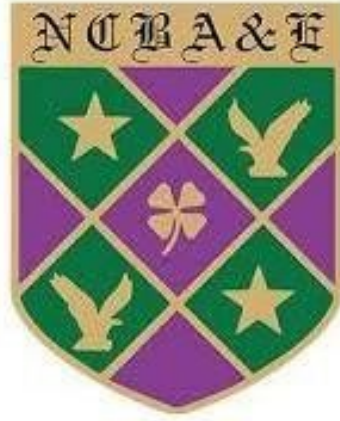


**Persuasive Strategies Employed in Beautification Advertisement in
Pakistani Print Media**



**MASTER OF PHILOSOPHY
IN
ENGLISH LINGUISTICS**

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HINA KHALID

**In Partial Fulfillment of the Requirements for the
Degree of**

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**A dissertation submitted to the Faculty of Arts and Humanities, in partial fulfillment of the
requirements for the degree of**

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Abstract

This study examines the persuasive strategies employed in beautification advertisements in Pakistani print media from a linguistic perspective. By leveraging Roland Barthes' semiotic theory, the research deconstructs the denotative and connotative meanings embedded in these advertisements, revealing the underlying myths and cultural ideologies that shape consumer perceptions and behaviors. The analysis focuses on identifying key signs, symbols, and narratives used in the advertisements to construct ideals of beauty and desirability. The study employs a qualitative content analysis methodology, analyzing a purposive sample of beautification advertisements from leading Pakistani magazines and newspapers. Through a detailed semiotic analysis, the research uncovers the linguistic and visual techniques used to persuade audiences, such as the use of evocative language, celebrity endorsements, cultural references, and visual aesthetics. Additionally, the study explores how these advertisements reinforce gender norms, social status, and cultural values within the Pakistani context. Findings suggest that beautification advertisements in Pakistani print media rely heavily on culturally resonant symbols and narratives that appeal to consumers' aspirations and emotions. The use of traditional and modern elements creates a hybrid identity that aligns with both local cultural values and global beauty standards. This study contributes to the understanding of how language and semiotics in advertising shape consumer attitudes and behaviors, offering insights for marketers, advertisers, and scholars interested in the intersection of linguistics, culture, and media. By highlighting the persuasive strategies in beautification advertisements, the research underscores the significant role of language in constructing and perpetuating ideals of beauty in Pakistani society.

Keywords: Beautification Advertisements, Persuasive Strategies, Pakistani Print Media, Marketing Techniques, Consumer Perceptions

DEDICATION

I dedicate this thesis to the people who have been my constant support system throughout this incredible journey. To my parents, who have always believed in me and provided me with the strength and determination to pursue my dreams. Your love, encouragement, and sacrifices have been the foundation of my success, and for that, I am eternally grateful.

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Lastly, I dedicate this thesis to my mentors and teachers who have guided me, challenged me, and pushed me beyond my limits. Your wisdom, patience, and encouragement have been instrumental in shaping my academic journey. I am grateful for your unwavering support and for believing in my potential.

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Through this expression of gratitude, I hope to emphasize the importance of collaborative scholarship and acknowledge the intellectual debt we owe to one another in the pursuit of knowledge.

PLAGIARISM UNDERTAKING

I, Hina Khalid, hereby declare that the work presented in this thesis titled, "**Persuasive Strategies Employed in Beautification Advertisement in Pakistani Print Media**" is my original work and has not been plagiarized in any form. I have not used any material from other sources without proper acknowledgment and citation. Where other sources of information have been used, they have been appropriately referenced according to the prescribed academic standards. I further declare that this thesis has not been submitted previously, in whole or in part, for any degree or qualification at any other university or institution.

I understand that any breach of this undertaking will lead to disciplinary action by the policies and regulations of the National College of Business Administration & Economics.

Signature of Student : _____

Name of Student: Hina Khalid

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CHAPTER 1

INTRODUCTION

1.1. Introduction

The realm of advertising has long been a rich field of study for linguists, sociologists, and marketers alike, given its profound impact on shaping consumer behavior and cultural norms. Among the various forms of advertising, beautification advertisements hold a significant place, particularly in print media, due to their pervasive influence on societal standards of beauty and personal grooming. In the context of Pakistani print media, these advertisements not only reflect but also shape cultural and linguistic narratives, making them an intriguing subject for linguistic analysis.

Beautification advertisements often employ a range of persuasive strategies to captivate and convince their audience. These strategies are not merely about presenting products but are intricately woven with linguistic techniques that appeal to the desires, aspirations, and identities of the readers. Understanding these strategies involves delving into the use of language, rhetorical devices, and semiotic elements that collectively create a compelling message.

In Pakistan, where print media still holds substantial way in influencing public opinion, beautification advertisements play a crucial role in disseminating and reinforcing beauty standards. The linguistic strategies employed in these advertisements are crafted to resonate with the cultural and social ethos of the Pakistani audience. This involves a careful balance of modernity and tradition, leveraging local languages, and incorporating cultural symbols that are familiar and aspirational to the target demographic.

Advertisements are considered to be announcements, public notifications, or posts that promote a product or service. Advertisements have a long history dating back to the 1950s and 1960s, with a focus on effective selling strategies (Vahid & Esmæ'li, 2012). However, today's advertisements are more visually appealing and have a strong impact on people. According to Ruiz (2014), advertising is a crucial aspect of marketing that involves the trade of products and services. Advertisements serve several purposes, including description, sale, information, entertainment, and warning.

In the 21st century, several firms use it as a platform to promote their brands and products. Advertisements are announcements in community media about manufactured goods or services. In addition to brand sponsorship and product promotion, advertising plays a significant role. These adverts promote many beliefs and societal norms. Advertisements are the primary source of revenue for television channels. The average adult spends 2–3 years of their life viewing television advertising. According to Ingham (1995), the amount of time spent watching advertisements can have a variety of effects on viewers. Therefore, this research study aims to analyze Pakistani advertisements by using Roland Barthe's semiotic theory and check how they pursue Pakistani citizens and what sort of upshot they have on society.

The media has the most significant effect on modern civilization. It encourages many ideals and opinions in people's minds. Companies use numerous marketing to attract clients and sell their products. This research study examines persuasive methods used in Pakistani product marketing; a topic not previously investigated by scholars. This research will identify the characteristics and features in commercials that reflect Pakistani culture and society.

According to Widyahening (2015), language is a tool for expressing our thoughts and guiding others to take any action; it may also work as a knife or blade, forcing someone to commit

suicide. Language can help to promote a nation's culture, and ads play an important role in this respect. Language may completely mold one's philosophy and beliefs. According to Fomukong (2016), language is something that cannot be evaded, and its use changes depending on the circumstances. Language simply advises the speaker to choose words that will help him influence someone or readily explain his ideas or state of mind completely. Suryasa (2016) emphasizes the importance of understanding others.

Language choices in advertising are more than merely linguistic concerns; they also influence audience targeting, brand image, and the portrayal of societal values. In a country where several languages, including Urdu, Punjabi, Sindhi, and Pashto, coexist with English, the strategic use of English in advertising raises problems about accessibility, inclusiveness, and the portrayal of social goals.

Advertisers use three persuasive strategies: **pathos**, **logos**, and **ethos**. Pathos appeals to emotions, such as happiness or pain, while logos provide evidence and statistics to understand the product's function. Ethos appeals to credibility or character, presenting statistics from reliable experts or endorsements from celebrities. These strategies aim to evoke emotional responses, provide clear facts, and convince consumers to buy the product. Overall, advertisers use these strategies to persuade consumers to buy their products.

Advertisers use various strategies to promote their products, often overshadowing rhetorical strategies. These strategies include Avante Garde, Wavel Words, Magic Ingredients, Patriotism, Transfer, Plain Folks, Snob Appeal, Bribery, and Bandwagon. Avante Garde suggests that the product puts users ahead of the times, Wavel Words suggest a positive meaning without guaranteeing results, Magic Ingredients suggest a miraculous discovery, Patriotism suggests purchasing shows love for one's country, Transfer suggests the product is also positive, Plain

Folks suggest the product is practical for ordinary people, Snob Appeal suggests the product makes customers part of an elite group, Bribery offers something extra, and Bandwagon suggests joining the crowd or being on the winning side.

There are several firms and brands in Pakistan that sell various items and run commercials in the media. The researcher might investigate every advert. As a result, the scope of this study is limited to five advertisements for various products. The current study is crucial because it highlights the various techniques that different cosmetic businesses utilize in their ads to attract customers. This study gives both practical and theoretical contributions to critical discourse through semiotic theory model applications on commercials, taking into account the advertisers' product flow techniques. This current study will explore knowledge in the field of linguistics and it will assist in interpreting the advertisement of micro levels and their hidden agendas. Moreover, it will also explain the sociocultural impact of such content.

This study aims to explore the language, culture, and consumer behavior within the context of Pakistani print media advertisements. By examining the use of persuasive techniques in the advertisement, this study seeks to uncover the motivations behind its adoption, its impact on consumer perceptions, and its implications for the broader advertising industry in Pakistan. Through a comprehensive exploration of this topic, this research endeavors to shed light on the evolving role of language in shaping advertising strategies and its resonance with diverse consumer segments in the Pakistani market.

Furthermore, this research aims to explore the persuasive strategies employed in beautification advertisements in Pakistani print media from a linguistic perspective. By analyzing a selection of advertisements, this study seeks to uncover the rhetorical and linguistic techniques used to persuade the audience, the cultural narratives embedded within these advertisements, and the

overall impact on societal perceptions of beauty. This investigation will contribute to a deeper understanding of how language and culture intertwine in the realm of advertising, providing insights into how media shapes and is shaped by the linguistic and cultural contexts in which it operates.

1.2. Background of the Study

This study delves into the multifaceted dynamics of language usage in the context of Pakistan's diverse and evolving advertising industry. Well-known companies are using advertising techniques to promote their brands in the market in the current highly competitive business environment (Kirmani, Amna, & Valarie, 2005). The advertising tool operates with a keen eye toward the compensated presentation and promotion of non-personal concepts, overseeing and regulating the distribution of knowledge, creative concepts, and assistance by a designated sponsor (Rodgers, Shelly, & Esther, 2010). Businesses utilize advertising to raise awareness of their products and services at global level.

The process of advertising, particularly in printed form, affects customer purchasing behavior, brand image, taste, and awareness-raising. These and many other related actions are carried out, which both directly and indirectly increase market rivalry (Thompson, Craig, Aric).

These businesses aim to complete a given communication goal with a specific target demographic within a specified timeframe. Advertising goals can be broken down into two categories: primary purpose and secondary purpose. The former seeks to enlighten, convince, and repeatedly remind consumers about the benefits of brand loyalty, dependability, and durability. Print advertisements are regarded as informational advertisements that have a strong impact on consumers by presenting new goods and services and modern brands to the market to draw in more customers. The main goal of this advertising campaign is to satisfy and increase

consumer demand (Loudon, 2012). The senior management of most astute companies constantly monitors the state of the industry or the financial standing of brands.

In this instance, the persuasive advertising that businesses employ has evolved into comparison advertising, wherein they either directly or indirectly contrast the durability of their brands with those of other businesses (Beverland, Michael, Julie, & Adam, 2007). A model of consumer purchasing behavior is typically used to evaluate the influence of consumers' daily decision-making abilities on the brands they choose to buy. These days, the majority of large businesses are trying to make their R&D departments more effective to shift consumers' perceptions of the brands that meet their requirements, wants, and expectations (Loudon, 2012).

Language choices in advertising are more than merely linguistic concerns; they also influence audience targeting, brand image, and the portrayal of societal values. In a country where several languages, including Urdu, Punjabi, Sindhi, and Pashto, coexist with English, the strategic use of English in advertising raises problems about accessibility, inclusiveness, and the portrayal of social goals. Understanding the influence of English in Pakistani ads is crucial for marketers, advertisers, and academics seeking to understand the changing dynamics of consumer behavior and the impact of globalized communication trends on local advertising practices.

Print advertising plays a major role for altering the buyer's behaviour with effective use of bill boards, graphical representation of brands; attractive models are used and many other related activities are performed to attract more consumers (Randall, Leone, & Robert , 2004). Marketing managers play a dynamic role in this context. The primary role of a marketing manager is to better understand the incentives that change according to the consumer's specific needs and brand expectations. It is divided into two components. The first component is the buyer's qualities, which impact their perception, attitude, and response to stimuli. According to

Daneshvary and Rennae (2000), the value of a company's brand is heavily influenced by customer decisions. Consumer behavior influences their purchasing decisions. Smart organizations' R&D departments prioritize identifying factors that influence consumer purchasing behavior.

Consumer purchasing decisions are heavily impacted by culture, social issues, personal needs, and psychological factors. The study aims to investigate the impact of brand partnerships on consumer brand attitudes. Beverland et al. (2007) found that brand image has a significant impact on consumer behavior, attitudes, and mindsets when evaluating and managing brand equity in the market. These variables are crucial for both short and long-term marketing development plans. Marketing methods for consumers are aimed to promote sales both directly and indirectly. This research aims to determine and investigate the persuasive techniques utilized in beautification advertisements in Pakistani print media on and how they impact on brand image and consumer behaviors.

Smart organizations rely heavily on print advertising to increase market sales.

According to Belch & Belch (2003), the primary purpose of print advertising is to attract customer attention to newly presented items. Print advertising is becoming increasingly competitive with similar brands in the market. It is true that market enterprises are regarded as massive and developed all over the world.

In reality, today's commercial market is involved in meeting the wants of customers and changing their behavior. Consumers rely on brand organizations to acquire, assess, and choose similar quality brands in the market.

1.3. Problem statement

Beautification advertisements in print media play a significant role in shaping societal perceptions of beauty and influencing consumer behaviors. In Pakistan, where cultural norms and values are deeply embedded in everyday life, these advertisements not only promote products but also perpetuate specific ideals of beauty and desirability. However, the persuasive strategies employed in these advertisements and their impact on consumer perceptions remain underexplored from a linguistic and semiotic perspective. This gap in research leaves marketers and advertisers without a comprehensive understanding of how language and visual elements in beautification advertisements can effectively persuade and resonate with the Pakistani audience.

To address this gap, this study aims to systematically analyze the linguistic and semiotic techniques used in beautification advertisements in Pakistani print media. By deconstructing the signs and symbols embedded in these advertisements, the research seeks to uncover the underlying myths and cultural ideologies that shape and reinforce societal norms. Additionally, the study will explore how these persuasive strategies influence consumer attitudes and behaviors toward beauty standards.

Understanding these dynamics is crucial for advertisers aiming to create culturally relevant and impactful campaigns and for scholars interested in the intersection of language, culture, and media. This research will provide valuable insights into the power of advertisements in constructing and perpetuating ideals of beauty within the Pakistani context, ultimately contributing to more effective and culturally sensitive advertising practices.

1.4. Research objectives

1. To Identify persuasive strategies utilized in beautification advertisements within Pakistani print media.
2. To identify societal norms, cultural values, and perceptions of beauty in Pakistan.
3. To determine the impact of beautification advertisements on the perception of inclusivity, modernity, and social aspirations among Pakistani consumers.

1.5. Research questions

1. What are the dominant persuasive techniques utilized in beautification advertisements in Pakistani print media?
2. How do beautification advertisements navigate societal norms, cultural values, and perceptions of beauty in Pakistan?
3. How do beautification advertisements influence perceptions of inclusivity, modernity, and social aspirations among Pakistani consumers?

1.6. Significance of study

The significance of studying persuasive strategies employed in beautification advertisements in Pakistani print media includes various academic, practical, and socio-cultural dimensions. Here are the key points highlighting the importance of this research:

Academic Contribution:

Theoretical Insights: This study can contribute to the existing body of knowledge in marketing, communication, and media studies by providing insights into the specific persuasive techniques used in the context of Pakistani print media.

Cultural Context: It can enhance understanding of how cultural distinctions influence advertising strategies and consumer behavior in Pakistan, enriching the literature on cross-cultural advertising.

Practical Implications for Marketers

Strategic Development: Marketers and advertisers can benefit from identifying effective persuasive strategies that resonate with Pakistani audiences, enabling them to design more impactful advertisements.

Consumer Engagement: Understanding what appeals to consumers can help businesses enhance their engagement efforts, improving brand loyalty and increasing sales.

Consumer Behavior Understanding:

Behavioral Patterns: The research can shed light on consumer behavior patterns and preferences regarding beautification products, helping businesses tailor their offerings to meet market demand.

Emotional Triggers: Identifying emotional triggers that drive consumer decisions can help in developing advertisements that build stronger emotional connections with the audience.

Socio-cultural Impact:

Cultural Representation: The study can reveal how beautification advertisements reflect and shape societal beauty standards and cultural values in Pakistan.

Gender Dynamics: It can explore the portrayal of gender roles in advertising, contributing to discussions on gender representation and stereotypes in media.

Policy and Ethical Considerations:

Advertising Ethics: Insights from the study can inform regulatory bodies about the ethical considerations and potential impacts of persuasive advertising on consumers, leading to more informed policy-making.

Consumer Protection: Understanding the persuasive techniques used can help in developing guidelines to protect consumers from misleading or manipulative advertising practices.

In summary, the significance of studying persuasive strategies in beautification advertisements in Pakistani print media lies in its potential to provide valuable insights for academia, marketing professionals, media planners, policymakers, and educators, while also contributing to broader socio-cultural and ethical discussions.

1.7. Methodology

Positivism research theory suggests that objectively seeing, measuring, analyzing, and recording personality in social phenomena implies independence from personal values and independent task completion. Semiotic theory can be used to analyze persuasive strategies in beautification advertisements in Pakistan. This involves examining the signs and symbols used in these advertisements to understand how they convey meanings and influence audiences. The research objective is to explore the persuasive strategies employed in these advertisements, and the research questions include what signs and symbols are commonly used and how they persuade and influence the target audience. The semiotic analysis framework involves identifying key signs and symbols, denotation and connotation, codes and conventions, visual elements, linguistic elements, cultural references, and celebrity endorsements. The interpretation and discussion of the findings are crucial for understanding the role of media in shaping beauty perceptions and consumer behavior in Pakistan. The findings can provide a structured approach

to analyzing beautification advertisements and highlight the importance of cultural context in understanding persuasive strategies.

This research examines the impact of marketing in Pakistan, focusing on techniques employed in beautification advertisements. However, this written content offers information, and promotion, and raises awareness. It's very useful because other languages are also understood. This standard allows language to be transmitted to rural regions.

Content analysis of a diverse sample of Pakistani print media advertisements across various media platforms, supplemented by consumer surveys and focus group discussions. Selection of advertisements from different product categories, targeting various demographics and geographic regions within Pakistan.

The research can showcase the value of interdisciplinary approaches, combining marketing, media studies, cultural studies, and semiotics to provide a comprehensive understanding of advertising strategies. By employing methodologies like semiotic analysis, the research can demonstrate innovative ways to study media and its impact, providing a model for future research in similar areas.

This study analyzes multilingual text in Pakistani print media advertising found in various local stores and localities using a qualitative research approach.

1.8. Limitations of study.

Persuasive advertising strategies are complex and require careful consideration of various factors. These include subjectivity in emotional appeal, cultural differences in pleasure and suffering, association with prominent figures, perceived value demonstration, simplicity in advertising, audience research challenges, diverse preferences, and the use of humor. Quantifying emotional appeals can be challenging due to subjective interpretation. Cultural

differences and changing social norms can also impact the long-term validity of findings. The association with prominent figures can affect the effectiveness of the association. Concrete value demonstration may not always align with actual product value, leading to differences in consumer expectations. Simplified messages may lack context, leading to misunderstandings. Audience research challenges and diverse preferences can also hinder universally effective persuasive messages. Humor's cultural sensitivity and subjective interpretation can also limit cross-cultural applicability. Research methodology limitations, prejudices, and market and media trends can also impact the study's findings. Acknowledging these limitations can provide a more nuanced understanding of the challenges and constraints faced in researching persuasive advertising strategies.

1.9. Contributions

Research on the persuasive strategies employed in beautification advertisements in Pakistani print media can offer significant contributions across several domains. Here are some key contributions:

Academic Contributions

Expanding Theoretical Frameworks: This research can enhance existing theories in marketing, communication, and media studies by providing empirical evidence from a non-Western context. It can contribute to models of advertising effectiveness, persuasion, and consumer behavior specific to cultural settings.

Cultural Insights: By focusing on Pakistani print media, the study can offer insights into how cultural values, norms, and aesthetics influence advertising strategies and consumer responses.

This contributes to cross-cultural advertising literature.

Semiotic Analysis: Employing semiotic analysis helps in understanding the deeper meanings and ideologies embedded in advertisements. This can contribute to the academic discourse on media representation and its impact on societal beauty standards.

Practical Contributions

Marketing Strategies: The findings can help advertisers and marketers in designing more effective beautification campaigns that resonate with Pakistani consumers. Understanding the persuasive elements that appeal to this demographic can lead to more targeted and successful marketing efforts.

Consumer Awareness: By revealing the persuasive techniques used in advertisements, the research can help consumers become more critical and informed about the media they consume. This can promote media literacy and empower consumers to make more informed decisions.

Brand Positioning: Brands can benefit from insights into how beauty and health are intertwined in consumer perceptions. This can aid in positioning their products in a way that aligns with consumer desires for holistic and natural beauty solutions.

Social Contributions

Challenging Beauty Standards: The research can contribute to broader social discussions about beauty standards and their impact on self-esteem and body image. By highlighting the persuasive tactics used to promote certain ideals, it can encourage a more diverse and inclusive representation of beauty in media.

Health Promotion: If the research highlights the promotion of health-centric beauty products, it can support public health initiatives by showing how media can positively influence health behaviors, such as choosing products that promote well-being.

Policy Implications: Insights from the study can inform policymakers and regulatory bodies about the nature of advertising in the beauty industry. This can lead to better regulations ensuring ethical advertising practices that do not exploit or mislead consumers.

In summary, the research on persuasive strategies in beautification advertisements in Pakistani print media can significantly contribute to academic knowledge, practical marketing strategies, and social awareness, thereby offering a comprehensive understanding of how beauty is marketed and perceived in this cultural context.

1.10. Conclusion

This research study aims to analyze Pakistani advertisements using Roland Barthe's semiotic theory and examine the persuasive methods used in Pakistani product marketing. Advertisements are not just announcements, public notifications, or posts that promote products or services but also serve various purposes such as description, sale, information, entertainment, and warning. In Pakistan, beautification advertisements play a crucial role in disseminating and reinforcing

beauty standards. The linguistic strategies employed in these advertisements are crafted to resonate with the cultural and social ethos of the Pakistani audience, incorporating familiar and aspirational cultural symbols.

Language choices in advertising are more than merely linguistic concerns; they also influence audience targeting, brand image, and the portrayal of societal values. In a country where several languages coexist with English, the strategic use of English in advertising raises problems about accessibility, inclusiveness, and the portrayal of social goals.

Advertisers use three persuasive strategies: pathos, logos, and ethos. Pathos appeals to emotions, logos provides evidence and statistics to understand the product's function, and ethos appeals to credibility or character. These strategies aim to evoke emotional responses, provide clear facts, and convince consumers to buy their products.

The scope of this study is limited to five advertisements for various products, focusing on the various techniques used by cosmetic businesses to attract customers. The study provides practical and theoretical contributions to critical discourse through semiotic theory model applications on commercials, taking into account the advertisers' product flow techniques.

This research aims to explore the language, culture, and consumer behavior within the context of Pakistani print media advertisements, examining the use of persuasive techniques, the evolving role of language in shaping advertising strategies, and its resonance with diverse consumer segments in the Pakistani market.

This study explores the dynamics of language usage in Pakistan's advertising industry, focusing on the impact of advertising on customer purchasing behavior, brand image, taste, and awareness-raising. Advertising aims to satisfy and increase consumer demand, with primary and secondary purposes. Print advertisements are used to present new goods and services and modern brands, with the senior management constantly monitoring the industry's financial standing.

Language choices in advertising are more than just linguistic concerns; they also influence audience targeting, brand image, and the portrayal of societal values. In a country where multiple languages coexist with English, the strategic use of English in advertising raises issues about accessibility, inclusiveness, and the portrayal of social goals.

Print advertising plays a major role in altering buyer behavior through billboards, graphical representations of brands, attractive models, and other related activities. Marketing managers play a dynamic role in understanding the stimuli that change in response to consumer needs and brand expectations. Consumer purchasing decisions are heavily influenced by culture, social issues, personal needs, and psychological factors.

Smart organizations rely heavily on print advertising to increase market sales, as it attracts customer attention to newly presented items. The study aims to determine and investigate the persuasive techniques used in beautification advertisements in Pakistani print media and their impact on brand image and consumer behaviors.

Chapter 2

Literature Review

Print advertisement has long been a cornerstone of the advertising industry, offering a tangible and credible medium for reaching consumers. Despite the rise of digital media, print ads continue to hold a unique place in the advertising landscape. This essay explores the history, impact, techniques, and future of print advertisement, highlighting its significance and evolution over time.

2.1. History of Print Advertisement

Print advertisement has its roots in the early days of newspaper publishing. One of the earliest known examples is a British newspaper ad from 1625, promoting a book sale. Over the centuries, print ads evolved from simple text-based announcements to elaborate, full-page spreads featuring vibrant images and captivating slogans. The advent of color printing in the late 19th century marked a significant turning point, allowing advertisers to create more visually appealing and eye-catching ads. Technological advancements, such as the introduction of lithography and offset printing, further revolutionized the production and quality of print advertisements.

2.2. Impact of Print Advertisement

Print advertisement has had a profound economic impact on the publishing industry, providing a vital revenue stream for newspapers and magazines. For consumers, print ads serve as a trusted source of information and inspiration, influencing their purchasing decisions and brand perceptions. Moreover, print advertisements have played a crucial role in shaping cultural and

societal norms. Iconic campaigns, such as Coca-Cola's "Share a Coke" and Apple's "Think Different," have left lasting impressions and contributed to the cultural zeitgeist.

2.3. Techniques and Strategies in Print Advertisement

Effective print advertisements employ a range of techniques and strategies to capture the audience's attention and convey the intended message. Imagery, color, and typography are essential elements in creating visually compelling ads. Advertisers often use psychological principles, such as appealing to emotions and leveraging social proof, to persuade consumers. A notable example is the "Got Milk?" campaign, (ANA Educational Foundation, n.d.) which used celebrity endorsements and a simple, relatable message to promote milk consumption. Another successful case is Nike's "Just Do It" campaign, which combined powerful imagery with a motivational slogan to inspire and engage audiences.

2.4. The Impact of Advertising on Consumer Behaviour and Brand Perception.

Advertisements are frequently used to raise product awareness. Most advertising provoke the curiosity of customers and persuades them to form an opinion about a certain product or brand. It also implies that there is a strong link between customer awareness, interest, conviction, purchase, and post-purchase intentions. People feel motivated by variety.

. For this, they not only focus on the invention, beauty, or benefits of their product in the long term, but they also go above and above by creating a commercial that assists in customer recall of the product. Advertising establishes a baseline for the ideal consumer utilizing the desired product while demonstrating a favorable brand image. Though one can come across thousands of commercials, many of them must have been zipped or zapped, demonstrating how selective the consumer's thinking is to be exposed to a certain advertisement. According to Teixeira (2015),

for advertising to capture a consumer's attention, it must be interesting and persuasive. Marketers may use a variety of techniques to make an advertising both entertaining and persuasive.

While a reader of a newspaper advertisement will retain it in its memory for a longer time. However, internet advertisement aids in controlling the content one wants to watch (Bezjian-avery, Calder & Lacobucci, 1998 as cited in Sama, 2019). In the current research, advertisements are addressing mediums of the internet which includes the latest social media channels such as Facebook and YouTube. Moreover, other than source there are content and quality of the media advertisements which play a significant role in claiming effectiveness to the consumers (Nysveen & Breivik, 2005). The message proposed in them should be exactly relatable and hold clarity in the minds of consumers. If the message holds ambiguity regarding the product it would complicate the brand image. Content delivers the characteristics of the products which increases familiarity with the brand. Hence this familiarity makes consumers aware of the product advertised. For an advertisement to stimulate the minds of consumers, it should initially try to increase their knowledge about the brand with existing or updated features. Current research aims to investigate the extent to which consumers rely upon advertisements to get such awareness before they make purchase. Second most crucial stage after getting familiarize with the advertisement, consumer to hold it longer in their conscious minds should acknowledge the commercial as interesting. Pitching correct benefits to the correct targeting audience can gain favor towards the advertisement.

An advertisement for the soft drink "Fanta" depicted a girl's mood shift after drinking it, indicating the consumer's cheerful mood. The above example demonstrates how frequently advertisers activate consumers' minds to pique their attention in advertising (Sachdeva, Jordan, & Mazar, 2015). As a result, the more consumers are interested in a certain commercial, the

more likely they are to establish a definite conviction about it. Advertisements on social media attempt to influence customers by responding to their requirements. As a result, they are convinced by the facts presented to them in a commercial (Bradley, 2003, as referenced in Sama, 2019).

The current study focuses on the three previously described elements of ads and how they impact customer perceptions. Lavidge and Steiner's (1961) model explains the relevance of media marketing and consumer behavior at all three levels. Awareness, interest, and conviction are important phases of consumer behavior that indicate the relationship between ads and customers. Current research investigates to what degree individuals are impacted by the culture of ads. Consumer purchasing behavior is influenced by a variety of elements, including marketing campaigns, economic situations, personal preferences, group influence, successful advertising, and purchasing power (Radu, 2019).

However, present research tends to develop its core analysis on the area of advertisement which creates a persuasive impact in the minds of consumers. As the scope of advertisement is rapidly evolving with newly based technologies in today's world. Also, a crucial amount of money has been spent on the development of these commercials which makes it a significant area to be researched. According to Fouad Hussain, CEO of Pakistan's largest advertisement-buying house, there has been an increase during the past few years in advertisement spending. 45 billion is spent on television commercials while 17 billion is spent on print media advertisements (Shadman, 2016). Former fact helps in reasoning the potential of social media advertisement on consumer's mind in the following years. Hence justifies the importance of current research. Along with the formerly mentioned constructs, the ultimate success of an advertisement comes when it directs consumers to make a purchase and has a positive post-purchase evaluation.

Solely viewing the product in an audio-visual advertisement triggers purchasing to provide consumers with an experience of the consequences learned through the commercial. As represented by McGuire (1978, as cited in Chiagouris & Mohr, 2008), purchasing decisions are influenced by attention, retention, and effectiveness of the commercial. Also, when advertisements review the updated new features of a product it motivates the present consumer of that brand to diverge in re-purchase. The second purchase of the same product depends upon the satisfaction with the first purchase. Either positive or negative the first purchase carries great weightage for consumers to form their opinion about the product and what kind of word-of-mouth they spread. Nowadays it has been seen on social marketing websites where people tend to update about their experience with the product on specific review pages and sometimes right below the advertisement's comment section on the concerned page of the product.

These reviews by consumers effects the purchasing behavior of all those considering the product (Sama, 2019). For this advertisers tend to put a lot of hard work into delivering the same quality of the product which was promised in the advertisement. As one bad review on social media can damage the product's identity and that's a risk they couldn't afford. Present research offers to distinguish the impact of advertising on purchase and non-purchase consumer behavior. Based upon the formerly mentioned literature certain hypotheses are investigated: (1) Advertisements have a significant influence on awareness, interest, and conviction of the consumers. (2) There is a relationship between the impact on awareness, interest, conviction, and purchase behavior of consumers. (3) Awareness, interest, and conviction of advertisements on social media are associated with post-purchase behavior of consumers.

Today, most of smart company's marketing departments play a very dynamic role in introducing their brand to consumers (Baker & Churchil, 2001). In accordance, to the past literature, it is analyzed that sales are highly dependent upon marketing their brand. The process of marketing their brands revolves around determining and analyzing the consumer perception, positive attitude and behavior towards their company offering brands to fulfil their expectation, needs, and desire (Daneshvary & Rennae , 2000). Here, the contribution of the company's top-level management preferred the use of print advertising. Printing advertising is used to memorize the company brand in the minds of consumers.

It is true that the relationship between brand image and consumer buying behavior is positively correlated with print advertising (Raymond & Thomas, 2008), and the finance department of smart companies is always working on setting the print advertising budget, which is considered an important objective from the company's promotion of their brands in the market. The researcher suggested that there are four commonly used different methods for setting the promotion budget.

As a result, it has been noticed that a company's brand advertising financing budget is frequently determined by different stages of the product life cycle. The new and existing product life cycle is critical for attracting more consumers who are familiar with the corporate brand. These advertisements attract print customers, enhancing total sales and the company's market position (Daneshvary & Rennae, 2000). This study focuses on financial budgeting to increase awareness of a company's brand and encourage people to try it to meet their requirements, wants, and expectations. Mature brands often demand smaller finance budgets based on corporate sales ratios.

Capturing market share are also directly as well as indirectly impact on amount of advertising company and also increase sales and worth of company in the market. This market share is also including the building Capturing market share has a direct and indirect influence on the quantity of advertising a firm does, as well as increasing sales and the company's market value. This market share also includes establishing market shares that obtain high completion in the market based on advertising expenditure and merely maintaining present share, whereas low share brands typically require greater advertising spending as a percentage of sales (Ching, Chen, and Myagmarsuren, 2011).

Print advertising refers to the use of physically printed media such as magazines and newspapers to reach consumers, business customers, and prospects (Rossiter, John, & Ale, 2012). As a result, it has been noticed that print advertising uses digital media sources such as banner advertisements, mobile advertising, and social media advertising to reach the same target audiences. The study sought to identify status brands by investigating the positive and negative impacts of non-product brands' associations with status, print advertising, and consumption (O'cass, Aron, & Hmily, 2012). In this study, the researcher focused on distinct firm brand statuses achieved through successful use of print advertising. Print advertising plays a very important function here.

Print advertising is among the earliest forms of advertising. With the introduction of radio, television, and the internet, print advertising has lost its charm. Because of its cost advantage, print remains the most popular advertising medium for small, local companies. Print medium has a very broad reach and is highly cost effective. The advertisement can reach a diverse range of demographics across a large geographic area. People can refer to the adverts several times, ensuring the desired persistence. The main restriction of print advertising is that it must fight for

the reader's attention. In the medium's limited area, the advertising may simply get lost in the congestion.

In addition, an increasing number of people are converting to online periodicals and newspapers. So the traditional print medium is losing its appeal. In today's world, it appears like advertising are everywhere we look, whether on television, billboards, or in the newspaper. Obviously, the primary goal of advertising is to persuade the customer to purchase the product in question; therefore, the message inside the advertisement must be as compelling as possible and guarantee that specific emotions, sensations, and values are evoked in the consumer. Print advertising are a highly efficient technique to reach a large audience ,because the advertising is in print, the use of color, text, and imagery is critical to a successful campaign. Advertisements must not only aim to sell the goods in issue, but also appeal to the customer. It is critical that advertising not only seek to clarify the characteristics of the product they are attempting to sell, but also guarantee that they truly mean something to us as consumers.

Print media has a wide reach due to its inexpensive cost. In India, where internet penetration is low and linguistic and regional variety make national uniform communication difficult. Advertisers benefit from the flexibility provided by print media.

2.5. Persuasive Strategies Employed in Beautification Advertisement

Persuasive ads take finesse to craft, but there are main principles that are kept in mind while creating persuasive advertising:

Appeal to the emotions. Almost all persuasive advertising contains an emotional appeal. Consider how your commercials might provoke good feelings among potential buyers. Make everyone laugh. Tap into their natural yearning for connection, control, and self-realization. It is not essential to entirely neglect logic when making convincing commercials; however, the

emphasis should be on producing a favorable emotional response and sowing a seed of desire for your unique goods or services.

Balance pleasure and suffering. Decide on the desired action your ad should prompt a buyer to perform, and then demonstrate why that action will result in maximum joy and little misery. Consider a commercial that begins slowly, with five-star customer ratings, and then accelerates dramatically as an upbeat and popular tune plays in the background. This demonstrates how delighted your product makes customers. At the end of the ad, you may say that this high-value product is in limited supply. This generates a sense of perseverance by using the scarcity principle, while also implying that your potential clients would lose out if they do not act quickly.

Build positive associations. Get prominent, well-liked people to promote your company in order to capitalize on their ethos (or reputation). This might include favorable comments and testimonials from members of your community as well as a globally renowned celebrity representative. Reaching out to influencers like this may help small companies and major enterprises build a good relationship between their own personal brands and your product or service.

Show concrete value. Even if you prioritize emotional appeal, you must also find a means to explain your product's inherent, practical worth. Anchor any positive photos or videos with a connection to what you're actually selling. Also, give your contact details, such as a website or phone number, so that potential clients may act quickly.

Keep things simple. Try to make your ad copy brief, sweet, and to the point, while still being emotionally compelling. This form of advertising is most effective as a marketing technique

when kept simple. Focus on a single product and provide one incredibly convincing argument why people should want it.

Make customers feel special: Use persuasive techniques to make prospective clients feel unique. To do this, it may be required to conduct preliminary study. For example, ask members of your target audience which is more appealing to them: belonging to a group or being a one-of-a-kind trendsetter. This can help you decide if your advertisements should encourage people to join the bandwagon (e.g., "Everybody's buying our product") or strike first (e.g., "Be one of our first customers to take advantage of this exclusive offer").

Use humor: Making people laugh is one of the most effective advertising methods. It immediately builds a good attitude toward your product. For example, consider a ketchup brand that launches a print advertisement. The advertising depicts their own ketchup reaching the finish line of a marathon, with other rival ketchup brands far behind in the distance. The text may read something like "No matter how hard they try, they just can't ketchup to us."

2.6. Theoretical framework

This section provides glimpses of some significant advancements in semiotics. According to Plato, language signs cannot express whole ideas and have an indirect meaning (Coseriu, 1970 as cited in Noth, 1995). Aristotle felt that words may be considered evidence of cognition. He believed that signs had various structures, but contemporary semioticians disagreed (Kretzman, 1974). Saussure examined indications with psychological Lense, as well as signifier and signified, were constructed with this in mind. A full sign consists of the ground, object, interpretant, and representation (Peirce1902).

Roland Barthes established a yardstick for analyzing advertisements while also analyzing the Panzani advertising. Theoretical Framework of this study is based on Roland Barthes' semiotic

theory. Humans may communicate both verbally and nonverbally, using signs, noises, symbols, or paralinguistic ways to convey a message. However, some cultural identities are associated with signs and symbols within these cultural orientations; semiosis (sign processing) occurs (Bezuidenhout, 1998).

Its elements include linguistic messages such as brand names, slogans, and statements. The Coded Iconic Message displays an image of the performer or prop. It conveys both denotative and connotative signals. Non-coded Iconic Message relates to cultural significance and connects a visual to a verbal message (Barthes & Heath, 1977). The Linguistic Message consists of words, labels, slogans, and captions, and hence is based in the picture (Barthes, 1967). Furthermore, literal and metaphorical messages reinforce the advertisement's story and promote its ideology. The Literal Image is created with randomly arranged signs. The first sign consists of a panorama, a message, and cultural hues to persuade the intended audience. The second sign has a traditional color scheme, assonance, and messaging that leads to the product's home nation (Barthes).

2.6. Conclusion

Print advertisement has a rich history and continues to play a significant role in the advertising industry. Its impact on consumer behavior and cultural norms is undeniable, and its techniques and strategies have evolved to remain effective in a changing media landscape. While print ads face challenges in the digital era, their ability to adapt and offer unique advantages ensures their enduring relevance. As advertisers continue to innovate, print advertisement will likely retain its place as a valuable and influential medium. Persuasive advertising involves a combination of emotional appeal, a balance of pleasure and suffering, building positive associations, showing concrete value, keeping things simple, making customers feel special, and using humor.

Emotional appeal is crucial, as it taps into the natural desire for connection, control, and self-realization. Balancing pleasure and suffering are essential, as it creates a sense of perseverance. Building positive relations with influential people can help capitalize on their reputation. Showing concrete value is essential, as it connects positive photos or videos to the product and provides contact details for potential clients. Keeping things simple is key, as it provides argument why people should want the product. Making customers feel special can be achieved by using humor. Overall, persuasive advertising is a strategic marketing technique that aims to arouse positive emotions and build a strong attitude toward a product.

Advertisements are crucial in raising product awareness and persuading customers to form opinions about a product or brand. This study focuses on the influence of advertisements on consumer purchase and post-purchase intentions by collecting data. The findings indicate that most consumers regard commercials as sources of information and become interested in and convinced about items after watching them. There is a strong link between customer awareness, interest, conviction, purchase, and post-purchase intentions.

Marketers use various techniques to make advertisements interesting and persuasive. Internet advertisements, including social media channels like Facebook and YouTube, play a significant role in claiming effectiveness to consumers. The message conveyed in advertisements should be relatable and hold clarity in the minds of consumers. Content delivers the characteristics of the products, increasing familiarity with the brand.

The study investigates the extent to which consumers rely upon advertisements to get such awareness before they make purchase. After getting familiar with the advertisement, consumers

should acknowledge the commercial as interesting and pitch the correct benefits to the correct target audience. Social media advertisements attempt to influence customers by responding to their requirements, leading to their conviction.

The ultimate success of an advertisement comes when it directs consumers to make a purchase and has a positive post-purchase evaluation. The first purchase of a product depends on the satisfaction with the first purchase, and negative reviews on social media can damage the product's identity.

Furthermore, the research offers to distinguish the impact of advertising on purchase and non-purchase consumer behavior. It assumes that advertisements have a significant influence on awareness, interest, and persuasion of consumers, there is a relationship between impact on awareness, interest, conviction, and purchase behavior, and awareness, interest, and conviction of advertisements on social media are associated with post-purchase behavior. Print advertising, a form of advertising that uses physical media like magazines and newspapers, has evolved over time to include digital sources like banners, mobile ads, and social media. This study aims to identify status brands and their associations with status, print advertising, and consumption. Despite its cost advantage, print advertising remains popular for small, local companies due to its broad reach and cost-effectiveness. The main limitation is the need to compete for reader attention, which can be lost in the congestion of print media. The primary goal of advertising is to persuade customers to purchase a product, and the use of color, text, and imagery is crucial for a successful campaign. Print media offers flexibility in countries like India with limited internet penetration and linguistic and regional differences.

Semiotics has evolved significantly over time, with various theories and structures being proposed. Plato believed language signs could only convey indirect meanings, while Aristotle believed words could be evidence of cognition. Saussure studied indications with psychological lenses and signifiers. Roland Barthes' semiotic theory, which includes linguistic messages, brand names, slogans, and statements, was used to analyze advertisements and Panzani advertising. Literal and metaphorical messages reinforced the advertisement's story and ideology, with signs arranged randomly to persuade the audience.

Chapter 3

Research Methodology

The research theory of positivism suggests that objectively seeing, measuring, analyzing, and recording personality in social phenomena means independence of personal values and independent performance of tasks. This study examines the impact of marketing in Pakistan with a focus on language strategies used in advertisements. This written content provides information, marketing, and awareness. It is very useful because other languages are also understood. This standard allows languages to be transferred to rural areas. This study is based on the analysis of persuasive strategies used in advertisements in Pakistani print media. Content analysis of Pakistani print media advertisements in various media platforms supplemented with consumer surveys and focus group discussions. A selection of advertisements from different product categories targeting different demographics and geographies in Pakistan.

The current study uses 'semiotics' in the context of Roland Barthe's "semiotic theory" as a theoretical framework to examine the presentation of various indications in print advertisements. In this context, a psychological lens has been used to understand the inferential meanings underlying.

3.1. Research method

There are many different types of advertisements in print media and it is difficult to research them all. Therefore advertisements for skincare and non-skincare products will be preferred to identify the given research questions. Since qualitative research provides in-depth analysis in cases where social interaction is observed (Neuman, 2014), In **this** study, semiotic analysis using

a **qualitative method** is chosen as the analytical tool for analyzing beautification advertisements in Pakistani Print media.

3.2. Sampling

For this purpose, stratified sampling will be used to form a sample in which skincare and non-skincare products will be identified to Identify persuasive strategies utilized in beautification advertisements within Pakistani print media.

3.3. Data collection

Data Collection Description for Print Media Advertisements: Lux, Lipton Green Tea, Fair & Lovely, Golden Pearl Cream, and Dalda Cooking Oil

In conducting a comprehensive study on the persuasive strategies employed in beautification advertisements within Pakistani print media, it is crucial to establish a robust data collection methodology. This essay outlines the process of collecting and analyzing advertisements for Lux, Lipton Green Tea, Fair & Lovely, Golden Pearl Cream, and Dalda Cooking Oil.

3.1.1. Scope and Objectives

The primary objective of this study is to examine the persuasive strategies used in beautification advertisements. This includes analyzing the visual and textual elements that contribute to the overall messaging of beauty and health. The scope covers advertisements published in prominent Pakistani print media over the past five years, ensuring a contemporary relevance to the findings.

3.1.2. Selection of Print Media

To ensure a diverse and representative sample, we selected a range of widely circulated magazines. These include:

Magazines: Monthly women's magazines such as Aurora, Fuchisa, Dunia and "Mag The Weekly," which cater to a predominantly female audience interested in beauty, fashion, and lifestyle.

By selecting advertisements from magazines, we aim to capture a comprehensive view of how these advertisements reach different segments of the population.

3.1.3. Identification and Collection of Advertisements

Advertisements for Lux, Lipton Green Tea, Fair & Lovely, Golden Pearl Cream, and Dalda Cooking Oil were identified and collected through a systematic review of the selected print media. The following steps were undertaken:

Time Frame: The study focused on advertisements published between January 2019 and December 2024. This five-year period provides a sufficient number of ads while maintaining current relevance.

Ad Types: We included full-page and half-page advertisements, as these formats typically contain rich content and detailed persuasive elements. Smaller ads and classified listings were excluded due to their limited content.

Sampling Technique

A purposive sampling technique was employed to ensure the inclusion of advertisements that explicitly promote beauty and health benefits. This method allowed us to focus on ads that are most relevant to the study's objectives. Within each publication, we selected a representative mix of different types of advertisements, such as product launches, seasonal promotions, and testimonial ads.

3.1.4. Data Recording and Analysis

A coding sheet is developed to systematically record various elements of each advertisement.

Key aspects included:

Visual Imagery: Analysis of colors, models, settings, and overall visual appeal.

Slogans and Taglines: Examination of catchy phrases and their alignment with beauty and health themes.

Endorsements: Identification of celebrity endorsements and their impact on the ad's credibility and appeal.

Claims and Benefits: Documentation of explicit claims about beauty and health benefits, supported by scientific or anecdotal evidence.

This structured approach facilitated a detailed analysis of the recurring themes and strategies used in these advertisements.

3.1.5. Ensuring Representativeness and Reliability

To ensure the findings are representative, a sufficient number of advertisements from each brand were included. Cross-referencing with industry reports and additional media sources validated

the comprehensiveness of the sample. The inclusion of various publication types and a wide time frame also enhanced the reliability of the data.

Conclusion

By meticulously selecting and analyzing a diverse range of print media advertisements for Lux, Lipton Green Tea, Fair & Lovely, Golden Pearl Cream, and Dalda Cooking Oil, this study aims to uncover the persuasive strategies that shape consumer perceptions of beauty and health. The structured data collection process ensures that the findings are both representative and reliable, contributing valuable insights into the advertising practices within Pakistani print media.

Chapter 4

Analysis of Advertisements

The main objective behind the analysis of these commercials is to highlight the projection of women in Pakistani print advertisements and to explore the ideological aspects at the back of its production. The focus of this research is on semiotics such as gestures, dressing, setting moreover, how all of these elements create certain ideology for the viewers. In this analysis still advertisements are being used from both the categories of skincare and non-skincare products in order to find whether both kinds of advertisements portray woman in similar manner or not.

The main objective behind the analysis of these commercials is to highlight the persuasive techniques in print advertisements and to explore the ideological features of their production. The current research focuses on semiotics such as gestures, dressing, and setting furthermore, how all of these elements generate a certain ideology for the viewers. In this analysis still, advertisements are being used from both the categories of skincare and non-skincare products to find out how the techniques employed in beautification advertisements gauge audience attention.

4.1. Advertisement no 1

The first enclosed advertisement “Lux” in the appendix has been taken under the skin-care ads category. Lux, a well-known personal care brand, has a history of creating visually appealing advertisements that convey a sense of luxury and sophistication.

A semiotic analysis of a Lux advertisement would explore the various symbols, signs, and codes used in the advertisement to convey messages to the audience.

One of the key symbols often present in lux advertisements is the use of light, which symbolizes beauty, radiance, and glamour. The model (Maya Khan, a well-known model and actress) in the present advertisement of skin white, skin care product is particularly wearing a white gown which is a symbol of modernity and indicates a western culture of clothing. The brand name itself, Lux, is derived from the word "luxury," and the use of light in the advertisement reinforces the idea of luxury associated with the product. The presence of light can also symbolize purity and cleanliness, conveying the message that using Lux products will result in glowing and flawless skin.



Khan, S. (2023, June 22). Lux "The Constant Star". Aurora Magazine

Another important symbol used in Lux advertisements is the presence of flowers or natural elements, which represent femininity, beauty, and delicacy. Flowers are often used to arouse a sense of freshness and purity, further emphasizing the idea of using Lux products for a refreshing experience. The choice of flowers also deliver specific messages – for example, roses like lilies may symbolize purity and elegance.



The color scheme used in Lux advertisements also

Khan, S. (2023, June 22). Lux "The Constant Star". Aurora Magazine

plays a significant role in conveying messages to the audience. Soft pastel colors such as pink, white, and gold are commonly used to create a sense of femininity, elegance, and sophistication. These colors are often associated with beauty and luxury, reinforcing the brand image that Lux wants to portray.



Khan, S. (2023, June 22). Lux "The Constant Star". Aurora Magazine

The use of celebrity endorsements in Lux advertisements is another important sign that conveys messages to the audience. By presenting well-known celebrity or model in the ads, Lux aims to associate its products with glamour, style, and sophistication. The presence of the celebrity ‘Maya Khan’ in the advertisement can also create a sense of aspiration and desirability among the audience, encouraging them to imitate the beauty and lifestyle of the celebrity.

The setting and background used in Lux advertisements also contribute to the overall message being conveyed. Lux often creates lavish and magnificent settings, such as luxurious hotel rooms or glamorous events, to reinforce the idea of luxury associated with the brand. These settings help create an imaginary world where using luxury products can transform an ordinary experience into something extraordinary and indulgent.

In terms of visual signs, Lux advertisements often feature close-up shots of the product itself, highlighting its texture, color, and packaging. These close-up shots emphasize the quality and desirability of the product, inviting the audience to imagine themselves using the product and achieving the same results as shown in the advertisement. Additionally, the use of smooth, flowing camera movements and soft lighting in Lux advertisements creates a dreamy and ethereal atmosphere, enhancing the overall allure of the product.

Overall, a semiotic analysis of Lux advertisements reveals a careful selection of symbols, signs, and codes that work together to convey messages of beauty, luxury, and sophistication to the audience. By tapping into cultural associations and visual cues, Lux creates a compelling narrative that seduces consumers to aspire to a lifestyle of glamour and elegance through the use of their products.

In the context of beautification advertisements in Pakistani print media, the Lux advertisement can be analyzed through a semiotic lens to understand the persuasive strategies employed in conveying its message.

The ad portrays stunning images of a celebrity or model with glowing skin, luxurious settings and prominently a Lux product. These images act as signs that convey beauty, elegance and sophistication and appeal to the public's desire for a similar change. –

The “Lux logo” itself acts as a sign signifies a brand associated with beauty and luxury. The logo reinforces the brand identity and serves as a visual sign for consumers to recognize and connect with Lux products.

Additionally, the ad may include traditional Pakistani clothing or cultural motifs that resonate with the local audience. By connecting with cultural symbols, Lux is able to appeal to the values and aesthetics prominent in Pakistani society, adding cultural relevance to the ad.

However, the use of Urdu language in the advertisement “**Chand Sa Roshan Chehra**” signifies a connection to the local culture and language, creating a sense of familiarity and relatability for Pakistani consumers. The Urdu language is a powerful cultural code that can enhance the persuasive impact of the advertisement.

The ad creates a myth of beauty and glamour, presenting luxury products as magical tools that can transform ordinary people into extraordinary beauties that promise a dream experience through the use of Luxury products. The celebrity featured in the advertisement becomes a mythic figure representing ideals of beauty and sophistication. By associating the celebrity with Lux products, the advertisement builds a narrative that suggests consumers can achieve similar beauty and attraction by using Lux.

The advertisement reinforces conventional beauty standards by promoting a specific ideal of beauty characterized by flawless skin, elegance, and glamour. It reflects societal norms and expectations surrounding beauty, influencing how consumers perceive themselves and others.

Furthermore, the luxurious settings and sophisticated images of the ad give a feeling of wealth and luxury. By associating Lux products with wealth and luxury, the ad positions the brand as a symbol of status and prestige, appealing to consumer sophistication

The advertisement also appeals to the audience by showing them potential consumers who desire beauty, confidence and sophistication. Through persuasive messaging and imagery, Lux invites viewers to identify with the lifestyle and beauty ideals presented in the ad, encouraging them to consider Lux products as a way to achieve their beauty goals.

The **semiotic elements** presented in the advertisement activate emotional responses and desires among audience, encouraging them to engage with the brand and its products. By arousing feelings of admiration, desire, and aspiration, Lux aims to create a strong connection with consumers and motivate them to take action, such as purchasing Lux products or seeking to compete with the beauty portrayed in the advertisement.

In conclusion, the semiotic analysis of the Lux advertisement in Pakistani print media reveals how the use of signs, symbols, cultural codes, and narratives contributes to the persuasive strategies employed in beautification advertisements. By leveraging visual elements, cultural symbols, myths, and ideologies, the advertisement constructs a compelling narrative of beauty, glamour, and luxury that resonates with the audience and influences their perceptions and behaviors towards Lux products.

4.2. Advertisement no 2

A semiotic analysis of the 2018 **Dalda cooking oil** advertisement "**Eating right is about eating healthy**" with the hashtag #MeriAwaz, focusing on the persuasive strategies employed in beautification advertisements in Pakistani print media, would involve use of signs, symbols, and codes to understand how it communicates its message and persuades its audience. Here's a structured analysis:

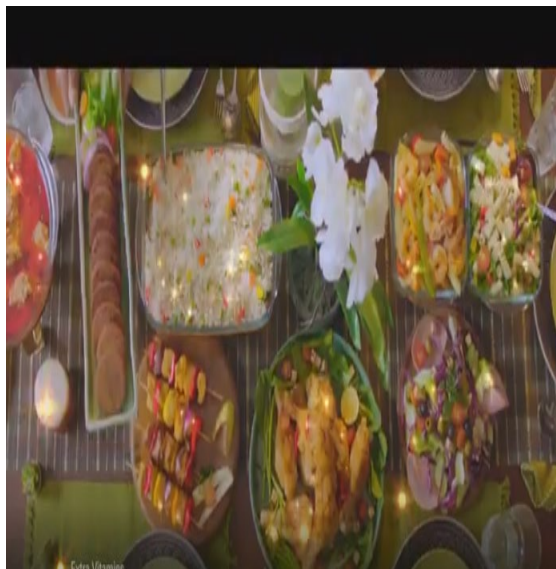


1



2

Dalda. (2019, November 24). [Dalda fortified cooking oil]. Dunia Sunday Magazine, 2.



The second advertisement is about a non- skincare product. It's a culinary item, particularly cooking oil. The model (Amna Sheikh, a famous model and actress) here is dressed in 'net' shirt of light yellow colour that depicts the colour of product.

The second advertisement is about a non- skincare product. It's a culinary item, particularly

cooking oil. The model (Amna Sheikh, a famous model and actress) here is dressed in 'net' shirt of light yellow colour that depicts the colour of product

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The second advertisement is about a non- skincare product. It's a culinary item, particularly

cooking oil. The model (Amna Sheikh, a famous model, and actress) here is dressed in 'net' shirt of light yellow colour that depicts the colour of the product This advertisement promotes a non-skincare product. It's a food item, specifically cooking oil. The model (Amna Sheikh, a well-known model and actress) is dressed in a 'net' shirt of bright yellow color, that represents the color of the product which is a powerful representation of a modern lady.

In the first picture, the images of fresh, vibrant, and healthy ingredients such as vegetables, fruits, and lean meats signify health, freshness, and vitality.

Pictures of a happy family enjoying a meal together, signifying the idea that using Dalda cooking oil brings joy and well-being to the family. The use of green and yellow colors represent health, nature, and energy.

"Eating right is about eating healthy" directly connects the brand to the concept of health and well-being. Hashtag #MeriAwaz*: translates to "My Voice," suggests empowerment and a personal endorsement of healthy eating.

Furthermore, the advertisement taps into the health and wellness trend, suggesting that Dalda is an essential part of a healthy lifestyle. This is a common code in beautification and lifestyle advertisements, aims to align the product with the desire for health and long life.

However, it also depicts family Values, emphasizing family togetherness and happiness, which are significant cultural values in Pakistani society. The underlying message is that using Dalda cooking oil is a way to take care of one's family.

The advertisement also promotes the myth of a healthy body: The advertisement perpetuates the myth that cooking oil can significantly impact one's health. It suggests that using Dalda cooking oil is a step towards achieving a healthier, happier life.

It also perpetuates the myth of modern motherhood The ad portrays the mother as the caretaker who ensures the family eats healthily, emphasizing traditional gender roles while appealing to modern sensibilities about health and wellness.

Persuasive Strategies

By showing happy families and healthy food, the ad appeals to the audience's emotions, making them associate the product with positive feelings and familial love.

Ethos: The hashtag #MeriAwaz gives a sense of personal acceptance and authenticity. It points toward real people, particularly those who care about their families' health, support and use Dalda.

Pathos: The advertisement likely uses touching visuals and narratives to evoke feelings of warmth, happiness, and care.

Logos: The claim "**Eating right is about eating healthy**" appeals to logic by promoting the idea that health is directly related to food choices, suggesting that Dalda is a rational choice for health-conscious consumers.

Apart from that, the use of Urdu in the hashtag and potentially in other parts of the advertisement ensures cultural resonance. It shows that the brand is aligned to the local culture and values, making it more relatable to the Pakistani audience.

By reflecting global and local trends towards health-conscious eating, the ad positions Dalda as a modern, health-oriented brand.

Conclusion

The Dalda cooking oil advertisement employs various semiotic strategies to create a persuasive message. It uses visual and textual signs to align the product with health, happiness, and family values, appealing emotionally and logically to its target audience. By tapping into cultural myths and using local language, it ensures relevance and relatability, making it an effective piece of persuasive communication in the context of Pakistani print media.

Dove Pakistan is another well-known name that produces skincare products. In the still advertisement of Dove shampoo, the model is carrying a box, written 'dove' on it and pushing it up which shows that she is satisfied with the product.

4.3. Advertisement no 3

Semiotic analysis involves examining the signs and symbols within an advertisement to understand how meaning is constructed and conveyed. In the context of a beautification advertisement, such as the **Lipton Green Tea** ad presenting Hareem Farooq, the analysis can be broken down into several components: visual elements, textual elements, and the interplay between them.

Here's a detailed semiotic analysis focusing on persuasive strategies:



Krijnen, T. (2020). Gender and media. Lipton green tea. Retrieved December 18, 2019

Visual Elements

1. Celebrity Endorsement (Hareem Farooq)

Signifier: Hareem Farooq, a well-known Pakistani actress.

Signified: Trust, beauty, and aspiration. The picture of a celebrity suggests that using the product will lead to positive outcomes similar to those associated with the celebrity.

Interpretation: The Model “Hareem Farooq” is being used to influence customers by exploiting her fame and reputation. Her association with beauty and health aligns with the product's promises.

Color Scheme

Signifier: Mainly green hues.

Signified: Health, nature, and freshness.

Interpretation: Green is commonly associated with health and nature, supporting the idea that Lipton Green Tea is a natural and healthy choice. This color choice supports the product's positioning as a beneficial beauty supplement.

Product Placement

Signifier: Prominent display of the Lipton Green Tea package.

Signified: Importance and centrality of the product.

Interpretation: Placing the product at the center or in a prominent position highlights its significance and makes it the focal point of the advertisement, drawing attention to what is being sold.

Visual Aesthetics

Signifier: Hareem Farooq's appearance (styled hair, makeup, dress).

Signified: Glamour, sophistication, and modernity.

Interpretation: The visual portrayal of Hareem Farooq aligns with societal standards of beauty and modernity, suggesting that the product contributes to these desirable attributes.

Textual Elements

Tagline and Slogans

Signifier: Phrases like "Beauty from Within" or "Feel Beautiful Inside Out."

Signified: Inner health reflecting outer beauty.

Interpretation: The tagline links the consumption of Lipton Green Tea with complete beauty, signifying that the product enhances both health and appearance. The tagline "feel beautiful inside out" in the Lipton green tea advertisement means that consuming their product will make you feel good both internally and externally. It suggests that drinking Lipton green tea can improve your physical health (inside) and enhance your appearance or give you a sense of overall well-being (outside). This suggests a holistic approach to beauty and wellness, emphasizing that true beauty comes from feeling good on the inside as well as looking good on the outside.

Product Benefits

Signifier: Claims such as "rich in antioxidants" or "boosts metabolism."

Signified: Health benefits that translate into beauty benefits.

Interpretation: These textual elements highlight specific attributes of the product that are scientifically linked to beauty, thus enhancing credibility and persuasive power.

Relationship Between Visual and Textual Elements

Reinforcement

Visual: Hareem Farooq's healthy and vibrant appearance.

Textual: Claims of health benefits from the product.

Interpretation: The visual elements of Hareem's appearance reinforce the textual claims of health benefits, creating a cohesive and convincing narrative that Lipton Green Tea leads to visible beauty improvements.

Emotional Appeal

Visual: Friendly behaviour of Hareem Farooq.

Textual: Emotional language that speaks to personal ambitions for beauty and health.

Interpretation: Combining an approachable and aspirational figure with emotive language appeals to consumers' desires and emotions, making the ad more relatable and persuasive.

Credibility and Trust

Visual: Use of a trusted celebrity.

Textual: Factual benefits of the product.

Interpretation: The trustworthiness of Hareem Farooq combined with factual health claims establishes credibility, making the advertisement more convincing to the audience.

Conclusion

The Lipton Green Tea advertisement featuring Hareem Farooq employs a range of persuasive strategies typical of beautification advertisements in Pakistani print media:

Celebrity Endorsement: Leveraging the credibility and aspirational appeal of a well-known actress.

Color Symbolism: Using green to arouse health and natural benefits.

Product Placement and Visual Appeal: Making the product the focal point and associating it with modern beauty standards.

Textual Claims: Highlighting specific health benefits to build a logical and scientific basis for the product's effectiveness.

Through these semiotic elements, the advertisement effectively persuades its target audience by aligning the product with desirable beauty and health attributes.

4.4. Advertisement no 4

Semiotic Analysis and Persuasive Strategies Employed in Fair & Lovely.



Rehman, M. (2020, July 1). Fair and Lovely - Spread a Little Glow. Dawn. Retrieved July 11, 2024,

Fair & Lovely is another well-known brand that produces skincare. A semiotic analysis of the Pakistani **glow and lovely** “**Spread a Little Glow**” advertisement involves examining the signs, symbols, and meanings embedded in the ad to understand the persuasive strategies used. Here’s a

detailed breakdown of the Semiotic Analysis of "Fair & Lovely" Pakistani Print Media Advertisement Featuring Mawra Hussain.

Semiotic Analysis of the Print Advertisement: "Fair and Lovely - Spread a Little Glow" by Mawra Hussain

The "Fair and Lovely - Spread a Little Glow" print advertisement featuring Pakistani actress Mawra Hussain aims to promote the beauty product by associating it with light, radiance, and positive transformation. Here, we break down the semiotic elements to understand how meaning is constructed.

Sign, Signifier, and Signified

Sign:

The overall advertisement, which includes visual elements, text, and the presence of Mawra Hussain.

Signifier:

Visual Elements: Images of Mawra Hussain, the Fair and Lovely product, background colors, lighting effects.

Text: The tagline "Spread a Little Glow" and other accompanying text promoting the product's benefits.

Signified:

Concepts: Beauty, radiance, glow, improvement, and positivity.

Emotions: Confidence, happiness, and self-esteem.

Denotation and Connotation

Denotation: The advertisement shows Mawra Hussain, who is a popular actress and a public figure, with a radiant, glowing complexion. She is likely holding or placed near the Fair and Lovely product, with text highlighting the product's benefits.

Connotation:

Radiance and Light: The glow connotes health, attractiveness, and positivity. The light associated with Mawra suggests that using the product will bring about a similar glow.

Celebrity Endorsement: Mawra Hussain's presence connotes trustworthiness, aspirational beauty, and desirability. Her image adds credibility and appeal to the product.

Cultural Ideals: The advertisement taps into cultural ideals of fairness and beauty, suggesting that achieving a lighter complexion is desirable and associated with success and happiness.

Myth as Second-Order Signification

Primary Level:

- The straightforward message is that using Fair and Lovely will result in a glowing, fairer complexion.

Secondary Level (Myth):

- The deeper myth perpetuated is that fairness equates to beauty, success, and happiness. This myth reinforces societal standards of beauty that prioritize lighter skin tones and suggests that achieving this ideal leads to better opportunities and social acceptance.

Visual and Textual Elements

Visual Elements:

Mawra Hussain: Her image conveys beauty, success, and relatability. Her glowing complexion is a testament to the product's claimed effectiveness.

Color Scheme: Likely dominated by light, bright colors that evoke feelings of cleanliness, purity, and radiance.

Product Placement: The Fair and Lovely product is prominently displayed to ensure it is easily recognizable and associated with the desired effect.

Textual Elements:

Tagline: "Spread a Little Glow" suggests that using the product will not only improve one's appearance but also positively affect one's aura or presence.

Additional Text: Any additional text likely highlights key benefits, such as skin lightening, brightening, and other skincare benefits, reinforcing the product's efficacy.

Cultural and Ideological Context

Cultural Norms:

- The advertisement taps into deeply ingrained cultural preferences for fair skin in South Asian societies. By promoting fairness, it aligns with and reinforces these existing beauty standards.

Ideological Implications:

It perpetuates the ideology that lighter skin is superior and more desirable. This can have broader social implications, reinforcing colorism and the notion that beauty is a prerequisite for success and happiness.

Persuasive Strategies

Emotional Appeal (Pathos):

The use of Mawra Hussain's image appeals to emotions by leveraging her popularity and the positive emotions associated with her persona.

The promise of achieving a "glow" evokes feelings of hope, desire, and aspiration.

Ethos (Credibility):

- Celebrity endorsement by Mawra Hussain adds credibility and trust. Consumers may believe in the product's effectiveness because it is endorsed by a well-known figure.

Logos (Logical Appeal):

The advertisement likely includes logical appeals such as scientific claims or proven results, suggesting that the product is backed by research and effectiveness.

Conclusion

The "**Fair and Lovely - Spread a Little Glow**" print advertisement featuring Mawra Hussain uses a combination of visual and textual semiotic elements to construct a persuasive message. It leverages cultural ideals, celebrity endorsement, and emotional appeals to promote the product. By analyzing these elements, we can see how the advertisement not only aims to sell a beauty product but also perpetuates specific cultural and ideological standards of beauty and success.

4.5. Advertisement no 5

Semiotic Analysis and Persuasive Strategies employed in Golden Pearl Whitening Cream Advertisement

Introduction

Golden Pearl Whitening Cream, a prominent beauty product in Pakistan, employs a variety of semiotic and persuasive strategies to appeal to its target audience. Washma Fatima's 2024 essay delves into these techniques, highlighting how visual and textual elements are carefully crafted to influence consumer behavior and reinforce societal beauty standards.



Rizvi, A. (2024). Golden Pearl Whitening Cream. Fuchsia Magazine.

Semiotic Analysis

Semiotics, the study of signs and symbols, is central to understanding how advertisements communicate meanings. In the case of Golden Pearl Whitening Cream, several semiotic elements are employed:

Color Symbolism: The advertisement predominantly features colors like white and gold. White symbolizes purity, innocence, and beauty, which aligns with the product's promise of fairer skin. Gold, on the other hand, connotes luxury, wealth, and high quality. These color choices are not arbitrary; they are strategically used to evoke specific emotional responses and aspirations in the audience.

Imagery: The use of a fair-skinned, attractive model in the advertisement serves as a powerful signifier. This model represents the societal ideal of beauty that the product promises to deliver. The model's flawless skin and radiant appearance create a visual narrative that suggests that using Golden Pearl Whitening Cream will result in similar beauty and desirability.

Textual Elements: The language used in the advertisement is equally significant. Phrases like “ultimate fairness,” “guaranteed results,” and “luxurious care” are designed to create a sense of assurance and superiority. These words act as signifiers that connote reliability, effectiveness, and exclusivity.

Cultural Codes: The advertisement also taps into deep-seated cultural codes related to beauty and skin color. In many South Asian societies, fair skin is often equated with beauty, success, and social mobility. By promising to lighten the skin, Golden Pearl Whitening Cream appeals to these cultural aspirations and insecurities, thus enhancing its persuasive appeal.

Persuasive Strategies

Beyond semiotics, the advertisement employs several persuasive strategies to captivate and convince its audience:

Ethos: Ethos, or the appeal to credibility, is established through the use of endorsements from celebrities or dermatologists. When a well-known figure advocates for the product, it lends credibility and trustworthiness. Consumers are more likely to believe in the product's efficacy if it is endorsed by someone they admire or consider knowledgeable.

Pathos: Pathos, the appeal to emotions, is a cornerstone of this advertisement. The visuals of the smiling, confident model paired with emotionally charged language evoke feelings of desire and aspiration. By appealing to the viewer’s emotions, the advertisement creates a strong association between the product and positive feelings of beauty and self-worth.

Logos: While the emotional appeal is dominant, the advertisement also incorporates elements of logos or logical appeal. This is often done through the mention of scientific ingredients, clinical

tests, or customer testimonials. By providing some form of logical reasoning or evidence, the advertisement attempts to rationalize the purchase decision, making the product seem like a well-researched and effective solution.

Bandwagon Effect: The bandwagon effect is another persuasive strategy used. Phrases like “most popular,” “everyone’s favorite,” or “widely trusted” suggest that many people are already using and benefiting from the product. This social proof can be very persuasive, as individuals tend to follow the actions of a larger group, especially in matters related to beauty and personal care.

Conclusion

The advertisement for Golden Pearl Whitening Cream is a complex interplay of semiotic and persuasive strategies. Through the careful selection of colors, imagery, and language, and by appealing to ethos, pathos, and logos, the advertisement effectively taps into cultural norms and consumer psychology to promote its product. Washma Fatima's analysis underscores the importance of understanding these elements, revealing how advertisements shape and are shaped by societal values and consumer behavior. In doing so, it provides a deeper insight into the mechanisms of persuasion at play in modern advertising.

Chapter 5

Interpretation of Findings

5.1. Findings

The identification of persuasive strategies employed in beautification advertisements within Pakistani print media reveals a sophisticated and culturally tailored approach. These strategies often impact emotional appeal, societal norms, and aspirational imagery to influence consumer behavior. Key tactics include the use of celebrity endorsements, which capitalize on the trust and admiration consumers have for public figures, and the emphasis on social proof, which suggests that using a particular product will lead to social acceptance and success. Additionally, these advertisements frequently employ hyperbolic language and idealized visuals to create a compelling vision of beauty that resonates with local cultural standards. By understanding these strategies, marketers can better tailor their campaigns to the target audience, and consumers can become more aware of the psychological mechanisms at play in advertising. Overall, the study of these persuasive techniques highlights the intricate balance between cultural relevance and marketing effectiveness in the realm of beautification advertisements in Pakistani print media.

However, beautification advertisements in Pakistani print media intricately navigate societal norms, cultural values, and perceptions of beauty by carefully balancing traditional ideals with modern influences. These advertisements often emphasize fair skin, slim figures, and specific facial features, reflecting long-lasting cultural preferences and societal expectations. At the same time, there is a growing trend towards openness and diversity, as global beauty standards and local movements supporting the broader concept of beauty continue to influence the narrative.

Marketers deliberately combine cultural symbols, attire, and language that resonate with the local audience, ensuring that the advertisements feel relatable and culturally appropriate. They also influence celebrity endorsements and aspirational messaging to align their products with desirable lifestyles and social status. Despite the increasing shift towards a more inclusive portrayal of beauty, the major themes in these advertisements still reinforce conventional beauty ideals, highlighting the ongoing tension between tradition and modernity in Pakistani society.

Overall, beautification advertisements in Pakistani print media serve as a reflection of the evolving yet deeply rooted cultural values and societal norms, demonstrating the complex relationship between tradition, modernity, and the ever-changing perception of beauty.

However, Beautification Advertisements also influence Perceptions of Inclusivity, Modernity, and Social Aspirations Among Pakistani Consumers. It has been portrayed in beautification advertisements like Dove, Dalda cooking Oil, and Lux & Lipton Green Tea.

Inclusivity

Diverse Representation: Brands like Lux promote inclusivity by featuring models of various appearances, promoting the idea of "real beauty" and body positivity.

Cultural Relevance: Ads often incorporate traditional attire and the Urdu language, resonating with diverse cultural values and creating a sense of relatability and inclusion among Pakistani consumers.

Modernity

Celebrity Endorsements: Presenting modern, well-known celebrities like Hareem Farooq (Lipton Green Tea) and glamorous models (Lux) portrays a contemporary and aspirational lifestyle.

Visual and Textual Elements: The use of shiny, modern visuals and scientifically-backed claims projects an image of advanced, effective products aligned with current trends and technologies.

Social Aspirations

Luxury and Glamour: Lux advertisements emphasize luxury through symbols of light, lavish settings, and sophisticated color schemes, influencing consumers' aspirations for a glamorous lifestyle.

Health and Wellness: Dalda Cooking Oil and Lipton Green Tea ads link their products to health benefits, appealing to consumers' desires for a healthy, modern lifestyle.

Family Values: Ads like Dalda's emphasize family happiness and well-being, aligning with social aspirations of being a caring and responsible family member.

Fair and Lovely: The Glow & Lovely advertisement featuring Mawra Hussain effectively employs semiotic and persuasive strategies to associate fair skin with success and confidence. Through visual symbolism, emotional appeals, and high-quality production, the ad reinforces societal preferences for lighter skin and positions the product as a catalyst for personal and professional achievement. By showcasing Mawra's transformation, the ad suggests that using Glow & Lovely can lead to enhanced self-esteem and social acceptance, aligning with aspirational values and cultural norms prevalent in South Asian society.

Beautification advertisements in Pakistani print media shape consumer perceptions by promoting inclusivity, aligning with modern trends, and catering to social aspirations. They impact cultural relevance, celebrity influence, and visual appeal to create compelling narratives that resonate with the desires and values of Pakistani consumers, influencing their perceptions and behavior.

Golden Pearl Cream

Golden Pearl Cream advertisements in Pakistani print media are characterized by their vibrant visuals featuring models with flawless skin, aiming to highlight the product's promise of beauty

enhancement. These ads use catchy slogans like "Achieve Flawless Skin" and endorsements from local celebrities to build credibility. They emphasize benefits such as fairer skin and blemish reduction, often claiming the use of natural ingredients. Emotional appeals connect the product to feelings of confidence and empowerment, while the cultural relevance and transformation themes resonate deeply with the target audience, making the ads highly persuasive.

Chapter 6

Conclusion

The exploration of persuasive strategies in beautification advertisements within Pakistani print media reveals a complex relationship between cultural values, societal norms, and consumer behavior. Advertisers skillfully blend emotional appeals, cultural references, celebrity endorsements, and social proof to create compelling narratives that resonate with a diverse audience.

The research highlights that while global beauty standards influence these advertisements, there is a distinct local flavor that provides the traditional and contemporary values of Pakistani society. Emotional appeals focusing on self-esteem, confidence, and social acceptance are particularly effective in a culture that places high value on social harmony and personal reputation.

Celebrity endorsements or confirmations leverage the influence of popular figures to build credibility and desirability, while cultural references ensure that advertisements are relatable and culturally appropriate. The strategic use of social proof, showcasing peer approval and community acceptance, further reinforces the message and drives consumer behavior.

Ultimately, the study emphasizes the power of print media in shaping beauty perceptions and consumer choices in Pakistan. Understanding these persuasive strategies provides valuable insights for marketers aiming to effectively engage this market. It also sheds light on the broader consequences of advertising in supporting and challenging societal beauty standards. By recognizing the nuanced ways in which these strategies operate or function, advertisers can craft more ethical and resonant campaigns that align with the evolving values of Pakistani society.

Moreover, advertising strategy in Pakistani print media exemplifies the power of persuasive techniques in shaping consumer perceptions and behaviors. The advertisements do more than just promote a product; they tell a story of beauty, confidence, and aspiration that resonates deeply with consumers. Understanding these strategies offers valuable insights for marketers aiming to craft impactful and culturally approved advertising campaigns.

In the realm of Pakistani print media, beautification advertisements not only sell products but also promote ideals of beauty, wellness, and lifestyle. Brands like Lipton Green Tea, Lux, Golden Pearl Cream, Fair & Lovely, and Dalda Cooking Oil utilize a range of persuasive linguistic strategies to appeal to consumers. These strategies, grounded in the cultural context of Pakistan, tap into societal values, aspirations, and identity formation. This essay explores how each of these brands employs language to persuade and influence consumers from a linguistic perspective.

Lipton Green Tea: Wellness Through Language

Lipton Green Tea advertisements in Pakistan often emphasize wellness, health, and natural beauty. The language used in these ads typically revolves around purity, detoxification, and weight management. Phrases like "refresh your mind" or "detox your body naturally" appeal to health-conscious consumers, positioning green tea as a natural solution to achieving both internal and external beauty. The use of words like "natural," "pure," and "cleanse" aligns the product with a broader narrative of holistic wellness, persuading consumers that beauty begins from within.

Lux: The Language of Luxury and Femininity

Lux, a brand synonymous with luxury and glamour, uses language that evokes sensuality, sophistication, and femininity. Advertisements for Lux soaps and body washes often feature phrases like "indulge in the luxury of soft skin" or "unleash your inner goddess." The choice of words like "indulge," "luxury," and "goddess" positions Lux as a brand for women who desire to feel special and pampered. The use of poetic language, alliteration, and metaphor in Lux ads creates a dreamy, aspirational image that resonates with the target audience, persuading them to associate the product with high status and self-worth.

Golden Pearl Cream: Fairness and Radiance

Golden Pearl Cream, like many other skincare brands in Pakistan, heavily emphasizes fairness and skin radiance in its advertisements. The language used in Golden Pearl ads often includes words like "whiten," "brighten," and "radiant," which appeal to societal preferences for lighter skin tones. The use of comparative language, such as "brighter than before" or "whiter in just 7 days," creates a sense of competition and urgency, persuading consumers that using the product will give them an edge in achieving societal beauty standards. Additionally, the incorporation of scientific jargon like "advanced formula" and "dermatologically tested" lends credibility and reassures consumers of the product's effectiveness.

Fair & Lovely: Aspirational Language and Identity

Fair & Lovely is another brand that capitalizes on societal ideals of fairness and success. The language in Fair & Lovely advertisements often links fairness with success, confidence, and social acceptance. Phrases like "unlock your potential" and "achieve the fairness of your dreams" are common, suggesting that fair skin is a key to personal and professional success. The use of aspirational language in Fair & Lovely ads not only persuades consumers to buy the product but also reinforces societal beauty standards that equate fairness with desirability and achievement.

This strategy effectively targets individuals seeking to improve their social standing and self-esteem.

Dalda Cooking Oil: Health and Happiness

While Dalda Cooking Oil is not a beautification product in the traditional sense, its advertisements often draw a connection between health, happiness, and beauty. The language in Dalda ads typically revolves around themes of family, care, and nutrition, using phrases like "healthy hearts, happy homes" or "the secret to a beautiful life." By promoting the idea that using Dalda leads to better health, and therefore, a more beautiful life, the brand taps into the cultural value placed on family well-being. The use of reassuring and comforting language, coupled with visuals of happy families and vibrant dishes, persuades consumers that Dalda is an essential ingredient in both physical health and overall beauty.

In Pakistani print media, the advertisements for Lipton Green Tea, Lux, Golden Pearl Cream, Fair & Lovely, and Dalda Cooking Oil employ a range of persuasive linguistic strategies that resonate with cultural values and societal norms. These strategies, including the use of aspirational language, rhetorical devices, and emotional appeals, are designed to influence consumer behavior by aligning the products with ideals of beauty, health, and success. By analyzing these advertisements from a linguistics perspective, we gain insight into how language is used not just to sell products, but to shape consumer identities and reinforce societal standards.

Recommendations

Beautification advertisements in Pakistani print media offer a rich ground for analyzing persuasive strategies. These ads are designed to influence perceptions and behaviors, leveraging various techniques to appeal to the target audience. The cultural context, social norms, and beauty standards prevalent in Pakistan play a significant role in shaping these advertisements. This paper aims to explore the persuasive strategies employed in beautification advertisements in Pakistani print media, focusing on how they appeal to emotions, credibility, and logic.

Emotional Appeals

Emotional appeal, or pathos, is a primary strategy used in beautification advertisements. Advertisers often utilize images of attractive, confident individuals to evoke feelings of envy, admiration, and desire among the audience. For instance, the portrayal of fair-skinned, flawless models in skin whitening cream ads plays on societal preferences for lighter skin tones. Such ads promise not only enhanced physical appearance but also social acceptance and success, thereby tapping into deep-seated emotional needs and insecurities.

Credibility and Trust

Ethos, or the appeal to credibility, is another significant strategy. Advertisers often use endorsements from celebrities, influencers, and dermatologists to lend credibility to their products. In Pakistani print media, famous personalities are frequently seen endorsing beauty products, thereby transferring their trustworthiness and appeal to the advertised product. Testimonials and before-and-after images are also employed to build trust and convince consumers of the product's effectiveness.

Rational Appeals

Logos, or the appeal to logic and reason, involves presenting information based on facts and evidence to support product claims. Beautification advertisements often include scientific jargon, clinical test results, and statistics to persuade the audience of the product's efficacy. This strategy aims to appeal to the rational side of consumers, providing them with logical reasons to purchase the product.

Cultural and Social Context

The effectiveness of these persuasive strategies is deeply influenced by the cultural and social context of Pakistan. The country's beauty standards are often shaped by a blend of traditional and modern influences, where fair skin, slim physique, and Western fashion trends are highly valued. Advertisements tap into these cultural norms by promoting products that promise to align consumers with these ideals. Additionally, the societal pressure to conform to certain beauty standards, especially for women, intensifies the impact of these ads.

Gender and Beauty Norms

Gender roles and expectations also play a crucial role in the persuasiveness of beauty advertisements. Women are predominantly targeted, with ads emphasizing the importance of beauty in achieving personal and professional success. This reflects and reinforces the societal belief that a woman's worth is closely tied to her appearance. Men's beauty products, although less prevalent, also employ similar strategies, focusing on attributes like attractiveness, confidence, and social status.

Thus, the persuasive strategies employed in beautification advertisements in Pakistani print media are multifaceted, leveraging emotional, credibility, and logical appeals. These strategies are tailored to resonate with the cultural, social, and gender norms prevalent in Pakistan. By understanding these techniques, we can gain insights into how advertisements shape and reflect

societal attitudes towards beauty. This analysis not only highlights the power of media in influencing consumer behavior but also emphasizes the need for a critical examination of the messages conveyed through these advertisements.

Recommendations for Further Research

Further research could explore the impact of these advertisements on different demographic groups, such as urban vs. rural populations or younger vs. older consumers. Additionally, comparative studies between Pakistani and international beautification advertisements could provide a broader perspective on the use of persuasive strategies in diverse cultural contexts.

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