

**LANGUGE OF ECO-FRIENDLY
NARRATIVES: A MULTIMODAL ANALYSIS
OF E-ADVERTISEMENTS**

BY

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LANGUGE OF ECO-FRIENDLY NARRATIVES: A MULTIMODAL ANALYSIS OF E-ADVERTISEMENTS

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Candidate of **Master of Philosophy** at the National University of Modern Languages does hereby declare that the thesis **Language of Eco-Friendly Narratives: A Multimodal Analysis of E-Advertisement** submitted by me in partial fulfilment of my MPhil degree, is my original work, and has not been submitted or published earlier. I also solemnly declare that it shall not, in the future, be submitted by me for obtaining any other degree from this or any other university or institution.

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ABSTRACT

Title: Language of Eco-Friendly Narratives: A Multimodal Analysis of E-Advertisement

Advertisers use multimodal features for branding, promotion, and publicity effects. Advertisement creators use both language and non-verbal signs and symbols to convey the intentions of the advertisers and to achieve the best results from it. Language and images are complementary to each other as they both aid each other in meaning-making. This research study has attempted to explore the salience of eco-friendly narratives and hidden meanings of metaphorical representation in e-advertisements by using verbal and non-verbal analysis. The analysis of the e-advertisements is carried out to look at how the ecological narratives are presented in the e-advertisements by using verbal and non-verbal modes. The study's theoretical framework is based on an integrated model which includes Kress and Van Leeuwen's Multimodality model and the Ecolinguistics model by Stibbe. The sample data for the study is selected through purposive sampling technique and is consisted of 16 e-advertisements taken from online resources. The study analyzed verbal and non-verbal features of the advertisement using insights from the theoretical frameworks. Non-verbal elements include lead, emblem, and display while the verbal elements included for the data analysis are salience and metaphor. The salient ecological narratives are analyzed through verbal and non-verbal analysis and hidden meanings behind metaphorical representation are brought into the light to see how ecological narratives bring out hidden meanings. The findings of the study reveal that advertisers use eco-friendly narratives to manipulate the viewers' interpretation of the advertisements. The use of multiple modes by linking them with the environment manipulates the viewers to get attracted to the product.

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DEDICATION

This thesis is dedicated to my parents and teachers for their love, endless support, and encouragement throughout my entire academic career which made me capable of opting for high endeavors in my life.

CHAPTER 1

INTRODUCTION

Advertisements are increasingly penetrating people's daily lives, playing an increasingly important role, whether through traditional media tools, such as newspapers, books, and letters, or modern media tools, such as television, computers, mobile phones, or other network terminals. Advertisements can be found anywhere and it is believed that advertising has become one of the indispensable elements of human society. Advertisements inevitably surround people's lives today. Advertisers use colorful features and verbal techniques together to convey their intentions attractively. Advertisements provide information to people about different products and services through different techniques. These are multimodal discourses in which the text consists of complex resources of meanings. In the advertisements, there are signs in the form of words, images, sounds, gestures, and objects. These various signs are also called multimodal as Anstey and Bull (2010) said, a text is called multimodal if the text is manifested from two or more combined semiotic systems. Overall there are five types of semiotic systems namely; linguistic, visual, audio, gestural, and location. There are various semiotic techniques used in advertising to make them more attractive and appealing.

Nowadays advertisements are being evolved into e-advertisements. E-advertisements, with information technology, are rapidly developing. Texts are now multimodal, combining words with moving images, sound, color, and a range of photographic, drawn, or digitally created visuals (Bearne & Wolstencroft, 2007). Visual language has become more and more important in all aspects, especially in advertising. The multimodal feature of e- advertising is evidence of its use of various semiotic resources, such as language, image, sound, font, and color to better convey the connotation and to obtain the best advertising effects. As Bazalgette and Buckingham (2013) state this all-encompassing approach (multimodality) is now urgently needed because digital technologies are making it easier to combine many modes in one text. Multimodal discourses exist widely and experts have carried out a lot of research on the interpretation of multimodal discourses.

Advertisers create hidden meanings through different ideas without any relevance to the concept of the advertised product (Chasanah, 2020). These help

advertisers to attract people towards a product. One such attraction is made by linking the advertisements with the environment. The ecological-based features of advertisements provide a chance for advertisers to promote their product and also to link it with the immediate environment. Environmental features are made part of advertisements to attract people towards the product.

Such a link between language and environment is dealt with under the umbrella of 'Eco-linguistics which Stibbe (2015) calls an aid in the search for new forms of language that inspire people to protect the natural world. Ecological interests are presented through language and they promote a healthy natural environment. These advertisements in a way become a tool for the preservation of the environment by promoting eco-friendly narratives through these advertisements. As Carvalho (2005) puts it, "There has been a surge of academic interest in the representation of the environment in discourse and the media". This representation of the environment in the advertisements makes these advertisements a part of the natural world. However, advertisers may use these advertisements to mislead audiences too through these claims of protection of the environment. Advertisers manipulate people's attitudes through inculcation of eco-friendly narratives in the advertisements using verbal and non-verbal techniques.

The current study explores the persuasive and attractive modes and written language of e-advertisement that deal with the environment. Advertising is an art of persuasion and can attack any of the senses be it sight, hearing, touch, smell, or taste. Marketers adopt different ways to communicate their message to the customers about their products through all sorts of media be it print or electronic (television, online shopping sites, internet applications, etc.). Through these ways, marketers also tend to attract the customers' attention to environment friendly narratives using written language and other semiotic resources.

By keeping this background in view, the study aims to apply multimodal analysis to e-advertisements to see how they are presenting eco-friendly narratives but deep down they may have hidden meanings of persuasion and deception. These eco-friendly advertisements may have other roles in persuading people to buy the product through environment-friendly claims. This study analyzes such advertisements. These e-advertisements have been taken from online resources and a reason for selecting these e-advertisements is that they have huge viewership. The inculcation of eco-friendly

narratives through language and other semiotic resources provides the basis for the application of multimodal analysis in the current study. A critical analysis of e-advertisements is carried out to look at the narratives that are presented either verbally or non-verbally to see how they are presented for the preservation of our environment they may have the hidden agenda of branding to persuade people to buy the product. It has been seen whether these ads are eco-friendly or not. The analysis of eco-friendly narratives brings out how advertisers use environmental features to attract people toward a product.

1.1 Statement of The Problem

Advertisers use advertising as a persuasive strategy to get people attracted towards a product or service. Advertisements cover nature as important entity to add natural elements in the advertisements. Advertisers make these ads attractive by showing that these are protecting the natural world. They are using salient ecological narratives through verbal and non-verbal modes to make their ads full of eco-friendly narratives. The metaphorical representations are used by the advertisers to bring into mind of people the natural substances through different products. They claim to protect the natural environment by using environmental elements. But there is a need to look at the advertisements whether they are eco-friendly or not. A critical analysis of e-advertisements can reveal whether these eco-friendly advertisements are actually playing a part in preserving the environment or are only misleading the audiences through environment-friendly claims.

1.2. Objectives of the Study

The objectives of the study are:

1. To explore the advertiser's use of salience in the eco-friendly narratives of products' e-advertisements.
2. To investigate the use of hidden meanings in the metaphorical representations in the e-advertisements.

1.3 Research Questions

The research questions of the study are as follows:

1. How do advertisers use the salience of eco-friendly narratives to sell their products in e-advertisements through verbal and non-verbal modes?
2. What are the hidden meanings of the metaphors used in e-advertisements?

1.4 Significance of the Study

The purpose of the present study is to bring out verbal and non-verbal elements of e-advertisements to look at how they are making environment-friendly claims but actually, they are misleading the audiences by only promoting branding. This study brings out the hidden meaning of persuasion and deception through eco-friendly claims. These claims are only made for branding and promoting a product.

The multimodal analysis provides a chance to look at both the verbal and non-verbal elements as presented in the e-advertisements. Whether the advertisements are actually environment friendly or not has been brought out through analysis of verbal and non-verbal modes. The analysis of e-advertisements also provides the ground for the study to be more digitally oriented.

Academically, the research provides help to promote not only Ecolinguistics but also strengthens its link with multimodality. The analysis of linguistic elements promotes the role language can play in the safety of the environment. The multimodal analysis of environmental e-advertisements provides a chance for other researchers to contribute to Ecolinguistics studies in the future.

Practically, this study brings out an application of Kress and Leeuwen's Model and Stibbe's Model together on the e-advertisements based on the environmental elements. This contributes to the application of multimodality in Ecolinguistics.

The findings of the study are an aid for future researchers to work in the area of Ecolinguistics to not only promote this field in the Pakistani context but also to provide ways for marketers and advertisers to stop manipulating audiences. This also helps the advertisers to make advertisements actually environment friendly to play their part in the preservation of the environment.

1.5 Delimitation of the Study

The current research study is delimited to the e-advertisements of the products, which are taken from online resources. The present study is delimited to the e-advertisements of the products being used in Pakistan. Additionally, this study only analyses the multiple modes of communication of the advertisements by using Kress and Leuween's multimodality and the metaphors and salience stories of Stibbe's Ecolinguistics model.

1.6 Organization of Study

Chapter one deals with the introduction of the study. The key concepts related to the study are introduced by referring to scholarly works. Furthermore, it also presents the objectives, research questions and the significance of the research.

Chapter two of the study consists of a review of the related literature for the study. The previous research done in relation to the domain of the present topic has been analyzed and the critical reviews of different researches have been presented to look at the contributions of previous researchers.

Chapter three presents the research methodology used for the study. The research design, method, sampling procedures, and method of analysis have been the focus of this chapter.

Chapter four is about the description of the selected data for the study and analysis of the selected sample has been presented in this chapter.

Chapter five presents findings of the study. The discussion and conclusion of the study has been provided in this chapter based on the findings. The recommendations are also added in this chapter. It further relates the research findings to the research objectives.

CHAPTER 2

LITERATURE REVIEW

This chapter deals with defining the concepts of multimodality and ecolinguistics in light of the works of researchers by providing what they contributed to these areas of study. The concept of multimodality is seen through the lens of research studies on different types of advertisements and by looking at how it is dealt with in different studies from the perspective of Ecolinguistics. The present study aims to look at advertisements to explore the hidden meanings of eco-friendly narratives. This chapter provides a review of the relevant literature.

2.1 Multimodality

Multimodality or multimodal discourse analysis provides the tools and techniques to analyze texts that employ more than one mode of discourse. It is interesting to see how different semiotic resources are deployed simultaneously in the process of making the intended meaning well-projected by the advertisement designers to the viewers and the potential buyers of the advertised product. As articulated by the work of Halliday (1985), Hodge and Kress (1988), and Kress and Leeuwen (2006), multimodal communication is comprised of multiple —modes or communicative forms (i.e., digital, visual, spatial, musical, etc.) within various sign systems that carry meanings recognized and understood by a social collective. According to Christie (2005), multimodality refers to more than one mode of communication being used simultaneously in a text with its meaning being built not only verbally, but also through visual images and sometimes through sounds. Multimodality has been taking place since the early signs of communication when drawings or paintings used to be made on walls for people to communicate their ideas. Communication becomes more strong and more impressive when various signs and symbols are combined to convey meanings in a multimodal text.

Within multimodal linguistics, there have been attempts to find more analytical methods for investigating multimodal artifact interpretation. It has been relatively natural for linguistic accounts that focus on linguistic function rather than one form to broaden their attention to artifacts other than verbal —text, construed narrowly. (Bateman, 2013). A prime example of work of this kind is that of the social semiotic

tradition developed by Halliday and colleagues, called systemic-functional linguistics (commonly abbreviated as SFL: Halliday 1978). "Multimodal analysis refers to the process of interpreting and making sense of qualitative data in projects that mix verbal and non-verbal forms of information" (Lingga, Matondang & Perangin-andin, 2021). These different modes of communication help in creating meanings in a multimodal text.

2.2 Multimodal Advertisements

Advertising is the area of marketing concerned with the communication of information by the company to the market or the market participants. At the center of marketing is the commercial or private customer with his purchasing decision. Advertisement has grown popular as an effective medium of modern business. It plays a pivotal role in modern marketing and it is one of the major and effective forms of promotion of products and services (Haruna & Raphael, 2022). These advertisements are used to provide information to the audience about a product or service in a way that grasps their attention very easily. The basis of purchasing decisions is information. Advertisers tries to communicate this information in such a way that the company positively distinguishes itself from its competitors so that customers are motivated to make the purchase. Multimodality in advertising suggests the use of different communicative modes in a single advertisement (Pan, 2015). The use of multimodal features in advertisements is very common now. In the face of the growing diversity and ever-increasing interchangeability of products, advertising has evolved into a critical competitive factor in marketing. Advertising media includes TV advertising (commercials), radio features, print advertisements, billboards, and advertising letters (direct mail). These all apply multimodal techniques for better advertising effects. Advertisement creators use both language and non-verbal signs and symbols to convey the intentions of the advertisers and to achieve the best results from it. Language and images are complementary to each other as they both aid each other in meaning-making. Language is clearly understood by people through words and images are tools to grab the attention of the viewers. Thus, advertisers in a multimodal advertisement apply various semiotic resources to convey their intentions. "Multimodality has become a dominant feature of modern advertising"(ibid). These features create meanings that are tools for garbing the attention of the viewers. These multiple modes are effective

for promotion and branding. This became the reason why advertisers are using more and more semiotic modes to create advertisements for their products.

Researchers work on multimodal features of advertisements. These include cosmetic surgery advertising (Lirola & Chovanec, 2012), advertisements of educational institutions (Bilal, Asghar & Nawaz, 2021), magazine beauty products (Afzal, 2020), Disney animated movie posters (Sajid & Buzdar, 2021), war on terror in Pakistani newspapers (Jabeen, Tasheem & Khanam, 2021), gender stereotypes (Tehseem, Sibtain & Obaid, 2018), Pak-US relations in political cartoons (trckpva & Ahmed, 2018), housing project advertisements (Rabbani, & Anwar, 2020). etc.

2.3 Semiotic Analysis of Advertisements

Multimodality views communication and representation as more than language; it places more attention on other modes of communication such as the visual mode of images, gesture, gaze, posture, color, typography, composition, etc. (Leeuwen, 2005; Kress and Leeuwen, 2006; Machin, 2007; Jewitt, 2009). These elements transfer and generate meaning, especially with each other. Kress and Leeuwen (2006) state the meaning potential of individual elements is the element's ability to convey meaning. However, it is possible to realize an element's full meaning only if it exists as a collective whole (Kress & Leeuwen, 2006). The mission of Multimodal Discourse Analysis (MDA) is to understand the power and meaning of texts activating several modes such as visual, verbal, and aural. The systematic deconstruction of texts through semiotic analysis is possible with this new trend in discourse analysis.

To Jewitt (2009) there are three different approaches to conduct multimodal analysis. The first approach is referred to as the social semiotic multimodality (Jewitt, 2009). This approach focuses on meaning-making through choices. The second approach is MDA, which was also developed by Kress and Leeuwen (2001) and follows Halliday's (1978) work. The distinction between these two approaches is their emphasis on the sign-maker. While the social semiotic multimodality approach places higher emphasis on the sign-maker, the MDA approach places low emphasis on the sign-maker. Finally, the third approach that Jewitt (2009) outlines is multimodal interactional analysis. He points out, that this approach addresses a dimension of the social semiotic that conventional multimodal analysis does not seem to address

commonly and focuses on how multimodal texts are interfaced with and mediated by people.

Advertisers use multimodal features for branding, promotion, and publicity effects. Martínez, Mujic and Downing (2013) have worked on a corpus of advertisements by analyzing narratives of the advertisements from the perspective of multimodality. The study was grounded on normativity, multimodality, and social semiotic theories of communication. The focus was on TV advertisements rather than print media. Multimodal analysis of narratives helped the researcher to find out the fact that language, sound, and images contribute to the goals of the advertisers. Multimodal discourse analysis has become an emerging field and it helps to bring to light the meaning of various semiotic resources employed in a text. Akmal, Latiffani and Almeina (2022) have analyzed the Grab Food advertisements by watching and observing the TV Advertisements. The descriptive qualitative research method helped the researcher to analyze various semiotic resources of the advertisements. Various elements of multimodal text help to create the best advertising effects. Working on TV commercials, Noriega (2012) applied multimodal discourse analysis to three TV commercials to see how advertising discourses can shape body image ideologies. The aim was to look at the construction of a relationship between health and beauty through TV commercials. It was found that the advertisers mostly used non-health-related products under the healthism discourses. Multimodality encompasses advertisements of various products and services. In another work on multimodality, Suryani, Sinar and Zein (2021) worked on Wardah Islamic beauty product advertisements. Halliday Metafunction component (2004) and Kress and Leeuwen (2006) models were applied to look at verbal and non-verbal elements of advertisements. These elements help to convey the messages, goals, and intentions of the producers to the audience.

Rosa (2014) analyzed the Sunsilk Nutrient Shampoo Ginseng advertisement by using a semiotic approach that focuses on the multimodal system proposed by Cheong (2004). Meanwhile, this research analyzed multimodal not only focusing on Cheong's theory but also Kress and Leeuwen (2001) theory and Halliday and Matthiessen's (2004) systemic functional linguistics. In another study based on multimodality, Sari and Noverino (2021) analyzed the Pantene shampoo advertisements from the Indonesian context. The study applied theories of Halliday's Transitivity System (2014) and Kress and Leeuwen's (2006). The research was qualitative and a descriptive method

of analysis was used. The non-verbal aspects of advertisements were analyzed to see how these are persuasive and attractive. The analysis was based on how the beauty of women is described through strong hair. This implies the use of persuasive methods to attract the audience.

Multimodality encompasses various themes and aspects. In another study, Bholke (2006) analyzed the advertisements for weight management drugs. The gendered body norms and female physical empowerment were analyzed to see how the female image is presented in the advertisements in a pattern of social thinking. Multimodal analysis contributes to communicating to the viewers through visual images and conveying the message by persuading them. Visual and linguistic elements are important communication devices in advertisements. Olowu and Akinkurolere (2015) worked on advertisements of malaria drugs by applying multimodal analysis. Kress and Leeuwen's Multimodal Discourse Analysis model was followed to look at the advertisements of malaria drugs which include posters, stickers, and drug literature advertisements. It was found that colors, pictures, symbols, icons, and postures enhance the meanings of advertisements along with linguistic features.

Multimodality helps in creating meaning in an advertisement. Next, Guo and Feng (2017) analyzed World Cup advertisements from the perspective of representational meaning, interactive meaning, and compositional meaning and focused on visual grammar but did not analyze the generic structure of the advertisement. This research analyzed multimodal focus on semiotic systems (linguistic, audio, visual image, gesture, and location) by using Kress and Leeuwen's multimodal theory, Halliday's systemic functional linguistic theory, and Cheong's generic structure theory. Then, Amatullah et al. (2019) analyzed beauty advertisements by focusing on lipstick products by applying a social semiotic approach. Different semiotic resources like linguistic, visual, audio, gestural, and place have been analyzed to find out the process of meaning-making as contained in beauty advertisements. The descriptive study reveals how visual and verbal elements are in harmony to complete the meaning-making process.

"Advertisement is a discourse genre in which both textual and visual modes are employed for attaining communicative goals" (El-Sayed, 2018). He researched to explore text-image relations in print advertisements. The descriptive-qualitative analysis method helped the researcher to analyze both verbal language and visual

images of eight print advertisements selected randomly. The work was grounded on Martinec and Salway's System of text-image relation and Cheong's Generic Structure Potential (GSP). The findings revealed that the integration of imagery and text serves to convey the intended meanings of the advertisers. Magazines also use multimodal features to convey stories. Lingga, Matondang and Perangin-angin (2022) aimed to describe the meanings of perfume advertisements through multimodal analysis. The descriptive-qualitative method was used to look at the complementary meanings through language and visualization. The meanings examined were representational, interactive, and compositional.

Pan (2015) attempted to analyze features of multimodality in billboard advertising concerning translation by applying the Relevance Theory (Sperber & Wilson, 1986). Non-verbal elements are also important in providing context for the advertisements. These are needed to be considered too in translation. Non-verbal elements provide contextual effects for the translation of linguistic aspects. These effects help in understanding the context of the audience's environment through non-verbal elements.

Pranata (2019) in his work on multimodality has analyzed the H&M video commercial "A Magical Holiday". The analysis was based on modes namely linguistic, audio, spatial, oral, visual, and gestural. The findings of the work reveal how in a video all different modes help in creating meanings that persuade people. Similarly, Yanti (2021) focused on how the complexity of meanings is conveyed not only through language but also through non-verbal and other visual modes. He applied multimodal analysis to Energen's advertisements through different semiotic modes like linguistic, verbal, audio, gestural, and spatial. The study involved observation methods with recording and note-taking techniques. By applying Anstey and Bull (2010) theory of multimodality, it was found that multimodality creates meanings that help the audiences to understand the message well. In a similar study, Sinar (2021) analyzed Sprite advertisements. The semiotic approach was used along with a descriptive method to look at the advertisements. The data was in the form of images taken from the videos. The multimodal elements helped in conveying meaning and also in making the advertisements brighter.

Suphaborwornrat and Punkasirikul (2022) aimed to investigate verbal and visual semiotic resources along with cultural aspects in online soft drink

advertisements. The 58 advertisements of the Coca-Cola brand were taken from the US official Instagram account of the brand. Nilsen (1979), Kress and Van Leeuwen (2006), Harrison (2008), and Hofstede et al. (2010) theories were employed as a lens for data analysis. The findings of the study reveal that the brand colour, hashtag, positive image, and verbal and semiotic resources all contribute to promoting the brand. The multimodal features help the advertisers to achieve the best advertising effects. Fang (2019) analyzed the multimodal features of metaphors to show how metaphors are also modes of thinking and cognitive processes rather than being a linguistic phenomenon only. Advertisements employ multimodal features to persuade people towards a particular brand or service. The researcher in the current study explored milk and Coca-Cola advertisements to show the significance of multimodal metaphors of advertisements. This may help in finding out a new model of multimodality for further research.

Semiotic resources are used by advertisers to promote a particular brand. Febrianti (2013) aimed to work on analyzing the multimodality of semiotic resources in several Indonesian print advertisements. The meanings are expressed through verbal and visual elements. Both verbal and visual components combined can tell about people's beliefs, and trends. Lifestyles and financial conditions. Semiotic resources are used in advertisements according to the target audience and their conditions of living and preferences. Multimodal analysis enables us to look at the advertiser's intentions of promoting a product or service. Haruna and Raphael (2022) calls visual communication 'as a veritable means of communicating very serious issues metaphorically'. The focus of the current study was on analyzing advertisements in Nigerian newspapers through Multimodal Discourse Analysis. The newspaper advertisements were analyzed to see how images, pictures, symbols, etc. help advertisers to communicate adequately. It was found that various semiotic devices are used to attract the attention of the readers to persuade them.

Covid-19, a widespread pandemic has attracted the attention of advertisers and researchers too. Mustika, Zein and Rahimah (2022) have focused on verbal and visual data on COVID-19 in Indonesian and Arabic versions of advertisements. The analysis was based on language metafunctions (Halliday, 1985) through six processes. The application of Halliday's (1985) and Kress & Leeuwen's (2006) models helped the multimodal analysis of the selected advertisements by looking at how meanings are

constructed and interpreted. The words and images are found to be linked to give coherent meanings.

Purba (2020) worked on analyzing the structure of the print advertisement of 'Suzuki Ertiga Car' through multimodal analysis. Cheong's (2004) and Kress's (2009) theories were applied to the verbal and visual analysis. It was found that the verbal components announcement, enhancer, emblem, tag, and call and visit information were found in the advertisements. The visual components lead, display, and emblem were found in the advertisements. All these elements are tools of the advertisers to persuade people to get attracted to the product. Multimodal features develop the interest of the audience in the advertisements.

In another study, Hartono, Prima and Dewobroto (2022) focused on working on green cosmetics in Indonesia by analyzing Garnier advertisements. The green advertising shows how people can work for environmental change through their buying preferences. The study aimed to reveal the use of linguistic features (e.g. positive, adjectives, pronouns, repetitions, etc.) and visual features of green advertising. Multimodal Critical Discourse Analysis helped the researcher analyze the linguistic and verbal features of advertisements

Multimodal analysis is now being used by researchers and scholars to uncover the meanings behind advertisements. There is a need to look at the multimodal aspects of advertisements from an Eco-linguistics perspective to see how different semiotic modes are used to convey meanings as linked with ecology. So the present study is an attempt to look at e-advertisements based on environmental friendly claims but with deep meaning of deception. The link between multimodality and Ecolinguistics has been strengthened through this study.

2.4 Ecolinguistics Analysis of Advertisements

Ecolinguistics serves to present the relationship between people, living conditions, and the environment (Yuniawan, 2018). The close connection among humans, other organisms and the physical environment helps to develop sustainable relationships among different species. The relationship between language and environment is established through the field of Eco-linguistics. "Eco-linguistics is viewed as a new branch of linguistics concerned with the interaction between human beings and nature (Ali, 2019). It deals with studying ecology through language. The

focus of Eco-linguistics is on studying texts that are about environmental or ecological issues. The main concern of Eco-linguistics is to bring out how language is related to environment and environmental issues. It also investigates the relationship of humans among themselves, to other organisms, and the nature by combining ecology and linguistics. Steffensen and Fill (2013) traced the emergence and development of Eco-linguistics. The four approaches namely symbolic ecology, natural ecology, sociocultural and cognitive ecology have provided grounds for Eco-linguistics. "Eco-linguistics is a scientific enterprise that aspires to grasp the complexities of the-thing-we-call-language and, on the other, it attempts to reach beyond the scientific community by raising consciousness about the interdependence between discursive practices and ecological devastation (ibid).

Stibbe (2014) mentions that Eco-linguistics literature focuses on the discourses of environmentalism. The critical analysis of these discourses focuses on the hidden messages that are against the goals of natural protection. This discipline of Eco-linguistics is concerned with the discoveries of consumerism and advertising. The analysis of such discourses provides ground for the search for new discourses that are beneficial for the system that supports life.

In a study, Gad (2018) analyzed the Press Real Estate Advertisements in Egypt to carry out a linguistic analysis of print media. The focus was on investigating the link between language and ecology to see the link of linguistics with the ecosystem. The ecological variations include linguistic variation which strengthens the link between language and ecology. The embedded ecological contexts in the advertisements were the main focus of the study through linguistic means by applying a quasi-experimental approach for the analysis. Representation of language along with ecology is the main focus of Eco-linguistics studies. In a similar study, Zhang (2018) worked on analyzing the discourse of 20 real estate advertisements in the context of China. The ecological features link the advertisements to the natural world and Eco-linguistics guides the advertisers in this line. By working through Ecological Philosophy (Guowen, 2016) and Green Grammar (Halliday, 1990), the work highlights the fact that outdoor advertisements of real estate are not ecological and there is a need to develop a relationship between man and nature through eco-centric advertising. In this line, Eco-linguistics can guide advertisers and strengthen the relationship between man and nature.

Norton and Hulme (2019) has focused on climate change stories appearing in UK newspapers. The data was comprised of editorials from 2001, 2007, and 2015 to see how the stories in the editorials incorporate climate change stories. The conceptual frame is based on Stibbe (2015) and CDA which is called 'Eco-linguistically-oriented CDA' for the study. The narrative appeal has gained public salience. Technological advancement, investment, and modernism have also gained more importance with time. The Eco-linguistics analysis of the editorials highlights the presence of salient Eco modernist stories in print media of 2015. This also suggests how with the advancement print media has also shifted its concerns to ecologically modern representation in editorials.

Environmental issues should be incorporated into every nation's curriculum to equip future generations with the necessary foundations to protect and enhance the ecology (Algea, 2022). The focus of the work was on analyzing EFL textbooks in the Indonesian context to see how environmental Education (EE) is incorporated into textbooks. The study was based on Kress and Leuween's Visual Grammar and Stibbe's Eco-linguistics framework. The analysis aimed to unpack EFL contexts to see how these textbooks are portraying Eco-linguistics and to what extent. The textbooks only highlight the beauty and ecotourism spots and they must bring out the ecological consciousness for the learners. Eco-linguistics encompasses various fields and materials for its analysis. Textbooks also promote environmental education by focusing on environmental issues. Therefore, Mliless and Larouz (2018) aimed to work on the analysis of 14 environmental texts from ELT textbooks in Moroccan high schools. The analysis was from an Eco-linguistics perspective. The content analysis approach was adopted to see how environmental education (EE) is taught to students through textbooks. Euphemism, agency, and passive voices are used to analyze the texts from textbooks. The use of passive voice part ways of nature and humans and they are not in direct contact. It was suggested there is a need to reconsider the EE in the textbooks to raise awareness regarding environmental issues through teaching of English language.

In another research, Trčková, (2016) worked on "Representation of Nature in Ecotourism Advertising" to bring out the dominance of nature or humans in these advertisements. The image of nature is presented as holistic and without the dominance of humans over it. Several discursive devices are used to show nature's hold over itself through using lexis specific to nature. The aspects of nature were mentioned as

prominent as they are presented as 'actors' while the humans occupied the role of 'goals' (processes). This brings out the environment as an active agent controlling itself and leaving the humans aside by maintaining a clear dividing line between these two.

Franklin, Gavins and Mehl (2022) conducted a corpus-assisted Eco-linguistics analysis of plastic discourse in the UK. An analysis of a thematic corpus of 5.6 million words of UK English around plastic was conducted. The aim was to examine people's thinking about plastic reuse through language and to inform them about the best plastic communication. A corpus software was used to analyze the corpus of UK English. The findings of the study under the lens of Eco-linguistics surround the language of plastic packaging and reuse. The discourses found from the analysis reflect how they are harmful to the ecosophy. In another work, Shafique (2022) aimed to examine the language of 10 advertisements of fuel-supplying companies. The content analysis method (Marring, 2004) has provided a means to analyze print advertisements. The theoretical ground of the study was the Metaphor theory by Layoff (1980) and its extension by Krzeszowski (1993). The fuel supply is linked to natural resources and its advertisements also portray natural protection. The qualitative analysis in the study brings into light how these advertisements are used for hiding the negative ecological values with positive values and the real purpose behind these advertisements is manipulation for promotional purposes. This suggests that advertisers revise the content of advertisements to play their part in ecological protection.

Advertisers use language in a way to achieve their objectives. Allam and Ullah (2021) examined the use of metaphoric advertisement to achieve the desired advertising objectives. The focus was on the use of metaphors in advertisement as an Eco-linguistics appraisal. The results showed the metaphors have appeal for viewers and they are persuaded to buy the advertised product. This use of metaphor is harmful to the environment as they give more importance to the product than to the environment. Duzhan and Kao (2020) has worked on the influence of green advertising and analyzed the advertising effect on environmental protection. The advertisements have effects on people when they are concerned with the environment. The experimental study technique was used to see the influence of green advertising design. The factors affecting advertising effect and the benefits of green marketing are highlighted through the study.

The environment in an advertisement can be foregrounded or backgrounded through different linguistic techniques. Eco-linguistics frameworks provide linguistic techniques to focus on the portrayal of natural elements in advertisements. In another study, Fouad (2019) focused on the exploration of linguistic devices to correlate them with the techniques of erasure and salience in the selected Egyptian newspaper articles. The study aimed to cover Swine flu in Egypt. It was determined whether the linguistic techniques were beneficial or destructive. The results showed how the animal world is erased presenting destructive discourse from an Eco-linguistics perspective.

Ahmed, Ain and Ghilzai (2021) investigated the use of metaphors in advertisements to see how they are used to attract consumers to the products. Different advertisements from the official websites of multinational brands were taken to analyze them from the perspective of Eco-linguistics. The research was grounded in the theory of Conceptual Metaphors by Lakoff and Johnson (2008) and Stibbe's (2015) Model of Eco-linguistics. The findings of the present study showed how advertisers grab the attention of the audiences towards a product through the use of different metaphors. This study highlights the scope of Eco-linguistics research in the Pakistani context. Vermenych (2020) analyzed conceptual metaphors with the source concept of ecology. The focus was on English documentaries on ecological problems which is called the genre of ecological filmic discourse. The verbal and visual nodes were analyzed thus making the study multimodal. By using conceptual metaphor, the study aimed to identify conceptual metaphors about ecological concerns in documentaries, the motivation between target and source domains and to understand the role of visual and verbal modes in the process of metaphor emergence. Thus these multiple modes in conceptual metaphor help in raising awareness regarding ecology in people.

Alghamdi (2019) aimed to present an Eco-linguistics analysis of Al-Badah animal proverbs to bring out the representation of human-animal relationships. The data was comprised of 31 proverbs which were analyzed qualitatively along with a quantitative statement of the proportion of human-animal lexical information. The focus of the study was on investigating the representation of metaphorical animal proverbs and their link to the ecosystem. Cultural and social aspects highlight the interdependence of the human-animal relationship in protecting the environment which correlates to the idea of Eco-linguistics. In another work, Myhill (2021) aimed to explore how the discourses of responsibility are socially constructed in environmental

campaign posters. The researcher used 20 environmental campaign posters concerning litter and plastic pollution. The theoretical framework for the study was based on Van Dijk's Socio-cognitive Approach to CDA (2008a; 2017) and Stibbe's Eco-linguistics (2015). The work highlights that discourses of responsibility are socially constructed through frames, framing, and erasure. Metaphors also guide to frame discourses of responsibilities and ecological identities are developed for the viewers to be concerned about environmental issues.

Commercialism aims at exploiting human feelings and the benefits of producers. In an analysis of beauty metaphors, Gill, Kausar, and Khan (2021) analyzed skin whitening cream advertisements from the Pakistani context. Fairclough's CDA and Stratal Model of Martin (1993b), and Halliday (1985), provide grounds for analysis. Ecological analysis of Grammatical Metaphor suggests how these beauty advertisements are promoting destructive discourses for society's ecology and are putting aside the norms of society only for commercialism. The study aimed to help the masses have lexio-grammatical awareness to decode these destructive discourses. Irfan, Shahzadi, Hussain, Naqvi and Awan (2021) have worked on Eco-linguistics in the Pakistani context. In this work, the focus was on analyzing the ecological perspective of English language learning in Pakistan. The research aimed to find out the link between language and ecology and the link of language learning with ecology and Eco-linguistics. The data was comprised of a list of vocabulary related to the environment which was taken from journals, book chapters, published newspapers, conference papers, research articles, websites, and online resources. The findings suggest that there is a shift in language learning but there is also a need to promote ecological shift by introducing Eco-linguistics as a separate field. For this language planning needs to be revised.

In light of the literature, the present study is an attempt to present a multimodal analysis of e-advertisements from an Ecolinguistics perspective. The study aims to analyze the eco-friendly narratives made in e-advertisements to see whether they are eco-friendly or if they are making such claims to deceive or manipulate the audiences. The application of multimodality and Ecolinguistics has been done using Kress and Leeuwen's model (2006) and Stibbe's Model (2015) respectively in the Pakistani context.

CHAPTER 3

RESEARCH METHODOLOGY

This chapter presents the research methodology used in the present study. The chapter consists of sections on research design, population of the study, sample size, data collection process, method of data analysis, and theoretical framework of the study.

3.1 Research Design

The research design of the present study is qualitative. The linguistic and non-linguistic modes of communication designed in the advertisements are analyzed qualitatively. Different categories of e-advertisements are analyzed. The linguistic analysis of the advertisements includes salience and metaphors, while the non-linguistic analysis includes lead, display, and emblem. The linguistic modes of communication are analyzed with the help of the theoretical framework of Stibbe's Ecolinguistics stories of metaphors and salience and non-linguistic elements are analyzed using Kress and Van Leeuwen's Multimodality model.

3.2 Sample of the Study

The purposive sampling has been used in the present study. The researcher has selected e-advertisements from the online resources for advertisements of different products. Four categories are taken as these are the products which are used by people in daily life are taken as a sample for the present study. Four e-advertisements have been selected from each category according to the purpose of the study. The sample selected represents the advertisements of different categories. These e-advertisements have been analyzed according to the framework designed for the study to analyze verbal and non-verbal modes to look at the deeper meanings in discourses with environmental-friendly claims.

3.3.1 Sample size

The sample of the study is consisted of sixteen e-advertisements and the size of the sample is kept limited as the study is qualitative and qualitative analysis doesn't depend on large number but rather on the qualitative description and analysis. The sample of the study has been divided into four categories of products based on the daily usage. The four categories are foods and drinks, detergents and cleaners, energy, and

electronic devices. These categories have been selected based on the availability of the advertisements and the purpose of the research study. These categories of products are representative of the advertisements. Foods and drinks contain edibles such as fruits, vegetables, water, juices, and cold drinks, which state that these elements are helping to keep the environment sustainable. Detergents and cleansers include washing powders for stains and different cleaners for home tasks to keep the clothes and home clean and fresh. Energy contains advertisements about energy resources such as oil, lubricants, gases, solar etc. to portray how these energy resources are helping to make the atmosphere free from carbon emissions. Electronic devices contain advertisements for environmentally friendly electronic products. These different ads of different categories make the sample representative of the media presentation of the environment. These different types of ads show how advertisers through ads for different products are claiming to be eco-friendly.

The details of the sample are given below:

Table 1.

Sample Size

S. No	Category	Total Ads	Name of Brand/Company
1	Foods & Drinks	4	Heinz, Lipton, Aqua Green, Hilal
2	Detergents and cleaners	4	Ariel, Windex, Dettol, Wavy
3	Energy	4	PSO, Hascol, BH Solar, Shell
4	Electronic devices	4	
Total		16	

3.4 Data Collection Process

The data for the research study has been taken from online resources to take different e-advertisements of the different products. Only those advertisements have been taken that meet the research objectives of the eco-friendliness of the products and

the presence of metaphors in the advertisements. Internet Download Manager (IDM) has been used to download the advertisements in image form.

3.5 Data Analysis Procedure

Multimodal analysis is used as a method of data analysis to analyze the linguistic and non-linguistic modes of communication. Linguistic and non-linguistic elements of each advertisement are analyzed separately to see how advertisers make eco-friendly claims explicitly and implicitly. The linguistic analysis is based on the stories of metaphors and salience present in e-advertisements. The non-linguistic analysis is based on lead, emblem, and the display of the advertisements. First, the modes of communication, such as images, texts, signs, symbols, color codes, themes, logos, dress codes, etc., have been identified to highlight how the position and size of the objects, the locus of attention, and the products' logos have been displayed in the advertisements. Secondly, lead, emblem, and display are analyzed with Stibbe's framework to determine the impact of salience and the use of metaphors in advertisements for creating hidden meanings. The discussion has been made to see how these eco-friendly narratives, through the techniques of salience and metaphor, mislead audiences.

3.6 Theoretical Framework

Kress and Leeuwen's concept of multimodality gives us a look at how communication is comprised of not only written or spoken words but of images too. Multimodal focuses on various semiotic modes that help together in the meaning-making process. Whether it's a color, a symbol, or an image it conveys something to us. Ecolinguistics deals with the function of the language and the natural world. It deals with providing aspects of language that help to protect the natural world. This theory provides the forms of language that deal with the natural environment and its various elements. Both multimodality and Ecolinguistic theories provide a theoretical framework for the study. The researcher has chosen elements from both theories to form the analytical framework for the study. For the present study, an integrated model has been developed to analyze the data based on the two theories. One is the multimodality model by Kress and Leeuwen (2006) and the other is Stibbe's Model of Ecolinguistics (2015). The researcher has developed the analytical framework for the study by

combining multimodality and Ecolinguistics according to the purpose of the study. The details are given below:

3.6.1 Multimodality

Multimodality or multimodal discourse analysis provides the tools and techniques to analyze texts that employ more than one mode of discourse. It is interesting to see how different semiotic resources are deployed simultaneously in the process of making the intended meaning well-projected by the advertisement designers to the viewers and the potential buyers of the advertised product. Multimodal communication is comprised of multiple modes or communicative forms (i.e., digital, visual, spatial, musical, etc.) within various sign systems that carry meanings recognized and understood by a social collective. Multimodality refers to more than one mode of communication being used simultaneously in a text with its meaning being built not only verbally, but also through visual images and sometimes through sounds. For the present study, an analytical model has been applied by combining two theories and multimodality provides ways to analyze data as method of analysis. The elements chosen from the Multimodality model by Kress and Van Leeuwen (2006) are as follows:

3.6.1.1 Lead.

Lead is the main part of an advertisement. This element plays an important role in print advertisements, displayed in size, position, and/or color which should have the potential to create an impression and meaning for the user. Locus of Attention (LoA) serves as the core of advertising messages, displayed in size and color with a distinctive quality compared with other visual components. LoA functions as a liaison and focuses public attention on specific parts.

3.6.1.2 Display.

Display is a visualization of a product or service in the advertisement. The visual component display serves to describe the product in a real and explicit way, but the implicit function shown here is the realization of products or services that are not real to become real through another medium.

3.6.1.3 Emblem.

The visual element Emblem is visually realized through the advertised product logos of the product. Emblem provides identity or status for the product lying on any side to adjust the proportion of the advertisement texts. The emblem position is anywhere in the advertisements. The logos have been analyzed to see their link with the environment.

3.6.2 Stibbe's Model of Eco-linguistics

The following elements of Stibbe's Model (2015) are being taken in the study:

1. Metaphor
2. Salience

The details are given below:

3.6.2.1 Metaphor:

Metaphor uses trigger words to bring to mind a clear area of life. These words help to conceptualize a completely different area of life. Metaphors provide a source domain through vocabulary and structures to go towards a target domain. These help to realize a distinct area from the source domain. In the present study, metaphors are analyzed from the e-advertisements to look at how they are presenting eco-friendly narratives. Advertisers have used metaphors to trigger a target domain into viewers' minds to manipulate their thinking toward a particular brand.

3.6.2.2 Salience:

Salience provides prominence to certain elements in the advertisement. There can be low or high salience. Salience concerns whether a particular phenomenon is presented saliently or prominently through linguistic devices or not. In the present study, linguistic elements are analyzed to see what they are presenting saliently. The technique of salience is analyzed through metonymies, abstraction, basic-level words, and homogenization. The wording of e-advertisements has been analyzed to see what is presented saliently.

The present study thus attempts to use an analytical model by using an integrated model based on Multimodality and Ecolinguistics. Multimodality has provided grounds for non-linguistic analysis and Ecolinguistics has given a framework

for linguistic analysis of the selected sample. This helped the researcher to bring out eco-friendly narratives from the e-advertisements of different categories which helped in bringing out the findings of the study.

3.7 Summary of the Chapter

This chapter presents the research methodology of the study. This study follows a qualitative research design to explore natural environmental substances in an in-depth way by linking them to real-life experiences. A total of 16 advertisements have been taken as a sample for the study by using the purposive sampling technique. Four categories of advertisements, such as foods and drinks, detergents and cleaners, energy, and electronic devices, have been formulated. This study follows the multimodal data analysis of linguistic and non-linguistic elements of the advertisements, such as lead, display, emblem, salience, and metaphor, to identify the advertiser's role in manipulating the viewers' minds to increase the sale of the products. Environmental elements of the advertisements are analyzed with the help of a multimodality and Ecolinguistics model of stories of metaphor and salience. The data analysis of the study is presented in the next chapter.

CHAPTER 4

DATA ANALYSIS

This chapter presents an in-depth data analysis of the selected sixteen advertisements. Linguistics and non-linguistic elements are analyzed separately with the help of the theoretical underpinnings of the study. The linguistic analysis is based on metaphor and salience while the non-linguistic analysis is based on lead, display, and emblem. The linguistic and non-linguistic features have been separately analyzed in each advertisement.

Category # 1: Foods and Drinks

Advertisement # 1:



Non-Linguistic Elements:

1. Lead:

This advertisement presents the white and green color theme of a natural view of a plant. The natural depiction of the tomato ketchup plant adds to the beauty of the advertisement by supporting the argument that it is made from environmentally sustainable and recyclable bottle plastic. Kress & Leeuwen (2006) perceive distinct entities that are salient ('heavy') to different degrees because of their different sizes, shapes, colors, and so on. The locus of attention is the design of a plant, which instantly receives the attention of the viewer. This advertisement presents a bigger size bottle planted as a fruit on the plant, green leaves on the plant, a tomato plant portrayed in the lower left section of the advertisement, and a small size plant bottle logo containing a

symbolic leaf and a bottle in the left center, clearly portraying itself as an environment friendly product.

2. Display:

Images present a variety of meanings (Kress & Leeuwen, 2006). Multiple non-linguistic items displayed in the advertisement, such as ketchup on the plant, green fresh leaves, an apple, a plant bottle logo, and the supportive text written in green and black colors, explicitly point out that the product is prepared through natural, environmental friendly plants and is keeping the atmosphere sustainable. These images present meanings of the environment as important for the advertisers. The advertiser explicitly criticizes the competitors for not using recycled plastic bottles and for not cooperating with a greener and more sustainable environment.

3. Emblem

The textual logo of the product "HEINZ" written in black uppercase font, has been displayed on the Ketchup bottle. The emblem of the plant bottle company resembling recycling plastic and the environment is displayed in the middle of the ketchup bottle and the left center of the advertisement. This light green logo of the plant bottle contains two arrows, two green leaves, and one green bottle, which represents the beautiful and refreshing atmosphere. The company name is written in green and black colors: the plant is written in green, and the bottle is written in black, which also supports a greener environment.

Linguistic Elements

1. Salience

The portrayal of the ketchup bottle on the plant is depicted as the fruit of the plant receiving the salience in this advertisement. The red color of the bottle represents the natural fruit of the tomato, which is displayed in the lower-left corner of the advertisement. The advertiser here tries to manipulate the viewer's mind by demonstrating that the product is obtained from fresh and pure tomato plants and that the product is playing its part in making the planet safe and green. The advertiser demands the viewers too to 'plant one bottle on every table' which implies that the advertiser is asking for a greener environment. The salience is given to the plantation process which reflects growing in the natural environment. The active process of plantation (Stibbe, 2015) gives salience to the growing process which is important for the environment. The portrayal of the plant bottle, the trademark of Coca-Cola, which also uses a 100% recycled plant bottle, has been placed twice in the product, which also

has greater prominence in the advertisement because it identifies that the product is nature friendly and shows the company's investment to protect our planet.

2. Metaphor

This advertisement contains the metaphorical representation "PLANT ONE ON EVERY TABLE" which states that each table must be planted with "Heinz" ketchup. The advertiser here promotes the product through the metaphor of plantations on the dining table, which means that the advertiser wants its viewers to buy the product and serve it on every table to make the taste better. The word plant in the metaphor cooperates with the advertising agenda of "plant bottle" and the investment in a greener and safer planet, which is additionally supported by the pictorial representation of the "HEINZ" ketchup plant. This implies how the metaphor is used to conceptualize a different area (Stibbe, 2015) as plantation is supposed to be done on every table. The use of this metaphor relates dining with the plantation and to the environment.

Advertisement #2:



Non-Linguistic Elements:

1. Lead:

This advertisement has a green color theme, representing the colors of beautiful nature. This color scheme proved to be eye-catching. Generally, the green color represents nature and plants (Kress & Leeuwen, 2006) but specifically in this advertisement, it represents "green tea leaves". Even the text color is green, coinciding with "green tea," as symbolized by the green leaves coming out of the cup and spreading

on the different positions of the advertisement. The advertiser here used ecological modes of communication by designing green leaves, a splash of green tea coming out of the cup, and a slim and smart lady appearing from the splash of tea, enjoying her yoga. This poster depicts that the designer of the ad makes it more appealing and refreshing by using multiple modes of communication, such as the slim and smart lady being the outcome of having their green Lipton tea. The green flower identifies the fresh taste of the tea. The image portrayal has been promoted with the textual piece, which gives it additional support.

2. Display:

The advertiser has displayed multiple modes of communication, such as images, texts, symbols, and logos, very significantly. The locus of attention in the advertisement is the slim and smart lady coming out of the green tea cup. It indirectly mocks fat women by presenting an ideal slim figure for a lady that would appeal to the viewers to buy the product to maintain their weight. The central position of the cup and lady receives attention at a single glance as the positions put a thing into the background or foreground (Kress & Leeuwen, 2006). Moreover, the relaxing exercise of the lady enhances the interest of the viewer, who can even gain mental peace and freshness by buying this product. Additionally, the green color adds to the beauty of the display as it feels fresh and natural, which is supported by the text too, such as natural, feel the good, fresh taste, and taste good. Furthermore, the white and green color combination of the advertisement makes the display pure, cool, and naturally friendly. The intention behind all these natural modes of display is to sell their product by presenting an ideal figure with a naturally light and fresh taste.

3. Emblem:

The advertiser has designed the logo at the upper left corner and at the center of the product display, which is located at the lower left corner of the advertisement, with three colors such as yellow, white, and red. The yellow portion of the product depicts the sun, which gives energy to the product users. The product name in white with a red background is mentioned on the yellow portion of the logo, which clearly shows that the product "Lipton" gives energy to its users. The advertiser has also used the image of the sun as the sun provides positive appraisal to the people (Kress & Leeuwen, 2006).

The use of the sun by the advertiser is to persuade the readers Ecolinguistically to buy the product. Moreover, it is supported by the text "Add a little uplift to your day" too.

Linguistic Elements:

1. Salience:

The salience of this advertisement has been given to the words "Lipton" and "tea". These two words have been repeated four times. The advertisement is Eco-linguistically product-oriented, where the designer is specifically focusing on the description naturally, like the portrayal of the sun receiving energies from the sun naturally. The word 'naturally' has been given prominence in the image to relate it to the natural world. In Ecolinguistics salience brings the natural world to humans (Stibbe, 2015). Here the advertiser also wants to bring the natural world to the viewers' minds to present the product as connected to the environment. But when it comes to the product, Lipton green tea is depicted as the only source of natural energy. The placement of the product name in the center also reveals that Lipton green tea is the center of energy to uplift your day.

2. Metaphor:

The metaphor used in the present advertisement is "naturally light and fresh taste". This product shows how it helps people lose weight naturally. The advertiser wants to make it clear to their customers that this product is made up of freshly picked young leaves for a naturally light and fresh taste. It identifies that their product is naturally light, which is also depicted in the form of a slim and smart woman. Additionally, it claims to be profitable in the case of weight loss by using the metaphor of "naturally light" the source domain refers to the target domain (Stibbe, 2015). The source domain here naturally light refers to the target of a slim body like a female presented in the image. The first part of the metaphor seems to be justifying the standard of a woman's physique. These types of linguistic expressions are not eco-friendly.

Advertisement # 3:



Non Linguistics Analysis:

1. Lead:

The main image in the advertisement is of a woman who is drinking water with a focus on it. The size of the image of the woman and the bottle is larger than the rest of the images in the advertisement as they are locus of the attention in the advertisement. The size of the frame suggests a close-up or long shot (Kress & Leeuwen, 2006). The position and size of the image in the main frame make it closer to the viewer's attention. The colors in this main frame are blue and green. The bottle is also in blue and green colors. Both blue and green colors are linked to nature which shows that the advertiser has used these colors to make a connection between the advertised product and the environment. The green color is important in the environment as it is closely related to the natural environment.

The advertisement also contains two more images. One image is of the factory with an inside view and the other is the outer view of the factory. The image of the outer view contains trees but they are in the shade and are given less clarity and prominence. The images of the cars show the technicality of the modern age which is harming trees and the natural environment. The trees are only used by the advertiser to add natural elements to the advertisement. The factory's image shows the mechanical processes done on water to make it capable of storing which shows how it is not as same as fresh

water. The technique of presenting nature in the advertisement is a source of attraction for the consumers.

2. Display:

The image of the woman is given more focus in the advertisement while drinking water (Aqua Green). The closed eyes of the woman and the satisfied looks reflect how the water is a source of comfort and trust for the consumer is developed in the product. This shows the congruent display which makes water drinking a source of satisfaction and happiness for the customer. The satisfied looks of the consumers give a glimpse of trust in the drinking water. The other element of display is factory processing depicted through images of machines which serve as an explicit display of mechanical operations done at water to make it a drink. The factory processing explicitly depicts how the water is brought to the factory and processed to make it capable of storing for a long. This reduces the natural freshness of the water and makes it more like a drink stored and packed for a long. The advertiser's use of factory processing depicts the intentions of the producers who are more concerned about gaining profit from the advertisement than preserving the natural environment and its important element water (see Appendix 3).

Linguistic Analysis:

1. Salience:

The linguistic element salience makes certain entities salient in the text. The text of the image contains a repetition of "Aqua Green" as it is written in three different places. The word 'Aqua' here is used for water and green is the color of nature which depicts natural freshness. The use of such words for the brand name suggests the eco-consciousness of the advertiser to link to product to nature. The word 'drink' is used for abstract water. The more abstract the word the less it is salient (Stibbe, 2015). This shows that the water here is represented as a drink only and not as a life's essential natural substance. It is a drink only used by humans and it is not important for other species as well. The use of abstract-level words gives less prominence to the natural substance.

The advertiser has used the words eco-conscious consumers for the ones who are using the water. The Eco-conscious consumers depict humans as they are only presented as homogenous as part of a larger group of eco-conscious consumers. The

homogenization here also neglects the other species for which water is as important as for humans. Here the natural organisms are erased and salience is not given to them. The claim of eco-consciousness by the advertiser is weakened as most living organisms are erased by not mentioning them in the advertisement. This reflects that the eco-friendly claim is only made to sell the profit and to gain more profit. Another element of salience is that the water is called life-giving minerals and nutrients. The use of these words also puts water as a chemical formula. It's not about preservation about preservation of natural resources for all organisms but rather about converting water into profitable products to gain profit.

2. Metaphor:

Ecolinguistics presents metaphors that structure our concept of nature (Stibbe, 2015). The metaphor here is 'water....is a perfect evolution of nature'. The word evolution here suggests change undergoing with time. The water has undergone many changes. This means that water is no more a natural substance in its original form but rather it is in a form that has gone through many factory changes. Water is now in its changed form through machine processing and presents to us the water in packaging which can be stored. The use of such metaphor by the advertiser shows that it is part of nature but down deep it shows how it is processed and packed and thus loses its natural freshness and taste. The word nature and evolution are used by the advertiser to present its product as eco-friendly to earn more profit.

Advertisement # 4:



Non-Linguistic Elements:

1. Lead:

This advertisement was designed by "Hilal" on the occasion of "Green Peace Day." This advertisement contains three colors: light green, white, and black. By using these natural colors, the advertiser raised their steps to create a greener environment. The light green color represents the beautiful natural greenery as Kress & Leeuwen (2006) call green the color of nature; the white color represents the peace that comes due to the greener environment; and the black color represents the peaceful night. A large earth globe surrounded by ten tree symbols has been portrayed with low opacity in the center of the advertisement, which depicts the importance of the trees and greenery on the earth to keep an environment clean and fresh. The greener patch of the globe represents the earth's surface, while the rest of the portion represents water. The portrayal of natural elements such as water, the earth's surface, trees, and greenery indicates the significance of the greener atmosphere. The symbol of the World Wide Fund (WWF) with its metaphorical motto has also been depicted in the center of the Earth globe. The portrayal of the Panda," which is the symbol of peace and friendship, meets the motto of the WWF, making the environment greener.

2. Display:

Multiple modes of communication are combined in multimodal communication (Kress & Leeuwen, 2006). These are images, signs, symbols, logos, and text, which have been used to display the advertiser's core message of a greener environment on Green Peace Day. The advertiser intended to raise environmental awareness by portraying the symbols for natural substances explicitly. All of these modes of

communication support the advertiser's agenda of creating a green and peaceful environment. By portraying these symbols on Green Peace Day, the advertiser also made sure to promote his product by clearly mentioning that "Hilal" is doing its best to make the environment greener, but are you? This question implicitly persuades the buyers about whether they are making their efforts to make the environment peaceful by buying Hilal's products, which are already naturally environmentally friendly. The advertiser here mentions their efforts to create a greener environment by following all the eco-friendly rules and regulations of product manufacturing.

3. Emblem:

The emblem of the product is given in the upper right-hand corner of the advertisement. The company name "Hilal" is written in white on the red background of the triangular logo. The triangular logo contains a white border too. The company name has been displayed two times in the advertisement, one in the logo and the second in the text form in the upper middle section. The word "Hilal" itself represents the eco-friendly nature of the product. Another logo of the World Wildlife Fund (WWF), representing green peace and friendship, has also been portrayed in the center of the Earth globe. The white and black parts of the panda are associated with the Chinese symbols Yin and Yang, which demonstrate the depiction of their peace and friendship.

Linguistic Elements:

1. Salience:

The salience has been given to the Earth globe and the trees in the middle of the advertisement. The advertiser portrays how trees and greenery help create a greener environment and play an important role in human life. The textual pieces written in white with an uppercase font, such as "At Hilal, we are leading by example" and "greener environment," also have greater importance in the advertisement, where the advertiser boasts of their efforts to make environmentally friendly products. The use of bigger fonts with particular words such as "Hilal" and "greener environment" shows that the advertiser persuades the viewers to use their products to support their efforts. The specific lexical set gives prominence to a certain entity (Stibbe, 2015). Here the words greener environment gives the idea of protecting the natural world by using this product. The sole purpose of this advertisement is to urge its viewers to buy the products.

2. Metaphor:

This advertisement has the metaphorical motto of the World Wildlife Fund (WWF), such as "Green Office, a WWF initiative to reduce ecological footprint". A green office program is a practical implementation of the goal of making the environment carbon-free by reducing waste, cutting costs, and making better procurement choices. Green office certification helps the offices take steps to make the environment sustainable, as the Panda does, by spreading the collected seeds around to make the Earth rich in greenery. WWF also took the initiative to help the companies make sure that their products are not causing any harm to nature. Stibbe (2015) calls metaphors a part of our conceptual system. The advertisers want us to think in a specific way about environmental protection. By portraying the WWF logo and the metaphorical motto, the advertiser shows efforts to make organizations and the environment eco-friendly by following Panda's footprints of a greener environment. Additionally, advertisers insist that viewers act in an environmentally responsible way by paying heed to matters related to a green and peaceful environment.

Category # 2: Detergents and Cleaners

Advertisement# 1.



Non-Linguistic Elements:

1. Lead:

The advertisement is blue which reflects an important aspect of the environment. The blue color represents water and also the open sky. The open natural atmosphere of the advertisement is cool and refreshing for the eyes and is very eye-catching. The advertiser has used natural elements water, ice, and mountains covered

with snow which all are present in bright blue and white colors. The blue color presents a natural environment as Kress & Leeuwen (2006) call blue the best color for promoting calm. The water presents us with a view of a clear, cool, and refreshing cold world that is away from pollution. This brings out how the advertisement is linked to the natural world and how it is safe and secure with cooling effects away from the heat.

The position of the ice and water is near to the eyes but the description regarding the product holds the central frame. This shows how the product and its description are more prominent which helps in the promotion of the brand more and the natural elements are there to make it more appealing for the consumers and more profitable for the product.

2. Display:

The locus of attention in the display of the advertisement is the cool water with ice. Water shows a pure process (Kress & Leeuwen, 2006). Water presents the purifying process for the environment. This shows how clean and pure the environment will be if you use this product. This also links the detergent to the refreshment and pureness that it gives you if you use it. The pure, cool environment shows how the product is linked to the low temperature which is safe in the era of global warming. This reflects the implicit display as it's a source of pureness and freshness in this time of atmospheric change. This pure environment can lead people towards mental peace and freshness by getting a cool and refreshing product. This brings out the intentions of the advertisers who use this technique of adding a natural environment to bring people close to the natural world. The real intention behind the inculcation of natural elements is to sell the product more and to earn more and more profit.

3. Emblem:

The advertiser has used the logo to reflect its link to the environment. The different wheels or bubbles are used in the logo to show the running time of nature. These wheels are in different colors which are yellow, blue, and green. All of these colors of the logo are linked to the natural environment. Green is the color of nature (Kress & Leeuwen, 2006) as it is the color of trees, leaves, grass, etc. Yellow is the color of the sun and its brightness and blue is the color of water and sky which all show the connection of the product to the natural world. The use of these colors depicts how the advertiser has used them to sell the product and to gain more profit through advertising.

Linguistic Elements:

1 Salience:

The salience is given to the word 'ARIEL' through its bright red color and it appears at three different places in the advertisement. The word 'ARIEL' is bold and italicized to make it more prominent as it reflects that it is the only actor in the advertisement who can perform some task and is capable of making changes. No other actor is present in the advertisement who can do some task. An active role gives salience to an entity (Stibbe,2015). 'Washing with Ariel saves energy at home', shows the role of the product as a living actor which can save energy and can help you to participate in the preservation of the environment. Then it is also linked to 'cool cleaning' which again shows its link to the natural coolness and freshness that the product can provide to its consumers. The advertiser has used the words 'Sustainability in the media' which represents how the advertiser is conscious of presenting ecological balance through the advertisement. Sustainability provides ways to avoid the wastage of ecological resources and provides a balanced environment for healthy living. The advertised product is presented as providing a balanced environment to reflect the eco-consciousness of the advertiser and to present to us an advertisement that can grasp the attention of the consumers to buy a product that helps save the environment.

2. Metaphor:

A metaphor, to put it simply, is a story that describes something as if it were something else (Stibbe,2015). The metaphor used in the present advertisement is 'Ariel is... ENERGY SAVING HOUSE'. This metaphor shows how the product is capable of saving energy through its fast cleaning technology. 'Energy saving house' reflects that the advertised product is a way towards saving energy for our future and to preserve our natural world. The use of the word 'house' reflects how the product is safe for our house (Earth) and gives us a chance to save energy for our house. This is a way to raise concern regarding saving energy and the advertiser has used this metaphor to present to us the product in a way that is safe for our environment.

Another metaphor used in the advertisement is to make 'your home a green home'. The use of such a metaphor again links it to the natural environment. The advertised product can help you to make your home green and this will be a way to save your natural world. The green home (world) will be a way to save to natural

environment by protecting all organisms. The use of these metaphors in the advertisement shows how the advertiser has used these metaphors to present the product in such a way as to link it with the environment and to show how it plays its part in promoting an eco-friendly environment. The use of such eco-friendly narratives by the advertiser highlights its intention of promoting the brand.

Advertisement #2:



Non-Linguistic Elements:

1. Lead:

This advertisement is blue, which represents refreshing aspects of the atmosphere such as the blue sky and its reflection on the crystal water. The product is also blue, named "Windex.". It also portrays the coastal view, which shows the natural and pure atmosphere. The white sun rays also add to the beauty of the refreshing coast. The important part of the text is also written in blue, which identifies the colour theme of the advertisement. Some of the text placed on the product is also written in blue, and some of it is written in white on the blue background texture. The size of the bottle is bigger than any object in the advertisement. The bigger font size of the figure gives it additional prominence because the advertiser claims it to be 100% recovered coastal plastic.

2. Display:

The larger bottle of the product "Windex" receives attention by claiming to be made up of coastal plastic waste to make the coast pollution-free and environment-friendly. The natural environmental elements, such as the blue sky in the upper section of the ad, sunshine in the upper right corner, and coastal view in the lower half section of the advertisement, have been displayed, which depicts the natural atmosphere explicitly. The image of the product has been displayed on the left side, while the supporting description is presented on the right side. The text "committed to bottles made from 100% recovered coastal plastic, doing our part to help keep coasts clean" implicitly urges its viewers to buy products because they are making efforts to make the environment clean. The designer proved this product to be a symbol of purity, cleanliness, and environmental friendliness.

3. Emblem:

The logo of the product is only placed once in the center of the bottle, which contains the company name in a red font with a white border. The text is placed on the blue oval bordered with white. The logo also contains sunshine brightness, which explicitly supports the glass cleaner product. The white color represents shine and cleanliness. Moreover, the emblem of the company name "Windex" is repeated six times, which shows that the advertisement is product-oriented and aims to influence the reader's mind through the repetition of particular linguistic items.

Linguistic Elements:

1. Salience:

The larger bottle of product on the left side of the advertisement is receiving salience. The presence of the stars-like shine on the bottle claims it to be a reliable glass cleaner, which is further supported by the word "original". The use of the word 'original' brings it to the attention of the viewers which Stibbe (2015) also put as bringing it to the people's minds. The viewers are made to think the product is as original as the natural world. The advertiser here implicitly questions the reliability and originality of the leading competitors, which was additionally supported by the description, such as "original lab testing against leading competitor glass cleaner. The use of the phrase "original lab testing" questions the authenticity of the claim of originality by competitors.

The textual business tag lines also receive prominence where the advertiser boasts of the efforts of recycling bottles to clean coasts from waste. The designer here criticizes the competitors who are not recycling plastic waste and are not providing refilling. The sole purpose behind using natural environmental elements and mentioning recycling and refilling is to persuade the viewers to buy the product.

2. Metaphor:

This advertisement contains the metaphor "UNBEATABLE STREAK-FREE SHINE," which gives it a sense of race competition where Windex cannot be beaten. The linguistic devices of metaphors are used to communicate the assumptions underlying the idea (Stibbe, 2015). The advertiser has presented the competition among competitors of glass cleaners, where each of them is trying to win the race. The advertiser claims that Windex is a streak-free product, which indirectly warns the users about streakable products of their competitors. This claim is supported by the original lab testing against leading competitors and the fact that Windex is an original product that gives a streak-free shine to the glass. The word unbeatable is supported by this lab testing. Additionally, this claim is supported ecologically by the fact that competitors can not only beat "Windex" on a streak-free shine but also the basis of commitment to recycling, refilling, cleanliness, and the purity of the environment.

Advertisement # 3:



Non-Linguistic Elements:

1. Lead:

This advertisement presents the beautiful natural green color theme, which is particularly associated with environmental greenery, which has always proved to be human-friendly as it saves the ecology of our earth and fights against several polluted items. The green color suggests life (Kress & Leeuwen, 2006). This advertisement also portrays the safety of human beings by designing the features of the "Dettol" product in green and white. In this environment, green represents natural ingredients obtained through herbs, and white represents cleanliness, purity, and health. Multiple non-linguistic items in the form of signs, symbols, logos, and images have been displayed to identify the fighting nature and features of the "Dettol" product against germs. The larger shining guard shield protecting the family from the Coronavirus is depicted on the right side of the advertisement. The symbolism of the corona has been designed outside of the guard shield. The mother is happy with her daughter as she protects her from the Coronavirus by using Dettol. The locus of attention is the guarded portrayal of the happy family in this advertisement. The product image of Dettol, a liquid hand wash, is portrayed on the left side of the advertisement, but its size is smaller than the portrayal of a happy mother and a daughter.

2. Display:

Multiple modes of communication, such as the guarded shield, the symbols of the Coronavirus, a happy mother and a daughter, the product image, the product logo, and the supportive textual metaphor, have been displayed in this advertisement. The product image is displayed on the left side of the advertisement, which also contains

multiple modes such as the company logo, health symbol, and description of the product on the white and green background of the product bottle. This advertisement explicitly states that Dettol liquid hand wash saves its users from multiple diseases. Implicitly, the advertiser has used the manipulation technique by portraying the symbols of the Coronavirus and the portrait of a child with her mother because mothers were concerned about the health of their children against the Coronavirus. The advertiser used Coronavirus symbols to gain the attention of the mothers to use 'Dettol' to protect their children. Additionally, since no vaccine was available at that time, the designers took advantage of the pandemic to increase their sales.

3. Emblem

The emblem of the product "Dettol" has been used twice in this advertisement. It has been pasted on the left-side upper corner and the product image is in the center of the left-half side of the advertisement. The logo of the product contains the company name "Dettol" in a blue-color font with a white border and a sword representing a guard shield against diseases, designed on a light green background circle.

Linguistic Elements

1. Salience

The image portrayal of a happy family, a mother and a daughter who are enjoying laughter in this advertisement, receives great salience. Salience is being created through specific lexical items (Stibbe, 2015) like stay clean, and stay healthy in this ad. The words clean and healthy are linked to the natural world. This suggests the natural health being enjoyed through cleanliness. This happiness is due to the Dettol's safety shield around them, which protects them from the Coronavirus. Mothers are usually worried about their children's health problems; the advertiser has also raised their concerns by warning them against the virus infection depicted with the low opacity in the background of the advertisement. At the same time, the advertiser presents them with the solution against viruses by describing the features of the products, such as "our best protection, be 100% sure, original, and everyday protection". These features of the products also gain prominence in the advertisement, which provides happiness, protection, purity, safety, and health to their users and protects them against any type of virus in their surroundings.

2. Metaphor

The metaphor "stay healthy, stay clean" overlaps with "stay home, stay safe," the precautionary measures mentioned in the public service messages for public awareness against the Coronavirus. This advertisement mentioned the health problems caused by the viruses. Using the metaphor stay healthy, stay clean, clearly urges its viewers to buy the products to guard themselves against the deadly pandemic of the Coronavirus. The metaphorical representation of the product depicts that the use of Dettol can prevent the Coronavirus as it helps them stay healthy and clean. The advertiser has manipulated the viewers' minds by raising the risk of getting infected with the Coronavirus. This technique is only used to sell the products, not to protect them from viruses. The happy depiction of a family gives it additional value by stating that the families who are using our Dettol hand wash are happy and protected. From any disease because Dettol keeps them healthy and clean because it is an original everyday protection.

Advertisement # 4:



Non-Linguistic Elements:

1. Lead:

Colors are the characteristic mode of communication in multimodality (Kress & Leeuwen, 2006). This advertisement is about wavy detergent, which is designed in more vibrant colors, representing different aspects of life, but the theme of the advertisement is dark green, which represents the natural environment as it overlaps with the colors of trees, plants, and greenery. Even the product package color is green.

The neat and clean white shirt on the product represents the quality of the wavy detergent. The dresses of the happy mother and her daughter have vibrant and brighter colors, contrasting with the dark green background. Additionally, the use of a white font color, representing the fresh and refreshing fragrance of the jasmine flower, also contrasts with the green background, which makes it brighter. A happy and smiling depiction of the family in new brand bright and colorful dresses receives the locus of the attention of the viewers.

2. Display:

Multiple modes of communication (Kress & Leeuwen, 2006), such as an image of the product, two jasmine flowers, and a mother with her daughter, textual elements containing a description of the product, a metaphor, and the company name, along with their social media links and signs and symbols of the company logo, cleanliness, and brightness, have been displayed in the advertisement for the wavy detergent. All of these modes of communication explicitly represent the quality of the washing powder to make the clothes bright and clean. Implicitly, the advertiser has delivered the message that the users of the wavy detergent are happy with it because their dresses smell like a jasmine flower, which adds happiness to their lives, as depicted through the portrayal of a smiling mother kissed by her younger daughter, who is going to school as she wears a bag on her back.

3. Emblem

The emblem of the product has been displayed in two different positions in the advertisement. Once in the upper right corner, and secondly, it has been designed on the product package. It has been designed with red and blue colors on the upper right corner of the product, but it also has red, blue, and white colors on the product package. A blue cap with the textual log "wavy" has only been displayed in the upper right corner, but on the product, an additional design containing two drops in a hand has been attached to the logo. Three stars depicting the shine of the drops have also been placed on the additional part of the emblem, supported by the textual description "bright & clean". It serves as the Wavy's business tagline, supporting the advertiser's agenda of brightness and cleanliness of clothes.

Linguistic Elements

1. Salience

The salience has been given to the portrayal of a happy and smiling depiction of a mother and her daughter. It receives the attention of the viewers at the very first glance because the advertiser has depicted in the way that this happiness between mother and daughter is due to the use of wavy detergent that has filled their mornings with the jasmine fragrance. The advertiser here tried to get the attention of the females, particularly those who comparatively like the pink color. Most of the younger children's favorite colors have been portrayed to get their attention too. It's a general phenomenon that mothers are more worried about their children's affiliation and health issues. The advertiser here tries to manipulate the viewers' minds by portraying the happy depiction of mothers that is due to the fragrance and love filled through the wavy product because it not only gives brightness and shine to the clothes but to the relationships too.

2. Metaphor

This claim is additionally supported through the metaphorical representation of the product, which also contains symbols of environmental substances such as jasmine flowers. The metaphor "smells like good morning" contains two jasmine flowers in the position of "oo" in good, which takes the morning's freshness as the fragrance of a flower. Here, the advertiser associates the refreshing fragrance of the flowers in the morning with the wavy product. Through this metaphor, the advertiser tries to influence the viewers to use the wavy detergent to get the morning refreshing fragrance of the jasmine flower from their clothes, which makes your day beautiful. The advertiser has used the environmentally friendly substance "Jasmine" to manipulate the viewers Eco-linguistically.

Category #3: Energy

Advertisement #1:



Non-Linguistic Analysis:

1. Lead:

The advertisement presents to us a view that is mechanical with a view of presenting nature too. The focus of attention is cars and fuel stations which are more prominent in terms of size and position. Nature is presented as an open atmosphere to show how the natural world is the focus of the advertiser with trees presented in the advertisement. The trees the symbol of the natural atmosphere are presented in the background with faded colors. The cars and fuel station are presented as vibrant in color, bright, and clear in view. While nature i.e., trees and sky are dull in colour. The frame of the advertisement is mostly covered by the cars and the fuel station. Nature holds less space in the frame of the advertisement. These are a complement to the locus of attention as they gained less attention. This shows how the advertiser has used ecological features in the advertisement to show that they are linked to the environment and its promotion. But they are only used to show to the viewer that the ecology is the main concern of the advertiser. But in-depth, it is clear that this advertisement has given more attention to the branding of the brand.

2. Display:

The display may either show an explicit display in tangible form or implicitly through symbolism. In the present advertisement, the locus of attention is the image of the fuel station which provides an explicit display by presenting a structure that is present in an open atmosphere with no building around. Next, the image is of a car covering the main frame by standing in the middle of the image with a focus on it. This gives viewers an explicit display of a tangible product that uses fuel. The car also shows the symbol of prosperity, wealth, and happiness which can be increased if you use this particular fuel. The customers are attracted to PSO by showing them a luxurious car displayed in vibrant colors. The natural world in the form of trees is present in the background with less vibrant colors.

The background and foreground are suggested through colors (Kress & Leeuwen, 2006). The natural world is in the background. The advertiser here is promoting the service or product more by only adding natural elements to grab the viewer's attention.

3. Emblem:

The present advertisement is linked to the environment through its color scheme and open environment. The emblem, the logo of the advertised product is present at two places with vibrant colors which are linked to the natural environment. It is present at the right bottom of the advertisement and above the vehicles. In advertising, colors are used to communicate (Kress & Leeuwen, 2006). The colors in the logo are green, yellow, and blue. The green color defines the freshness of the natural world as it is the color of trees, plants, and an open natural environment. The blue color in the logo suggests the idea of water as it is an essential ingredient of the natural world. Then the next color of the logo is yellow which presents to us a view of the sun shining vibrantly to hold the attention of the viewer towards the advertised product. All of these colors are linked to the natural world and suggest the idea of nature as being the utmost priority of the advertiser. The logo also contains the image of the moon and the sun to show that the advertised product is linked to the natural world. The purpose of the advertiser here is to present the logo in a way that can grasp the attention of the viewers and the customers by linking it with the natural world.

Linguistic Analysis:

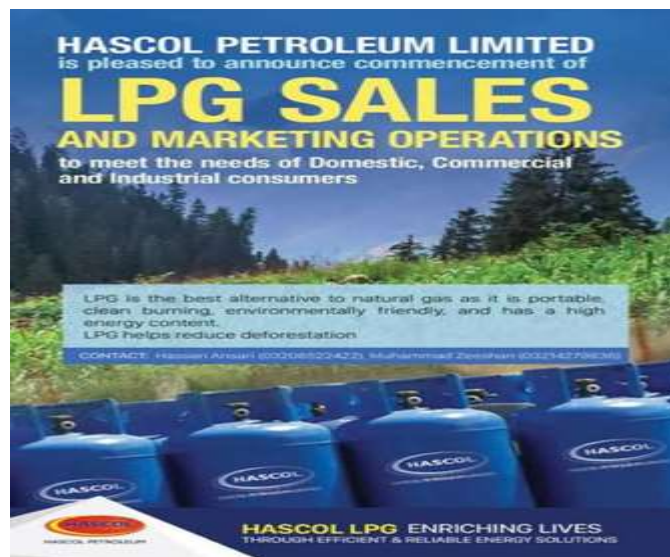
1. Salience:

Salience gives prominence to certain entities linguistically. Salience is created through different techniques. In the present ad, abstraction is used as it presents to us a fuel that is 'safe and healthy for future generations'. The 'future generation' here is abstract as the word 'generation' presents to us a generation that is not specified as it contains natural organisms other than humans or not. In contrast, the basic level words give more salience to a particular thing. But in the present advertisement, the basic level word is not used rather the word generation gives less salience to all other organisms of the natural environment. Then the wording "Euro 5" is given more salience by providing it a prominent and separate place in the advertisement. Euro 5 suggests numbers and speeds that can be attained by using a particular fuel. It also suggests how the advertiser is promoting profit and gain and not the environment by giving salience to the speed and numbers.

2. Metaphor:

Metaphor triggers a target domain through a source domain (Stibbe, 2015). The embedded metaphor in advertisement 1 is "Eco-friendly fuel.... ensures safe and healthy environment". It inspires the viewers to see how this fuel can save the environment. The advertiser has used this technique of metaphor to link the advertised product to the environment to make it more appealing to the customers. The focus again is on fuel which is promoted through the advertisement. The inculcation of the natural phenomenon by calling it 'eco-friendly' is to attract the viewers to buy the particular fuel.

Advertisement # 2:



Non-Linguistic Elements:

1. Lead:

This advertisement is displayed to present the marketing mechanics of Hascol LPG with the environmental aspects of the natural elements such as trees, sky, and grass. The blue color of the product coincides with the blue sky in this advertisement. The yellow text color of the company name "HASCOL LPG" and the important phrase "LPG SALES AND MARKETING OPERATIONS" attracts viewers instantly. The portrayal of the Hascol LPG cylinders contrasting with the blue sky and dark green trees serves as the locus of attention in this advertisement. The core advertising message is that LPG is the best alternative to natural gas, which serves as an environmentally friendly, clean burning source without deforestation. The advertiser implicitly raised an issue of pollution caused by deforestation only to meet the sole objective of LPG sales and marketing operations.

2. Display:

Multiple modes of communication, such as images of the natural surroundings such as the blue sky, dark green trees, light green bushes, blue LPG cylinders, and a logo of the company, have been displayed Eco-linguistically. The tilt position of the LPG cylinders in the lower section of the ad attracts the viewers by contrasting it with the natural atmosphere portrayed in the upper portion of the ad. This advertisement is linked to the environment through its color theme and the natural environment. The use

of blue, green, and yellow colors is naturally attractive and eye-catching. The open forest environment depicts that the product is nature-friendly, which is additionally supported by the textual description displayed in the center of the advertisement, which states that it provides clean, environment-friendly burning. The central textual description of the advertisement persuades its readers to use Hascol LPG because it will not cause any harm to the earth, sky, or greenery in the environment. Furthermore, the sole objective of the advertisement is centered on the upper section of the advertisement that mentions the commencement of LPG sales and marketing operations for domestic, commercial, and industrial customers.

3. Emblem:

The emblem of the product has been displayed in multiple positions in two forms: the product logo and the textual name of the product company. The Hascol logo is portrayed in the lower right corner of the ad in three blue, red, and yellow colors. The same logo has been pasted on each cylinder, only in white. Additionally, the brand name has also been displayed in three positions: Hascol Petroleum Limited is mentioned in the upper section of the ad; Hascol Petroleum is used as a company tagline under the logo at the lower right corner; and Hascol LPG is mentioned in the metaphorical description of the advertisement on the lower middle section.

Linguistic Elements:

1. Salience:

The salience has been given to the use of the Hascol LPG cylinders because of their environmentally friendly nature. The advertiser has given prominence to their product by designing natural elements and also by raising the issue of causing harm to the environment through deforestation. The use of the word 'deforestation' is salient as naming creates salience (Stibbe, 2015). The advertiser has used the name of deforestation to make the product eco-friendly. It has been proven that deforestation is also one of the causes of environmental pollution. Additionally, wood burning also causes air pollution. This is how the advertiser takes advantage to persuade the viewers by mentioning these environmental instabilities. Furthermore, the designer mentions the benefits and features of their product. Moreover, the friendly nature has given prominence to the product as the advertiser placed it in an open environment.

The textual description also receives a promenade due to the pleasing announcement of LPG sales and marketing operations, which does not seem to be environment-friendly. It depicts that the advertiser manipulates the linguistic items Eco-linguistically only to increase the sales of Hascol LPG Petroleum.

2. Metaphor:

The metaphor "HASCOL LPG ENRICHING LIVES THROUGH EFFICIENT & RELIABLE ENERGY SOLUTIONS" is presented in the lower middle section of this advertisement. It represents that Hascol LPG is the only source of energy that enriches lives and provides us with reliable energy solutions to the problems of pollution and deforestation. The advertiser used the trigger word "enriching lives," which cooperates with the environmental depiction. The advertiser claims that their product enriches the lives of its users by providing high-energy, environment-friendly burning content that not only gives heat and energy but also protects the atmosphere. Additionally, the advertiser called LPG a reliable energy source as an alternative to natural gas. All of these multiple modes of communication influence viewers' minds to buy the product.

Advertisement #3:



Non-Linguistic Elements:

1. Lead:

This advertisement, containing multiple modes of communication, is blue, which represents the contrasting colors of the natural substances depicted in the ad, such as the sky and its reflection on the water. The portrayal of the open natural environment through blue sky and water, green trees and grass, an earth globe, a bright sun, and a white patch of cloud represents the cool, fresh, and eye-catching atmosphere.

All of these natural elements have been portrayed in bright colors that reflect the purity and cleanliness of an environment. All of these bright colors represent an eco-friendly environment. The multiple numbers of solar energy plates surrounded by natural substances such as trees and the earth's globe serve as the locus of attention in this advertisement. The advertiser drains the attention of the viewer by using these natural items along with the solar plates.

2. Display:

Multiple modes of communication have been displayed in this advertisement, which supports the advertising agenda of the solar plates, which depicts that these solar plates are eco-friendly. The sun along with a cloud has been placed on the upper right corner, while nine solar plates surrounded by three trees are displayed on the left half section, an earth globe on the lower middle portion, and a metaphor can be seen on the lower section of the right side. All of these modes of communication reflect that solar energy plates are receiving sun rays to produce eco-friendly energy for their users. The advertiser claims that solar energy plates are environmentally friendly because they do not cause any harm to the atmosphere like energy produced by water and coal pollutes nature. The designer implicitly persuades its viewer to buy these solar energy plates.

3. Emblem:

This advertisement does not contain the logo of the advertising company. No emblem has been presented anywhere in the advertisement

Linguistic Elements:

1. Salience:

The salience has been given to the solar energy plates that are the sources of electric energy for its users. The advertiser demands to make the energy resources 'bright' for our future. The presence of natural substances shows that the use of solar energy plates is safe for the environment. The advertiser uses these linguistic modes of communication to give additional prominence to solar energy. The portrayal of the Earth globe states that solar energy does not pollute the Earth as other energy sources such as coal, water, and fossil fuels do. The textual elements of the advertisement also receive salience, as they are written in bright colors on a black background. Foregrounding creates salience (Stibbe,2015) as the text in the present ad is

foregrounded by giving it prominence. This highlights the importance of the metaphor in the advertisement, which also supports the advertiser's agenda of selling.

2. Metaphor:

The metaphor "ENERGY IS FUTURE MAKE IT BRIGHT" has been written in three different colors. All of these colors give off the shadow of the natural environment. "Energy is the future" is written in green; "make it" is written in white; and "bright" is written in yellow. It represents that energy is the constant need of a human being; one must obtain it from eco-friendly resources to make our earth and environment bright, refreshing, cool, and safe from pollution. Another point is that energy is not only the future of the current generation but also the future of future generations. The same is true for the environment; a clean, fresh, and eco-friendly environment is not only the need of the present generation but also of future generations. Additionally, the word bright is not only associated with energy. The advertiser has spread the bright colors in all of the modes of communication, which demonstrates how an atmosphere can be made bright by choosing the right and reliable products. The advertiser urges consumers to obtain nature-friendly energy from their solar panels. Their sole purpose is to sell their product and increase sales.

Advertisement # 4:

CARBON NEUTRAL LUBRICANTS

WHY ARE CARBON NEUTRAL LUBRICANTS IMPORTANT FOR HIGHWAY FLEETS?

As competition grows, fleets need to be more efficient and more effective. But today there are new pressures to meet regulations and operate responsibly. That's why Shell is providing industry-leading solutions to help fleets move ahead.

SHELL LUBRICANT SOLUTIONS

"The world will only achieve a sustainable future if the investments made are sustainable themselves."
— Business Roundtable

Shell Lubricant Solutions aspires to deliver improved performance with lower emissions, lower natural resources and less waste.

That's why Shell is offering a worldwide portfolio of carbon neutral engine oils, and will offset the emissions of over **52 million gallons** premium synthetic and synthetic blend lubricants, compensating for 700,000t CO₂e emissions per year.

As well as helping avoid or reduce emissions through material choices and manufacturing processes, Shell blends premium lubricants on one carbon neutral thanks to Shell's global portfolio of nature-based carbon credits.

Non-Linguistic Elements:

1. Lead:

This advertisement presents a scenic view of beautiful highways, bridges, and hill roads. The natural colors have been portrayed that represent the beautiful, refreshing environment, such as different shades of greenery around the highway, the

blue sky and its reflection on the water, green trees, and mountains. These refreshing views in the advertisement give the soothing and refreshing effects of a pure environment. These images serve as the locus of attention in the advertisement, where a viewer instantly feels the taste of a natural environment. The different sizes of pictures have been portrayed to reflect the natural beauty of the environment, but the vehicles moving smoothly on the roads are the real intent of the advertiser's messages in this advertisement. This points out that these vehicles run on shell lubricant oil which makes them eco-friendly by reducing carbon emissions.

2. Display:

Multiple linguistic elements have been displayed in the form of images, signs, symbols, and texts, such as images of vehicles moving on the highway, river bridge, and highway, the symbolic logo of the product, features, and the description of the product in textual forms in different colors such as red, blue, black, and yellow. These multiple linguistic elements explicitly state that Shell Lubricant makes the vehicles possible to run smoothly without causing any severe damage to the environment. The advertiser here criticizes the competitors implicitly by stating that other oil companies are not taking as much care as they do for the protection and preservation of the environment by reducing carbon emissions.

3. Emblem

The logo of the product has been placed on the upper right corner of the advertisement, which contains two blocks: one block filled with yellow, and the second white block contains a pictorial logo. A chef hat-type logo designed in red and yellow only contains symbolic representation without mentioning the company name or business tagline.

Linguistic Elements

1. Salience

The pictorial representation of the natural elements receives salience in this advertisement. A smooth run of vehicles on high-hill roads, highways, and river bridges without causing any damage to the environment receives the attention of the viewers. The textual description of the product written in uppercase fonts, such as "CARBON NEUTRAL LUBRICANTS", "SHELL LUBRICANTS SOLUTIONS," and the question "WHY ARE CARBON NEUTRAL LUBRICANTS IMPORTANT FOR

HIGHWAY FLEETS," also have greater importance because the features of the products support the advertiser's agenda by answering the question that Shell operates responsibly on the fleets and is an industry-leading solution to help fleets move ahead.

The text on the left side also has an important position: "Shell Lubricant Solutions aspires to deliver improved performance with lower emissions, fewer natural resources, and less waste," which identifies the shell's environment as Eco-friendliness. The advertiser claims that the product helps lower carbon emissions by using fewer natural resources.

2. Metaphor

The metaphorical representation of the advertisement is presented in the upper left corner of the line: The world will only achieve a sustainable future if the investments made are sustainable themselves." The metaphor here directly links environmental sustainability to investments. It states that a sustainable environmental future is only possible through an investment in products that are sustainable and contribute to environmental sustainability. The advertiser indirectly urges its viewers to buy this product because it is more sustainable for the environment than its competitors. The advertiser mentions that one must use products that contribute to the earth's ecology to make our planet sustainable for future generations.

Category # 4: Electronic Devices

Advertisement # 1:



Non-Linguistic Elements:

1. Lead:

The present advertisement presents to us a frame which brings for us a refrigerator bigger in size. The image of the refrigerator stands in the center of the

advertisement due to which it becomes the focus of the attention of the viewer. Its color is green which shows how it's a part of the natural environment linking its color to the color of green trees, leaves, and grass. The color is refreshing and the advertiser has used this color to bring it into the focus of attention as its color is vibrant and darker than the rest of the image. The natural element clouds are also present in the image. The clouds are in the background and the refrigerator in vibrant color is in the foreground. The clouds are only in the white blur shades and they are given less prominence as they are not in the upper part but behind the image of the refrigerator. The only other organisms present in the advertisement are birds. They are presented in a light black color. They are small in size and they are also in the background. This reflects how the natural elements are present in the advertisement but the focus of attention is the refrigerator which promotes the brand and gives profit to the producers.

2. Display:

The locus of attention in the advertisement is the refrigerator standing in the middle of the advertisement in green color. The focus of viewer attention is towards the product more by looking directly at it. The display is explicit by showing a tangible product (refrigerator). The product stands for a call to people to buy it surrounded by natural elements (clouds and birds). The image also contains faces of children looking happy in between the word 'BALANCE'. The happy faces of the children show that the product is a source of happiness by giving fresh food. The food is stored and kept fresh. This reflects the implicit display as the refrigerator becomes the symbol of happiness by giving fresh food. The food is stored and kept fresh. The implicit display here shows how the product is a source of happiness for human beings.

3. Emblem:

The logo of the advertisement is present at the top left corner and also written on the refrigerator. The logo only represents the brand name and is not linked to the natural environment.

Linguistic Elements:

1. Salience:

The word 'BALANCE' is given high salience in the present advertisement. The word is not only capitalized but also written in bigger size by dividing it through the image of the refrigerator. The word balance means 'harmony' and 'natural order' in its literal sense. The meaning of this word here in the advertisement can be defined as the

product that makes your life balanced and consistent. The word also implies meaning in terms of money and profit. The advertiser shows how you can save your balance (money) by buying this product. The other element of salience is the wording 'nature lock' written at the top right corner of the advertisement in green color. The nature lock presents the intention of the advertiser that how natural taste and goodness can be locked (stored) in the refrigerator. The food remains fresh with natural goodness as the refrigerator locks the natural freshness of the food. By buying this product you can save nature.

'FRESH UP TO 20 DAYS' is also written by giving it salience too. The food can be stored for up to 20 days with freshness. This implies how the food can be saved for 20 days as it is fresh and healthy to eat for 20 days. This implies how the refrigerator helps us to save money as it helps us to get healthy food for many days without getting it wasted.

2. Metaphor:

Life is a beautiful balance...is the metaphor used in the current advertisement. Life is called a balance. The meaning of life is presented as linked to the beautiful balance. The advertiser here has used this metaphor to show how the natural order of the world can be preserved by using this product. The source domain in this metaphor is 'balance' while the target domain is 'life'. The word life here is vague and not clear whether it is linked to the life of all natural organisms or only human beings. The target domain 'balance' is also obscure whether it is a thing related to natural order or is linked to the monetary value. The advertiser's use of this metaphor is an attempt to show how the natural world (lives) is important but this reflects how its link to the natural environment is an attempt to promote and increase the sales profit (balance) of the manufacturers.

Advertisement # 2:



Non-Linguistic Elements:

1. Lead:

This advertisement is about the Samsung washing machine with Eco bubble technology, which mixes water, air, and detergents to wash clothes for its users. Mainly, the natural colors such as black and white colors of the washing machine, blue sky, white clouds, light green grass, bushes and a shirt, dark green tree, and crystal bubbles are presented in this advertisement. All these multimodal elements claim that the product is nature-friendly. By using these multiple modes of communication, the advertiser shows that their eco-bubble technology adds to the beauty of the environment, and the product makes their clothes as clean as white clouds, as fresh as greenery, and as bright as a star. Additionally, it makes bubbles by mixing the water, air, and detergent that seep into the clothes to wash faster, which saves energy too.

2. Display:

This advertisement for a washing machine using eco-bubble technology displays its product explicitly, which encourages the viewer to buy this product to save electricity. The washing machine is the locus of attention, which contrasts with natural substances such as the sky, clouds, grass, bushes, and trees to portray that the product is natural-friendly. Even the position of the washing machine is in the center of the lower section of the advertisement, which is surrounded by natural substances. Through this portrayal of the washing machine with these modes of communication, the advertiser claimed it to be an ecological benefit. The designer of the ad has used linguistic items to persuade its viewers to buy the Ecobubble washing machine. The representation of the bubble and the use of the word Eco also add to the features of the

washing machine, indicating that it is an eco-friendly product. Additionally, the advertiser appealed to the viewer with the description of the product in the upper left corner of the ads by contrasting the black font with the naturally pure white background color. With the use of colors such as eye-catching and fresh colors, advertisers made sure that the product did not harm nature.

3. Emblem:

The advertiser has not given much value to the logo of the product. It was only used once in the lower left corner of the advertisement, where it only identified to which company the product belonged. But the presence of the title "eco bubble technology" as the tagline of the product contributes to the emblem by stating that the washing machine is built up with the eco bubble technology that mixes up the bubbles with the clothes to wash faster without damaging fabrics.

Linguistic Elements:

1. Salience:

The eco-friendly nature of the washing machine receives great salience Eco-linguistically. The portrayal of the washing machine with the natural environment of a blue sky, white clouds, green grass, and trees depicts that the product is kind to the environment and the monthly bills without causing harm to nature. Furthermore, claiming the product is kinder to the atmosphere and to the monthly bills implicitly criticizes other companies by calling them a harm to nature and also to the monthly billings. The sole purpose behind the use of natural substances is to persuade its viewers to buy the product and to save the environment from non-eco bubble washing machines and monthly bills too.

2. Metaphor

"Offers less fabric damage" is the metaphorical representation of the eco-friendliness of the washing machine that states this product causes less damage to the fabrics and implicitly to the natural environment. But the metaphor indirectly calls another company's washing machine damage to nature, fabrics, and energy too. By using the comparative lexical item less," the advertiser persuades viewers that their product is offering less damage than others. We are causing less damage by being natural friendly, but others are causing serious damage to the earth. The sole purpose of degrading others' products and supporting their products linguistically is to persuade others to use their products, which will raise the sales percentage. Mainly, advertisers

influence the reader's mind by highlighting the issues in other products, which automatically enhances the mental image of the product being beautifully described.

Advertisement #3:



Non-Linguistic Elements:

1. Lead:

This advertisement contains a home view where a happy family is standing in a kitchen full of Haier home appliances. The beautiful home view depicts that all this happiness is due to the use of Haier's home appliances. The beautiful natural colors of life, such as the blue color of the text resembling the sky and the white paint color resembling cleanliness, have been preserved. Natural vegetables such as tomatoes, carrots, cucumber, salad, and coriander have also been placed on the table, which provides freshness to the environment. It also represents that Haier products are also natural-friendly, which not only provide ease to the customer but also do not cause harm to the atmosphere; rather, Haier aims to make the home and environment clean and healthy. The textual elements in the advertisement also support the agenda that Haier products take great care of a healthy home and environment.

2. Display:

The image of the happy couple in the center of the advertisement receives attention, and the placement of Haier products in the surroundings is the cause of such happiness. The Haier products, such as the air fryer, hood, washing machine, refrigerator, oven, kettle, air conditioner, etc., have been displayed in the advertisement.

Additionally, the natural vegetables representing the beautiful and refreshing environment have also been placed. The green color of coriander, cucumber, and salad gives it an eye-catching charm. Colors represent nature (Kress & Leeuwen, 2006) as here green color is used to present nature. Additionally, the red carrots and tomatoes also add to the beauty of natural substances. The explicit presence of natural substances in the advertisement shows that Haier not only provides ease to the customer but also takes care of the health and purity of the atmosphere. The centered image of the happy couple simply depicts that Haier's customers are always happy with the products, and we add to the happiness at home by taking great care of our health and nature. The advertiser tried to prove that all these products are nature-friendly.

3. Emblem:

The emblem in this advertisement is presented in the textual form “Haier”, representing the name of the company in the upper right corner.

Linguistic Elements:

1. Salience:

In this advertisement, the salience has been given to the happy couple and Haier's healthy home appliances. Both elements receive high prominence because the advertiser here is mainly concerned with the happiness caused by the use of Haier products. The smiling faces of the happy couple demonstrate that Haier appliance users are happier than those who do not use them. A home filled with Haier appliances is portrayed as a guarantee of a happy life and a healthy natural environment. Ecolinguistics highlights environment through language by giving it salience (Stibbe, 2015). The linguistic element "health" has been repeated three times along with "Haier," giving it significant salience because the advertiser used an Eco-linguistics technique to persuade the viewers by taking much care of the users' health. The advertiser's business tagline, "Taking Care of Your Health with Haier's Healthy Home Appliances," shows that Haier is very worried about the health of its customers and takes great care of it by offering environmentally friendly products.

2. Metaphor:

In this advertisement, the metaphor "A Haier's Home is a Healthy Home" addresses the weak points of the customers, as most of the buyers are concerned with

health issues. It is human nature not to underestimate health. People usually tend to buy products that are beneficial to their health. People neglect the products that cause any side effects on their health. The metaphor in this advertisement claims that a home filled with Haier products is a healthy home. The advertiser here persuades the viewers to buy Haier products because they take good care of their health. Moreover, by claiming this, the advertiser indirectly criticizes its competitors by calling them a source of health issues and diseases. The advertiser only used this technique to manipulate the viewer's thoughts and to urge them to buy Haier products to save themselves from any disease. The sole agenda behind this advertisement is to increase sales.

Advertisement # 4:



Non-Linguistic Elements:

1. Lead:

This advertisement presents a view of eco-friendly refrigeration by designing the different natural fruits, vegetables, and eatables such as capsicum, cabbage, potato, tomato, onion, turnip, brinjal, grapes, apple, orange, pomegranate, packed fruit, butter, cake, packed meat, ketchup, jam, water, pickles, cold drinks, etc. All of these natural ingredients meet the natural needs of a human being and are obtained through the natural environment. The use of color gives effective meanings (Kress & Leeuwen, 2006). This advertisement has been designed with multiple beautiful colors, which makes the environment refreshing and healthy. The background of the

advertisement is designed with blue and white colors, representing the sky and earth's surfaces. The larger size of the refrigerator located at the lower left side of the advertisement serves as a locus of attention. The ingredients portrayed in the referee catch the attention of the viewers instantly, as these are the environmental needs of a man.

2. Display:

Multiple eatables have been displayed in different portions of the refrigerator. The display of the multiple modes of communication through natural eatables explicitly shows that the realm of technology keeps them naturally fresh, and cool, and prevents decaying processes. All of these eatables are designed in bright colors which promotes textual cohesion through the use of different colors (Kress & Leeuwen, 2006). This implicitly links with the textual description of the product, which clearly states the nature of the product by stating it is an eco-friendly product that has a potential against global warming. The refrigerator has been mainly placed on a white background, but some of its portion is displayed in a sky blue color too, which represents that the refrigerator is not only protecting the natural substances of Earth but also the atmosphere by having a low global warming potential.

3. Emblem

The emblem of the product contains the acronym of the TechLife company name on a yellow rectangular background. The letter 'T' is written in a bigger indented black font as compared to 'L.'. The logo is displayed on the right upper corner of the advertisement, which is further supported by the textual company name "realm TechLife" written in black font. Further, some of the symbolic representations of the product's features have also been displayed in the form of a logo, such as a bulb containing two leaves in the filament that is designed on the yellow circle background with the phrase "R600A Eco-friendly Refrigerant," and a thermometer with Earth that is displayed on the same yellow circle background with the phrase "Low Global Warming Potential". These symbolical emblems cooperate with the features mentioned in the text form.

Linguistic Elements

1. Salience

The product image displayed in the lower left section of the advertisement gains prominence through the portrayal of edibles. The daily life of vegetables, fruits, and other foods gives them additional value because they keep them healthy and fresh by

preventing them from decaying. The textual features of the product written on an upper blue background on the right side of the product and advertisement also have a sense of urgency because of the product's environmentally friendly nature, which causes less global warming in the atmosphere. The words 'be Eco-friendly' are the most salient in the advertisement. This reflects salience which builds up people's minds (Stibbe,2015). This portrays the environmental substances in a way that urges the viewers to buy tech life refrigerators to keep their food healthy and fresh by causing less global warming to the atmosphere. The designer here indirectly blames other competitors' refrigerators as the real cause of high carbon emissions and global warming, only to support the eco-friendliness of their product.

2. Metaphor

The metaphorical representation of the advertisement can be noticed in the line, "Be eco-friendly for a better tomorrow." The metaphor states that one needs to be eco-friendly to save the planet for a better, healthier future. The metaphorical representation urges the viewers to buy the eco-friendly refrigerator to help them become eco-friendlier tomorrow.

The use of metaphor sets a reasoning pattern (Stibbe,2015). The advertiser here too manipulates the viewers' minds by warning them against global warming issues and asking them to use an eco-friendly refrigerant that has low global warming potential by mentioning the features right below the metaphors.

The analysis presented in this chapter brings out the eco-friendly narratives that are being portrayed by the advertisers to make their ads safe for the environment. The advertisers have used various verbal and non-verbal elements that show that their ads are eco-friendly. The multimodal analysis of the data suggests that the eco-friendly narratives are presented by the advertisers to increase the sale of the product. The analysis brings out the various elements of eco-friendly narratives presented through salience and metaphor. The analysis brings out the elements of the natural world as presented in the ads and the verbal and non-verbal techniques used by the advertisers for ecological narratives are also being highlighted through the analysis.

CHAPTER 5

CONCLUSION

This chapter presents the findings, discussion, conclusion and recommendations of the current study after closely analyzing the data with the help of the theoretical framework of salience and metaphors.

5.1 Findings of the Study

This study, which analyzed e-advertisements, found that many of the advertisers used eco-friendly items only to manipulate the readers' interpretations by showing investments to protect the natural environment, the atmosphere, and the planet. The advertiser usually uses salience in particular modes of communication to sell their eco-friendly narratives. These eco-friendly products are further supported through the textual description, features, and business taglines. In the answer of research question #1, it has been found that the advertisers have used multiple modes of communication, such as signs, symbols, images, color codes, patterns, logos, business taglines and the textual description and features of the products mainly related to environmental substances to cause an impact on the viewers' mental state of satisfaction to meet their objectives of increasing sales of the products.

The advertisers have used multiple modes of communication to manipulate the readers' cognitive understanding through the use of natural environmental substance. The findings of the study highlight the role of multimodal elements as well as ecological elements in promoting advertisements of products to people. The non-verbal and verbal elements are combined to convey the intentions of the advertisers. The advertisers have used different techniques to protect their eco-friendly narratives, such as portraying particular signs, symbols, and images in comparatively larger sizes to highlight the importance of specific elements in the advertisement and make them the locus of attention of the viewer, with the sole aim of increasing the number of sales. It has been found that the advertisers have employed the ecological narratives through specific colors of the nature: green, blue, white, yellow and natural elements: mountains, birds, clouds, rivers, open atmosphere, clear sky, plants, grass, water, flowers, snow and green fields. All of these elements are given focus through attractive color schemes and are given salience by giving them prominent place. The verbal elements are also used by

the advertisers by giving prominence to certain ecological elements through language. Ariel is presented as energy saving house makes it actor who is participating in the environment. The underlying meaning tells that it is only used here as energy saving hue to bring a positive image in the people's mind. Greener environment through hilal food also tells how the food is linked to environment. Aqua water brings two same words together through repetition to make them salient. Word original brings natural quality to the mind and freshness, eco-friendly fuel, less waste less global warming, lower emission etc. are used by the advertisers to bring into people's mind an image of healthy environment through use of the particular product. These are used by the advertisers to bring into people's mind the product's ecological importance. This enhances the chance of the increased sale of the product.

For the answer of research question no 2, it is found that the use of hidden meanings in metaphors is found to be misleading to the audience through environment-friendly claims. The metaphors used by the advertisers are about water as evolution of nature, life as balance, energy as future, fuel ensures healthy environment, sustainable investment as future, energy saving house etc. The use of such metaphors by the advertisers bring into mind the ecology apparently. But the hidden meanings tell how the evolution process damages the water in mechanical process, balance means profit and money, future is related to energy only not to the survival of species of the environment, fuels are not healthy for environment in reality but rather they damage the environment through smoke, gases and other chemical substances and investment is linked to profit not to sustainability. This provides insight to the fact that advertisers are only making claims of eco-friendliness in the advertisements. The metaphors used in the e-advertisements are not protecting the environment but rather they are being used as to increase the sale of the product. Additionally, this study found that the advertisers tried to hide their advertising agenda behind the metaphorical representations in the advertisements. Hidden meanings of the metaphors in eco-friendly advertisements are misleading the audiences through environment-friendly claims. These eco-friendly elements thus act as a tool for advertisers to sell their products.

It has been found that the natural substances and the eco-friendly narratives were explicitly being portrayed to stand out against their competitors. Mainly, the displayed objects and elements highlight the features of the products to differentiate

themselves from others or criticize competitors implicitly for not using eco-friendly substances as much as the advertiser's products do. Mainly, these portrayals were only meant to give satisfaction to the viewers and product users. No genuine verification of the eco-friendly original lab testing systems has been provided; only the use of greener environmental movements such as Greenlife, Green Peace, and Green Bottle was used in three of the advertisements to support their environmental and atmospheric credibility; the rest of the advertisement only tried to prove their eco-friendliness through linguistic portrayal.

5.2. Discussion

The advertiser's use of salience and metaphors in advertisements to make a narrative about eco-friendly products is analyzed. The present study investigates the use of multiple modes of communication in advertisements to generate intended meanings. These multiple modes of meaning making are bringing out the ecological elements of the e-advertisements in study. In light of the research question # 1, it has been found that the advertisers have applied multiple modes which bring out salient ecological narratives. It is illustrated through the images present in the data for the present study, as in the e-ad no1 the image of the plant comes at the focus by giving it central position. This places natural element (plant) at the central position although it's an ad of ketchup (Heinz). Here the advertiser has used the plant image with green and red bright color to make it look natural like a natural plant with flower. This brings out the idea how the nature is presented saliently to grab people's attention. This enhances the chances of more sale of the product. The verbal statement, "plant one bottle on every table" brings out how language is used to promote the plantation. This helps us to bring the idea of plantation to our mind which saves the nature. The advertisers here have used this verbal technique to increase the sale of their product that it helps in plantation. But down deep it is linked to the fact that the process of ketchup damages trees by misusing tomatoes. The present research study finds that advertisers have used multiple modes of communication to manipulate the readers' cognitive understanding through the use of natural environmental substances. Multimodality of the billboard advertisement uses the KISDA and AIDA functions in verbal and nonverbal modes to create an impact on the viewers' cognition. (Pan, 2015)

Multimodality uses multiple modes to convey meaning. The verbal and nonverbal modes of advertisements are analyzed by the researchers to uncover the

underlying meaning. According to the theoretical framework, the non-verbal element lead is presented by the advertisers in a way that presents ecological narratives. The natural elements like open atmosphere, plants, greenery, mountains, trees, snow, flowers, blue sky, sun earth, ocean, clouds, fields, fruits, vegetables and water are present in the advertisements to not only give them colorful effects but also to present natural environment as the focus of the advertiser. These elements are present but a close look reveals how these elements are presented through non-verbal mode but the salience is given to the things which are of the interest of the advertisers. In ad no 10, the Hascol LPG presents an open green atmosphere which is linked to the natural world. But it can be clearly seen how the LPG cylinders are covering the main lead of the advertisement. The prominence through bigger size, close shot up and bright colors is given to cylinder not to the ecological elements. This reveals the underlying meaning that the advertisers' claim for ecological preferences is not made in the real sense rather they are promoting their own products for their own benefits through these ecological narratives.

In the e-advertisement it has also been found that the advertisers have used natural elements through different colors from the nature. Green, yellow, white and blue. These colors are related to environment as green suggests life, white is related to purity, blue is calm color and yellow brightens the things as sunlight. Akmal et al. (2022) have studied semiotic resources in Grab Food advertisements advertised on TV by using a descriptive qualitative research method. They conclude that the green color has been widely used in the advertisements, which attracts the viewers. The researchers have found that the Grab Food advertisers have created multiple problems in the advertisements and then presented solutions with their own products.

Multimodality brings out various modes of communication to convey the meanings. Olowu and Akinkurolere (2015) also applied multimodal discourse analysis to the advertisement of malaria drugs containing posters, stickers, and drug literature, found that all the multiple modes of communication participants enhanced the meaning making processes of the advertisements. This study finds that the multiple modes such as colors, signs, symbols, gestures, postures etc., impress the mental ability of the viewers or readers to convince them about the potency of the drugs but the present research study concludes that the advertisers of the products uses the multiple modes of environmental sustainable elements to convince the viewers that their products is

nature friendly. The current study supports the findings of the Olowu and Akinkurolere (2015) that advertisers use multiple modes of communication in the advertisements to manipulate or influence the consciousness of the viewers only to increase their selling.

The art of persuasion is also used by the advertisers through ecological narratives in the advertisements. Advertisers use persuasive techniques to make viewers buy the product (Sari and Noverino, 2021). The present research study highlights that the advertisers have used multiple environmental substances that meet the standards of environmental friendliness. The eco-friendliness in e-advertisements is presented through conveying meanings to us. Different images in the e-advertisements are used to present elements related to environment. These elements are used to bring to people's mind that they are going to protect the ecology by using the particular product. In the e-ad # 2, the Lipton tea is presented that some plants are coming out the cup of the tea along with an image of lady in dancing mode. The portrayal slim lady suggests beauty by showing natural health. The use of image of the lady in green color with leaves is used to attract people towards the brand. Similarly, the weight management advertisement analyzed by Bholke (2006) compared gendered body norms and female physical empowerment by the advertisers, which found that the advertiser had manipulated the information ecolinguistically by setting an ideal image of women in front of the viewers to persuade them to buy the products. Advertisements influence people (Guo & Feng, 2017). Advertisers influence viewers through these techniques to persuade them to buy a product. These underlying meanings are not present apparently but advertisers use techniques to influence people. The present research study also analyzes the advertisement of different products in image form to know its impact on the viewers and specifically the techniques of persuasion used by the designers to portray its eco-friendly nature.

Language is used to persuade, to attract and to convince people. The present research study analyzes linguistic structure based on stories of metaphor and salience to see how eco-friendly elements are presented to persuade people. It analyses two types of Stibbe's Ecolinguistics perspectives: salience and metaphors. It has also been found that the advertisers give a salience to the particular elements in the advertisement to gain the instant attention of the viewers. The salience of ecology is presented through verbal and non-verbal modes. Salience given to environment bring natural world to the people (Stibbe, 2015). The natural world is given salience language also in the e-

advertisements. Words like 'naturally' (e-ad # 2), 'Aqua Green' and 'eco-conscious consumers', (e-ad # 3), 'greener environment' (e-ad #4), 'ARIEL' 'energy saving house' (e-ad#5), 'original' (e-ad #6), 'healthy' (e-ad #7), 'safe and healthy', 'future generation' (e-ad#9), 'deforestation' (e-ad#10), 'future' (e-ad#11), 'carbon neutral lubricants', lower emission, few natural resources, less waste (e-ad #12), 'balance', 'nature lock', 'balance' (e-ad#13), 'be eco-friendly' (e-ad#16). All of these examples of salience highlight the fact how advertisers have used verbal techniques to present eco-friendly narratives. But these ecological elements are used by the advertisers as an aid to increase their profit. The use of aqua green for water presents how the water is presented with green color. But in reality, water is colorless without having any specific color. This color is given to water to make it eco-friendly drink. Future generations are mentioned but there is no mentioning whether all species come in future generation or only humans. These are strategies to attract people towards the fuel. Shell fuel is presented as causing lower emission, few natural resources and less waste. But actually the fuel causes emission of gases which are harmful for environment and the smoke caused by the use of the fuel is also damaging the ecology. The advertisers never mention that the fuel can cause some harm to the environment. The use of these linguistic items is to hide the harm the fuel can cause to the environment and to increase their sale by mentioning how the product is saving the ecology. Advertisers in the advertisements use manipulative linguistic structures to persuade their readers and viewers with the intention of gaining financial profits (Gad, 2018). The use of verbal techniques linked to the environment helps to bring increase in the sale of the product.

For answer of research question no. 2, the meaning-making processes have been identified by analyzing the hidden meanings used in the metaphorical representations of the advertisements, which state that advertisers used the linguistic elements of environmental substances to prove themselves eco-friendly and raise their profits. The advertisers have used language in a way to present nature as their utmost priority. The metaphors used in the e-advertisements convey meaning as desired by the advertiser. The use of metaphor like "Water is a perfect evolution of nature", shows how water is here represented as a drink only and not as a life's essential natural substance. Water gets changed through different mechanical process. It is let as a drink only. The hidden meaning of the metaphor reveals that the water has now changed by humans and its natural quality has affected. The advertisements give the idea of natural protection and

saving but it has meanings which are not present explicitly but these are clear from the analysis. as the advertisers calls 'Ariel as energy saving at home (e-ad # 5). But it is not connected actually with energy saving process. It is only linked to the washing of clothes which takes energy while using washing machines. Here the underlying meaning is only to increase the sale by manipulating people's mind toward the protect by calling it a source of energy saving.

Metaphors are used to bring out a particular area in the mind by linking it to another area. The present study analyzes the advertisements of the products to explore how the designers have manipulated the linguistic items ecologically through Stibbe's metaphor technique for financial gain. The meaning-making processes have been identified by analyzing the hidden meanings used in the metaphorical representations of the advertisements, which state that advertisers used the linguistic elements of environmental substances to prove themselves eco-friendly and raise their profits. The metaphorical motto of the World Wildlife Fund (WWF), such as "Green Office, a WWF initiative to reduce ecological footprint" is used by the advertisers to relate the product to the environmental protection. The use of this metaphorical representation is for Hilal foods which in reality is not linked to the environment and its protection as the foods bring packaging foods which lacks the natural freshness and taste. These foods are not natural rather they present foods which become source of pollution as the wrappers spread around damages the quality of the environment. The claim of environmental protection is made by the advertisers to promote their product. Metaphors are used as persuasive tool to appraise the products in the readers' minds (Alam and Ullah,2021). So metaphor in this e-advertisement presents hidden meaning which is not presented by the advertiser as the product adds to pollute the environment in spite of the advertisers' claim for greener environment. The use of metaphors brings to our mind images of two aspects that may be different from each other. Metaphors brings a target domain to the mind (Stibbe, 2015). The advertisers have used metaphor "life is a beautiful balance". The use of such metaphor says that life is a balance. The underlying meaning of this metaphor here brings how life is linked to the monetary value. The money-making process and profit is linked to the word balance. Life here too is not clear whether it is linked to the life of humans only or other species too. The claim of environmental protection by mentioning life of organism is not actually linked to the environment rather it brings to the mind the profit and the sale. The metaphor gives

hidden meaning of persuasion by the advertiser to bring increase in the sale. Thus, the advertisers have used metaphorical representation to persuade people.

5.3 Conclusion

An integrated model based on multimodality model by Kress and Leeuwen (2006) and Stibbe's Model of Eco-linguistics (2015) facilitates understanding of ecological narratives in E-advertisements. The analysis is based on verbal and non-verbal techniques used by the advertisers to persuade people through ecological narratives to buy a product. Based on the analysis, this study concludes that advertisers use eco-friendly narratives to attract people towards the product. Ecological narratives are presented to bring into people's mind that the product is eco-friendly and using it can give them chance to play their part in the environmental protection. The eco-friendly claims are used as persuasive tool to bring into people's mind the effectiveness of the product.

In the light of the research question no.1 it is concluded that salience is given to certain elements which show how they are linked to the natural environment and thus are beneficial for the viewers. Both verbal and non-verbal ways are used by advertisers to convey eco-friendly narratives. The advertisers have used verbal elements of salience through specific language about environment e.g., fresh and pure plant, naturally, original, deforestation, carbon neutral lubricants, lower emissions, fewer natural resources, and less waste. Eco-friendly, kinder to the atmosphere, be Eco-friendly, saves environment, less global warming, greener environment, recycling for environment etc. The use of such language brings into mind of the consumers an idea related to product as eco-friendly. The non-verbal elements related to environment presented through images, colors, focus, open atmosphere, etc. are presented through lead, display and emblem. The ecology is presented saliently through non-verbal elements by using attractive colors such as green, yellow, blue and white as all these colors are linked to the environment. The ecological narratives are presented by using open atmosphere, bigger size and focus given to natural elements, clear sky, grass, trees, birds, water, sunrays, flowers, earth, clouds, rivers and mountains to foreground the nature in e-advertisements. The use of natural elements through images and colors not only attract the viewers but also persuade them to buy the product.

The sustainability of the environment is causing an impact on the viewers of the e-advertisements that they can also contribute to the environmental protection by using the protect. These ecological narratives are thus used as persuasive tools to attract people towards a product. The qualitative analysis of verbal and non-verbal modes of advertising concludes that advertisers have used salience techniques to enhance the environmental friendliness of the products. It has been found that advertisers have only used salient verbal and non-verbal elements to manipulate the viewers' minds or to persuade them to increase their sales. The sole purpose behind using these natural and environmentally friendly elements portrayed through the use of particular signs, symbols, images and language was to prove themselves as supporters of the atmospheric protection.

For the answer of research question no.2, it is concluded that the advertisers have used metaphorical representation to bring ecological features in the advertisements. The metaphors employed in the text are used as persuasive technique to bring into people's mind an image of the product as eco-friendly. The hidden meanings make it clear that the advertisers only manipulate Eco linguistics and environmental substances to influence the readers or viewers' minds to raise their sales. They have also used the worldwide campaign slogans and their company descriptions to increase their credibility against climate change. The advertisers have used metaphors such as Water.... a perfect evolution of nature. Green Office, a WWF initiative to reduce ecological footprint, 'Smell like good morning, Eco-friendly fuel.... ensures safe and healthy environment, Energy is future., Sustainable investments is sustainable future, Life is a beautiful balance, Haier's Home is a Healthy Home, Be eco-friendly, low global warming etc. All of these metaphors are used in such a way that they can show a connection to the ecological protection. The underlying meanings suggest the supports the idea that these ecological narratives are used as persuasive techniques to bring an increase in the sale by linking the product to the environment.

The results indicate that the advertisers are aiming to increase their sale in the disguise of ecological narratives. The present research study also concluded that many of the advertisers of the advertisements have used multiple environmental substances only to influence the readers' minds and make them aware of the efforts the companies are making in terms of manufacturing eco-friendly products.

5.4. Recommendations

- This study is delimited to the four categories of advertisements for the products, such as food items, detergents and cleaners, and energy and energy products. Further research can be conducted by increasing the categories of the advertisements to know how advertisers use environmental substances in those categories to manipulate the viewers.
- The present study investigates a total of 16 advertisements. Future researchers may increase the number of advertisements under the same categories to get more representative findings from the study.
- The current study only uses research data from Pakistan. The population of the study can be increased to multiple countries to determine whether the findings of the study apply to the advertisements of different countries. Comparative studies can also be done to see different trends in presenting eco-friendly narratives in advertisements in different countries.
- The present study takes the e-advertisements in image form. Further research can be done on e-advertisements in video forms by following the same conceptual framework as the study to validate the findings.
- The current study investigates the advertisements from the perspective of Stibbe's salience and metaphor. Future researchers can explore the rest of the perspectives, such as erasure, identity, etc., in the advertisements.
- Qualitative study is conducted by the researcher to explore ecological perspective in the advertisements through analyzing e-advertisements. Future research can be conducted by conducting interviews. Quantitative studies can be conducted in future by answering questionnaires from the producers of the products to know their attitude towards the environmental and metaphorical representation of the advertisements. People's attitudes towards environmental protection can also be studied in future through questionnaire.
- The study recommends to the advertisers to be aware of the sustainability of the environment and bring a change in the attitudes to actually make their product eco-friendly and to advertise in such way to protect the ecology in real sense.

- The current study is limited to bring out the hidden meanings behind the claims of ecological protection. In future it recommended to the book developers to add environmental education to the course of media study so that advertisers may become aware of the importance of ecological protection through advertising.

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APPENDICES

Appendix 1:



Figure 1 Heinz Ketchup. Plannt one on every table. Retrieved from <https://i.pinimg.com/originals/27/9e/dd/279edd02d117c11cf8f920597d1b9340.jpg>

Appendix 2:



Figure 2 Lipton Green Tea. Naturally light and fresh taste. Retrieved From <https://in.pinterest.com/pin/164522192616148368/>

Appendix 3



Figure 3 Aqua Green. Bottled drinking water. Retrieved from <https://www.facebook.com/photo.php?fbid=397164209220708&set=a.397164169220712&type=3&mibextid=ZKIF025XJ6KyrSs8>

Appendix 4



Figure 4 Hilal Green Peace Day. Retrieved from <https://x.facebook.com/HilalFoodsPakistan/photos/a.959695310733630/4330442640325530/?type=3&source=48>

Appendix 5



Figure 5 Ariel Washing Powder. Retrieved from https://causemarketing.com/wp-content/uploads/2017/01/DoAGoodTurn.co_.uk-microsite.jpg

Appendix 6



Figure 6 Coastal recovered plastic Windex. Retrieved from https://m.media-amazon.com/images/S/aplus-media-library-service-media/9e084279-573e-46c6-8e3e-bedd171c3594._CR0,0,2000,1237_PT0_SX970_V1_.jpg

Appendix 7



Figure 7 Dettol stay clean stay healthy. Reprinted from Behance. (2023). Dettol ad project. Retrieved from <https://www.behance.net/search/projects?search=dettol+ad&sort=recommended&time=month>

Appendix 8



Figure 8 Wavy detergent. Reprinted from Wavy Islamabad. (2023). Our detergent makes you smell like a good morning. Rise and shine! Start your day smelling fresh with our invigorating detergent. Retrieved from <https://www.facebook.com/100069997300994/posts/pfbid02e3hFR2Gok5TsPyxTcPbHUgBEWUANuZ2Ywy9SmgqQC8knS8XoqUsJhfLa3vyiKKWRI/?app=fbl>

Appendix 9



Figure 9 Eco-Friendly Fuel. Retrieved from https://scontent.fisb30-1.fna.fbcdn.net/v/t1.64359/107044639_3341369885920912_3082750988093549245_n.jpg?stp=cp0_dst-jpg_e15_p480x480_q65&nc_cat=108&ccb=1-7&nc_sid=8024bb&nc_ohc=lpw6J0W6Jc4AX8TnsZ6&nc_ht=scontent.fisb30-1.fna&oh=00_AfBuOMQ1-d4o8w7JeLP-IPa_LonFio8e-gKmYwL9p9bHtQ&oe=6509C66B

Appendix 10



Figure 10 Hascol LPG. Retrieved from https://www.hascol.com/wp-content/uploads/2019/01/48398086_1043479315841816_6140606895909502976_n.jpg

Appendix 11



Figure 11 Eco-Friendly solar Energy. Retrieved from https://www.google.com/url?sa=i&url=https%3A%2F%2Fwww.sunlifesolar.com.pk%2F&psig=AOvVaw2XOmoeaipTkO2V4pzZMvkS&ust=1692640965891000&source=images&cd=vfe&opi=89978449&ved=0CBAQjRxqFwoTCIi1-_vn64ADFAQAAAAAdAAAAABAE

Appendix 12



Figure 12 Shell carbon Neutral Lubricant. Retrieved from https://img.oemoffhighway.com/files/base/acbm/ooh/image/2021/03/Shell_Rotella_Carbon_Neutral_Infographic_Page_1.6058fc4d250c9.png?auto=format%2Ccompress&dpr=2&fit=max&q=70&w=700

Appendix 13



Figure 13 Dawlance Balance. Retrieved from <https://ialsaatchi.com/images/campaigns/dawlance-manifesto/banner.jpg>

Appendix 14



Figure 14 Samsung Eco-Bubble Washing Machine. Retrieved from <https://i.pinimg.com/originals/9a/bb/c5/9abbc5b50c1f5aefb023aab341368d66.jpg>

Appendix 15



Figure 15 Haier Healthy Home. Retrieved from <https://i.brecorder.com/primary/2022/10/30154454b0dc1de.jpg>

Appendix 16



Figure 16 Eco-friendly refrigerator. Reprinted from Flipkart. (n.d). Realme TechLife 215 L Direct Cool Single Door 2 Star Refrigerator (Blue, 215BD2RMB1). Retrieved from <https://www.flipkart.com/realme-techlife-215-l-direct-cool-single-door-2-star-refrigerator/p/itm99a3bf3bec460>