individuals to try those products to fit in or aspire to a certain lifestyle. The same is the case with the language and choice of words. Such phrases, adjectives and metaphors are employed which create a sense of trust among people who think that they can rely on a particular product.

Advertisements also use health-related claims, such as "low-fat," "gluten-free," or "all-natural," to make consumers believe that a product is better for the people. These claims can influence people to choose these products, thinking they are making

healthier choices. As Tapal claims that their tea is meant for the strength of the whole family. If a family wants to be strong, their product is a good fit for them.

Advertisements often create a sense of urgency by promoting limited-time offers or scarcity, encouraging consumers to act quickly and make a purchase before the opportunity disappears. As mentioned in one of the above advertisement “this summer” (omore ad) and “new tastes of new thoughts (National ad) ...etc. Omore brings taste according to the season and national bring flavors according to the modern era. These are persuasive techniques to seek the attention of the consumers.

Advertisements sometimes compare their product favorably with competitors, highlighting its superiority in terms of taste, price, or quality. This can sway consumers toward their product. It is also done by language where the company claims to have best products of the world like Fruita vitals says “a sip means the world”. Their product is as good that even a sip of the juice can bring the real taste of whole world. Implicitly the company claims that they have best products.

Consistent and repetitive advertising helps build brand recognition and can lead to consumers choosing familiar brands over others simply because they are more recognizable and seem trustworthy. For instance Mitchell’s since 1933 claims to have best products due to updated advertisements. Qarshi jam-e-shireen is also doing the same by coming up with the updated version of advertisements.

Advertisements can engage multiple senses, such as sight and sound, to create a sensory experience that makes the food product more appealing. For example, the sizzling sound of a burger on a grill can trigger hunger. Furthermore use of adjectives and repetition of same phrases seeks the attention of the consumers.

It's important to note that all advertisements are manipulative, and many food companies do not adhere to ethical advertising practices that provide consumers with accurate information about their products. Nevertheless, consumers should be critical and discerning when evaluating food advertisements and make informed choices based on their own health and dietary preferences. Regulatory authorities in many countries also have guidelines in place to ensure that advertisements do not make false or misleading claims which should be strictly followed in Pakistan as well.

## 5.2 Research Questions Discussion

The study aimed to analyze the linguistic aspects of advertisements with regard to Stibbe's model of Eco-linguistics which has been done successfully and efficiently as the researcher has explored the underlying meaning of the advertisements to bring awareness among people about the consumerism strategies and persuasion techniques of the advertisement companies. The linguistic aspects have been analyzed in detail to check their impact on the minds of the people who start depending upon a product because it has been presented with a specific purpose of persuasion. It has become obvious that the choice of words and their various shades capture the thoughts of the people on a larger scale and influence them to an extent that they start relying on the products of the various companies. Following research question has been analyzed in detail.

**Question (i)** What kind of stories are developed in the minds of the customers by product manufacturers through advertisements?

It has been observed that the words play a significant role in persuasion. The linguistic features which are utilized in the advertisements are made attractive and catchy that they seek the attention of the people. Through the use of adjectives like "all pure, safe and healthy", "real goodness inside" "a sip means the world" a thought is instilled in the minds of the customers that they have got the best quality products. Apart from any statistics, a question arises that whether the products are good or not? As these products are not organic, pure and even original. Juices contain high amount of sugar which should not be utilized. However, slogans, tag lines and the whole advertisement do play a role in convincing people.

**Question (ii)** How do the companies employ linguistic features in their advertisements to seek the attention of the customers?

Language is a significant tool for communication and persuasion. The role of advertisements in establishing a company is an undeniable fact. The use of linguistic features is also important as words have their own power and they can influence people. Companies also employ metaphor, adjectives, pronouns, rhyming words to grab the attention of the customers. As it has been observed in text analysis of the advertisements

that selection of words is done intentionally to preach a dogma like “safe and healthy chicken” by K&N’S.

### **5.3 Conclusion**

The role of advertisements in persuading people is undeniably significant. Advertisements are a powerful tool used by businesses and organizations to influence consumer behavior, shape perceptions, and ultimately drive sales or support for a particular cause. They employ various techniques and strategies to capture the attention of their target audience and convey a compelling message. Firstly, advertisements create awareness. They introduce consumers to products, services, or ideas that they may not have been previously familiar with. This initial exposure is essential in the persuasion process because people cannot be influenced by something they do not know exists. Moreover, advertisements appeal to emotions and desires. They often tap into people's aspirations, fears, and dreams, creating a strong emotional connection. Whether it's the promise of happiness through a particular product, the fear of missing out on a limited-time offer, or the desire to support a social cause, emotions play a pivotal role in swaying people's decisions.

Advertisements also provide information. They offer details about the features, benefits, and unique selling points of a product or service. This information is crucial for potential consumers to make informed choices. It gives them reasons to believe in the value of what is being advertised. Additionally, advertisements use social proof and endorsements. By showcasing testimonials, expert opinions, or the endorsement of celebrities and influencers along with the usage of fancy language advertisements leverage the power of authority and the wisdom of the crowd. People often feel more confident in their decisions when they believe that others have made the same choice. They also think that they are selecting the right product.

Visual and auditory elements in advertisements, such as captivating visuals, jingles, and slogans, enhance their persuasiveness. These elements create a memorable and recognizable brand identity, making it more likely that the audience will remember and be influenced by the message.

In conclusion, advertisements are a multifaceted tool that play a pivotal role in persuading people. They generate awareness, evoke emotions, provide information,

leverage social proof, and utilize various sensory elements to create a persuasive message. While their influence may vary depending on the audience and context, there is no doubt that advertisements are a potent force in shaping people's decisions and behavior. However, Eco-linguistics can play a vital role in negating the discourse of advertisements that promote unsustainable consumption and environmental degradation. By critically analyzing and reshaping the language and messaging in advertising, ecolinguists can contribute to a shift towards more environmentally responsible and sustainable marketing practices. This, in turn, can influence consumer behavior and support the broader goals of environmental sustainability.

Eco-linguistics plays a vital role in advertisements by promoting environmentally responsible and sustainable practices in marketing and communication. It encourages advertisers to use language that reflects sustainability, ethics, and social responsibility, reframing products and services in a more eco-conscious light. Eco-linguistics helps identify and combat green washing, holding companies accountable for their environmental claims. It educates consumers about advertising language tactics, enabling them to critically assess ads. Moreover, Eco-linguistics advocates for eco-conscious storytelling to emotionally engage consumers in sustainable choices. It contributes to the development of new, universally understood eco-friendly terminology and collaborates with environmental organizations to support their campaigns. Eco-linguists work towards ethical advertising standards, pushing for increased environmental literacy in advertisements, ultimately fostering a more responsible and environmentally conscious advertising landscape.

#### **5.4 Recommendation for Further Research**

The current study has explored the content and text of 10 Pakistani food companies. Two advertisements of each company have been analyzed. Furthermore it has been made limited to the edible items. However, further research can be done on cosmetics and beauty products like 'fair n lovely' and "skin white cream" etc to explore more about the strategies of advertisement companies. This extended research will enable the researchers to dig deep into the psyche of advertisement companies who run their businesses through the techniques of persuasion by damaging not only the health of the people but also the whole ecosystem due to the adverse effects of their products.



It would bring much awareness among the people to save themselves and their environment.

In depth study on a larger scale will further enable the people or customers to explore and identify agendas of the companies. Not only edible items but also the cosmetics, home appliances and accessories are being advertised for the purpose of seeking the attention of the customers which can be highlighted by creating awareness among the people. The reliability of products can also bring to the front for education and awareness purposes. This will not only help the people but also the companies and their owners to review their products and agendas. Thus the aim of Eco-linguistics will be fulfilled in supporting and protecting environment and ecosystem.

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