

A Critical Discourse Analysis of Pakistani Edible Oil Companies Advertisements

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ABSTRACT

Media, nowadays, is an essential factor, and it evokes the feelings of the readers and viewers. People nowadays are more concerned about the issues and events happening in the country and worldwide. Media depicts the picture of the entire world to every individual, and it also shapes their ideas. This study aimed to analyze Pakistani edible oil company advertisements from the perspective of Fairclough's three-dimensional model of Critical Discourse Analysis (CDA). The study ascertained how advertisers convince customers to buy the products using certain linguistic choices in a specific context. In order to achieve this purpose, the researcher selected ads from a Pakistani edible oil company named *Kashmir Premium Gold Oil*. The theoretical framework opted for this study was Fairclough's Critical Discourse Analysis (1993). This framework has been used as it shows the connection between social practices and the properties of language. Fairclough's three-dimensional framework includes three levels of discourse: text, discursive practices, and social practices. The findings show how the ideology of the consumer can be changed by repetition of the advertisement in popular local TV channels and local magazines. The advertisements show an ideal lifestyle and manipulate the customers' mindset that whatever they have been shown and said through advertisement is true as the advertiser makes them realize that the product was only for their health and better life. Thus, the current study revealed that the language used in the advertisements served as a tool to control the minds of the people.

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INTRODUCTION

The advertisement aims to promote the business. In the 1950s and 1960s, it was hard-selling the product through advertisement techniques (Vahid & Esmae'li, 2012). Now it has changed the scenario for advertisement in the technological age for all national and international organizations. According to González Ruiz (2014), advertisement is a more important tool to grow the business, impacting the target audience everywhere. Furthermore, he explained that advertisement is a marketing activity that interchanges the product and service according to the audience's requirements. These show that advertisements should engage the audience and fulfill the needs of people. Advertisements can be considered multi-functional in terms of their functions because they can designate, sell, inform, entertain, and so on. However, a fundamental goal of a commercial advertisement is to convince the audience to purchase the product or service and embrace the ideology. The focus of the current study is to know about non-product ads. Non-product advertisement establishes the audience's interest in getting the product or services. Advertising primarily aims to sell products through strategic means. Advertising has evolved into a commercial tool, impacting individuals on a widespread level (Vahid & Esmae'li, 2012; González Ruiz, 2014). Advertising is a multi-functional marketing activity that can serve various purposes, including describing, warning, selling, informing, entertaining, and persuading people to buy a product or adopt an ideology. This study focuses on non-product ads, which aim to demonstrate the consequences of adopting or not adopting certain beliefs.

As a form of mass media content, advertising plays a critical role in language use and manipulation. Its primary goal is to persuade viewers, readers, or listeners to take action on a product, service, or idea (Danaher, 1987). Advertising is a social practice that involves a complex interplay of factors, such as individuals, objects, symbols, symbolism, power, communication, satisfaction, values, attitudes, and ideas that shape culture. It is impossible to separate an advertisement's message from culture. Although advertising has an economic element, it also deals with values and attitudes that shape culture (Abdelaal & Sase, 2014).

There are two basic ways of selling anything personal or the direct way, and the second is the non-personal means that are no direct contact between the seller and buyer. So, communication in an advertisement is not only about speech or pictures; a person can pass information, ideas, and feelings to another person, which is also considered

communication. There are six main characteristics of advertisement. The first is a marker promotion tool (Camilleri & Camilleri, 2018).

Various tools are used for market communication, like personal feelings and self-promotion. However, advertisement is powerful, and it is expensive. It is a popular element of the promotion mix. The second characteristic is non-personal, and it is already mentioned if there is no direct contact between the advertiser and the audience, it doesn't target a specific person. But a large number of audiences are addressed at the same time. The advertisement is paid content, it is clear that advertising is not accessible to us, but the advertiser sponsor has to spend money preparing the advertisement and buying media, and monitoring advertising efforts. So, advertising is costly. Another characteristic of advertisements is that they use media. Advertisers can use any of the several advertising media to convey the message.

Advertisers use various media platforms to target their audience, including print, visual, outdoor, and others. While advertising messages may not always reveal the truth, they aim to inform, persuade, and remind the audience about a product or service's benefits (Abdelaal & Sase, 2014). Advertisers play a crucial role in increasing sales and benefits. A study examining the language and semiotic features used in Pakistani edible oil companies' advertisements can shed light on the field of advertising and benefit language and society. Advertisements remind people about the need for a product or service and the benefits it will provide. Advertisers do inform, persuade and remind people because they have other objectives of increasing sales and benefits. Advertisers are vital, but it has not been given much importance from the CDA point of view. Studies need to examine the use of language and semiotic features used in the advertisements of Pakistani edible oil companies. The findings of such studies can be helpful in the field of advertisement and will benefit both language and society.

Research Questions

1. What are the various linguistics and semiotic features used in the advertisement?
2. How does the producer (Advertiser) control the mind of people (Consumers)?
3. What techniques do the advertisers use to change the ideology of people?

LITERATURE REVIEW

According to Emodi (2011), Language may be utilized to market and promote a business and catch the attention of the audience. The commercial's makers carefully choose the wording of the advertising. The language used in advertising should be suitable and relevant to the audience's culture and requirements. Commercials are directly involved with ethics, conduct, morals, notions, and culture-building. They are not just for business interests; the advertising should be enticing and appealing enough to capture the audience's attention. The advertisement's style, production, presentation, and wording differ from culture to culture and community to community. Throughout the advertisement, it is kept in mind that the commercial being made or presented should not be unethical or immoral. There are several techniques to advertise things, including television channels, newspapers, magazines, radio, social media, billboards, posters, murals, and so on (Sinclair, 1987).

Companies spend a lot of money to market their products. They permeate their product characteristics and ideas into the minds of the public through these advertisements. According to Fairclough (2013), critical discourse analysis is a type of communal activity in which power and ideology interact. We live in a society in which we have everyday interactions with one another. We talk about a variety of issues. We have some authority and ideology on these themes that we wish to convey to the individual or people with whom we are conversing. As a result, it is a chronic and everyday exercise in power and ideology. According to Van Dijk (1997), critical discourse analysis is also known as analytical discourse. Its key components are society, power, discrimination, and dominance. Because the primary goal of critical discourse analysis is to examine and analyze, it is also known as analytical discourse. In critical discourse analysis, commercials are assessed and scrutinized from every angle regarding ideology and power. The key parts of ads that must be focused on and examined are the product, its attributes, the audience, the setting, the philosophy, and so on. Beauty product advertising influences people and makes them believe that what they see is based on truth. According to Cook (2001), advertising serves numerous purposes in influencing people to comprehend, recall, and alter their feelings and ideas. Advertisements may also be defined as a social activity that informs people and changes their intentions and ideologies.

According to Van Dijk (1997), language serves a communicative role; speakers use language to communicate their thoughts, feelings, and desires, and what they say results in interaction between the participants. As indicated previously, when a socio-cognitive method is used, the central components of discourse analysis are language use, cognition, and social relations. According to Van Dijk (1997), this is why various disciplines can be tied to the study of discourse. The author demonstrates this by stating that while linguistics can analyze how language is used in a particular discourse, psychology can examine discourse to determine how people communicate with one another. Social sciences can examine discourse to determine how people interact in specific situations. According to the

author, discourse analysis typically results in developing theories that shed light on the existing relationships between language use, thoughts or views, and social relationships.

Additionally, Van Dijk (1997) notes that while it is commonly believed that discourse analysis can only be conducted on spoken language due to the obvious interaction between the speakers, written materials can also be analyzed because readers assimilate what they read despite what may appear to be a passive interaction between the reader and the text. Additionally, he emphasizes that non-verbal parts of communication, such as laughter, gestures, and even silence, must be addressed for this type of analysis, as they are an integral part of the encounter.

As Van Dijk (1997) notes, discourse analysis is a broad field of study, with analysts focusing on certain facets, levels, or dimensions of the materials or a broad division of speech. The author asserts that discourse analysis can be centered on the following characteristics:

- a) By analyzing discourse as a verbal structure, non-verbal communication features such as order and form, meaning, style, rhetoric, or schematic structures can be analyzed.
- b) In culture, the study of discourse and interaction may focus on speech acts, interaction, or the actual use of language.
- c) Cognition is concerned with defining how humans use and comprehend speech, or with building and applying models to generate discourse.
- d) When analyzing speech and society, analysts can consider factors such as gender, ethnic origin, or culture.

As mentioned above, if exposure to certain media content is believed to affect violent behaviors among school children, analyzing the content presented through these mediums may result in an explanation for certain attitudes, behaviors, and even thoughts of the particular group as a result of the influence media has over the masses (Abdelaal & Sase, 2014). In this instance, analyzing media designed for children may help explain why problems such as bullying have become more prevalent in contemporary culture. An examination of media discourse may reveal the indirect messages imparted to youngsters by strong mediums.

Throughout the 1970s and 1980s, communication studies placed a premium on discourse, and an interest in understanding it developed as a result of its utility (Van Dijk, 1997). The author notes that mass media messages have become a primary point of attention due to the media's influence on society. The following part will provide an in-depth examination of mass media and its function in society.

Discourse can be defined in various ways, and its meaning varies depending on the context in which it is employed. Ahmed (2000) notes that discourse is typically associated with spoken languages, such as what is stated in public speeches. Still, it can also apply to the concepts of particular schools of thought, such as contemporary philosophies' discourse. However, Abdelaal & Sase, (2014) notes that in discourse studies, the term discourse refers to both a specific mode of language usage and a mode of social interaction that can be characterized as a communicative event occurring in a social environment. The author provides several examples, including dialogues, legislation, and news (Van Dijk, 1997).

According to Bloor & Bloor, (2013), discourse and speech emphasizes factors other than language syntax, though they are occasionally included. Discourse analyses a variety of qualities, including the context in which it is utilized, the grammatical structures used, as well as stylistic structures, interactional characteristics, and presentation performance (Van Dijk, 1997).

According to Gee, (2014), discourse is a component of complex social events because it enables individuals to convey their feelings, thoughts, and beliefs to one another and interact. The author states that discourse has three primary dimensions: "1. language use; 2. belief communication (cognition), and 3. engagement in social contexts." According to Lunga, (2007), discourse studies can incorporate a variety of disciplinary perspectives, for example, the socio-cognitive approach, which considers mental representations, the processes language users go through when understanding and producing discourse in interaction, as well as the group's beliefs, values, and ideologies. The author notes that this method also considers the relationship between socio-cognitive phenomena, discourse structures, and engagement in communicative events within a social structure.

As discussed previously, discourse studies seek to understand the connections between language usage, Ideas, and behaviors. The next point covered the dimension of cognition and society in detail.

Discourse is a bridge to cognition as individuals receive the message, both written and spoken; the brain creates various forms of cognitive representations referring to codes, features, and meanings to understand the meaning received (Zhang, 2017). Van Dijk, (1997) notes that the process by which the brain deciphers messages is extremely complex because the meanings people formulate are inextricably linked to their unique personal experiences and knowledge. Second, messages are frequently incomplete, unclear, redundant, and imprecise. The author observes that message recipients frequently build meaning with astonishing precision despite the system's obvious flaws.

According to Van Dijk (1997), these cognitive representations may be carried out mechanically, unconsciously, and in milliseconds. On the other hand, other processes take a few seconds to finish since they require deliberate and slower processing. Tahmasbi & Kalkhajeh, (2013) assert that a detailed conversation analysis is impossible without considering a cognitive framework. As he mentions, abandoning cognition would result in a behaviorist excess.

Kaur et al., (2013) elucidated how discourse is comprehended and generated. He explains that to comprehend conversation, general information, and contextual facts are evaluated and interpreted; the resulting knowledge is then stored in memory and associated with new or current models of situations. The receptor can comprehend the message's meaning with all of these components. Sinclair, (1987) notes that discourse generation requires the formulation of pieces of scenario models as well as pertinent information about communicative circumstances. Having this data is critical for developing and producing a compelling message.

Additionally, O'keeffe, (2013) stated that in order to produce or comprehend discourse, it is necessary to have socially shared knowledge and beliefs for the communication process to be successful and efficient. Additionally, he notes that the meanings ascribed to language are contingent on what is possible or presumed to be true in a particular culture. Additionally, he asserts that cognitive processes include social components that can be acquired, employed, or modified via verbal or nonverbal interaction. The following subsection will provide a more extensive discussion of the discourse-society relationship.

In advertisements, language can be used to promote the product and attract customers (Emodi, 2011). The advertisers are very touchy and sensitive in the use of language in the advertisement of their products. The language used in the advertisement should be by the cultural norms and the need of the audience or customers.

Advertisements are an integrated part of the culture. They mediate the culture. There is an excellent concern for advertisements like ethics, behavior, Morality, and shaping up the culture. It is not the objective of the advertisement only (Sinclair, 1987). Commercials and advertisements should be so attractive that they should take people's attention. Advertisements depict culture and community. The advertisements vary from culture to culture, and from society should be taken into account while producing advertisements. TV Channels, News Papers, Magazines, Radio, Social Media, Billboards, Posters, and wall paintings are the platforms where companies advertise their products. Through the advertisements of companies, they control the mind of the people. They form the ideology of the people about their products.

According to Fairclough, (2013) article, analysis is a social practice in which power and ideology hit each other. Interaction is the basic characteristic of society; without interaction, no society can exist. Advertisements in this regard have some power and ideology to converse with the audience (Van Dijk, 1997). The other name of critical discourse analysis is analytical discourse. Critical discourse is manually concerned with society, powers, exercise, discrimination, and supremacy. The article discourse analyses the different features of discourses that's why it is called critical discourse analysis. The product, features, audience setting, and ideology are analyzed in an advertisement. The advertisement made by the edible oil company drew the people's attention and made them realize that what they were saying was true.

According to (Cook, 2001) advertisements exercise many things to make people understand, remember and change their point of view. Advertisements are a kind of information used to change people's ideology. Advertisements cannot be separated from Society (Jhally, 2000). Camilleri & Camilleri (2018) described the critical discourse analysis of the Fairclough Model 2013 to analyze the discourse of advertisements. They also apply the social semiotic approach Kress and Van Leeuwen, (1996) proposed to analyze critical discourse analysis.

THEORETICAL FRAMEWORK AND METHODOLOGY

In the present study, Fairclough's (1993) three-dimensional framework was used to analyze a Pakistani Oil Company, "*Kashmir Primum gold*" this study is about seeing the language in respect of social practice and ideology. In this framework, some dimensions are closely interrelated with each other. These dimensions are 1) description of textual analysis, 2) interpretation of production and reception, 3) explanation of social conditions which affect production and reception, as seen in Figure 1 below:

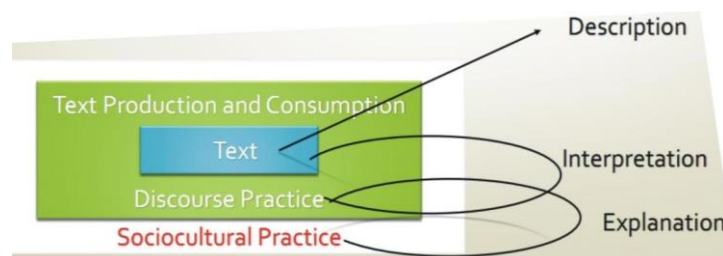


Figure1: Fairclough's three dimensions of discourse analysis (Fairclough, 1993, p.25)

Light cholesterol free oil (لائٹ کولیسٹیڑول فری آئل)

This line is for the target audience, as we know, we live in an era where the new disease is discovered, and people in this modern age are suffering from many diseases, and cholesterol is one of them which are dangerous for health. There is no discrimination between men and women. Both men and women are the target audience of the product. This product ensures to control of this dangerous disease.

Make life healthy and active (لائف رہے صحت مند اور ایکٹو)

This is also a very touchy line; most people are conscious about their health, and they find ways in which they can attain a happy and active life. But in this modern lifestyle, do not find time to keep them healthy by exercising or going for walks. The majority of the population in our society is facing the issue. So in this line of advertisement, the mind of people is controlled by the lines like this one. The attention of the audience is drawn, and the mind of the target audience is attracted to this cooking oil.

Advertisements, through the exercise of power, try to change the life of the people and their audiology which is very important to human life. All the actions that we perform socially or religiously are based on ideology. Ideology binds and unbinds society (Foucault, 1980) said if we want to analyze ideology, we have to look at history as evidence to prove what is right or wrong. In this advertisement, the advisers try to convince the people to buy their product by ensuring them that their product is the best.

SEMIOTIC FEATURES

According to Kaur et al., (2013), semiotics is a primitive paradigm for understanding the meaning of communication. "The definition of semiotic is the study of sign or and epistemology about the existence or the actuality of sign in social life (Yakin & Totu, 2014)". We consider signs or things to signify something else (Eco, 1979). Semiotic features are also part of text analysis in critical discourse analysis. In this section, the colors, dresses of the characters, and gestures shown in the advertisement will be discussed.

Color

The colors used in this advertisement match the color psychology of people. Colors in advertisements play a vital role in the attention of the people's attention. Different colors represent different qualities and sentiments.

- Blue: Tranquility, Stability, loyalty
- Yellow: Youth, optimism, happiness
- Green: Hope, success, healing
- Black: Mystery, Power
- White: Cleanliness, purity, innocence
- Red: Intensity, Sexuality, passion
- Purple: Royalty, Luxury
- Orange: Warmth, Energy, fun

The dominant color used by the advertisers in this "Kashmir Premium gold" Cooking Oil advertisement is yellow. The color of the packing is yellow. The model is wearing a yellow color dress. But there is a slight difference the color of the product is bright yellow, while the color of the model dress is light yellow. Yellow color is associated with sunshine which is the symbol of optimism. Yellow color depicts joy, wisdom, and energy, and the yellow color of the product is the symbol of power. This product is full of energy. At the same time, the yellow color of the model shows intellect and happiness. The household girl chooses the product. She is happy after her right choice. Yellow is also associated with food. Bright yellow capture the attention of the viewer first that's why the taxi cabs are yellow. Yellow is also associated with respect and fidelity. The advertisers use a yellow color to produce happiness and present feelings. Man in our society thinks that yellow color a symbol of kindness, light, heartedness, and innocence.

The boy in the advertisement is wearing white color sleeveless T-Shirt. White color is associated with light goodness and purity. The white color is associated with perfection. It is a symbol of positivity. The advertisement is associated with calmness and cleanliness because it is the color of snow. In high-tech products, white is used to indicate simplicity. This color is associated with hospitals and doctors. White color is associated with cleanliness and purity. From this analysis, we can guess the boy in the advertisement belongs to a high official like any officer or doctor. He is handsome, smart, and cheerful. This is also being advertisement trick to offer people to buy their products. The other color used in the advertisement is purple. The purple color in the advertisement is a symbol of purity.

THE GESTURE

The other semiotic feature used in this advertisement is the glance up and to the left. In an advertisement, such type of glance indicates the truth. It means what the advertisers are calming is 100% true and real.

"Kashmir" is a multinational company, and the business of this company is spreading all over the world. Major brands of Kashmir are Kashmir Ghee and Kashmir Premium Gold Oil. This company claims the health of buyers. Its ideology is personal care. The advertisement of this company is unique in their style use of language use of models and characters. Top models perform in their advertisements to draw the attention of people. The words used in their advertisements are exact and affect the target audience.

CONCLUSION

This study aimed to analyze the various techniques used by advertisers to control the mind of people. This study was based on the Fairclough 3D model. There is stiff competition between edible oil companies in Pakistan (Cook, 2001). They tried to convince people to buy their product through advertisements. In their advertisements, they used linguistic features, Semiotic features, and chunk lines to draw people's attention toward their product. Advertising has become important for promoting products, services, or ideas in this modern age. The advertisers use different techniques to promote their products in the advertisement. They give many solutions to the health problems to the people by using their products. Because this is the only easiest way to control the diseases mentioned in the advertisement by doing this and the consecutive repetition on TV and in magazines, they control the mind of the targeted audience. The use of language interpretation explanation and socio-cultural practice are the pillars of advertisements. The advertisers are the people who are in power; they exercise their power on the specific audience (Consumers). The advertisers are the product producers, and the consumers are the buyers of the product.

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