

## IMPACTS OF VISUAL, AUDITORY AND KINESICAL METAPHORS ON EMOTIONS: A MULTIMODAL ANALYSIS OF PROMOTION FILM OF ZONG TELECOMMUNICATION NETWORK

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### Abstract

*This study explores the impacts of visual, auditory, and kinesthetic metaphors on emotions through a multimodal analysis of a promotional film by Zong Telecommunication Network. Anchored in Gunther Kress's theory of semiotics, the research examines how various semiotic modes engage the five human senses to create cohesive and impactful meanings. The analysis highlights the film's ability to reflect the modernity of contemporary advertising practices and its effectiveness in shaping consumer perceptions. By offering a nuanced understanding of how metaphors in promotional content influence emotions, this study provides valuable insights for both scholars and consumers. It aims to enhance viewers' comprehension of the intended messages embedded in commercials, advertisements, and promotional videos. The findings underscore the distinct yet interconnected roles of semiotic modes in evoking emotional responses and conveying complex ideas in multimodal media. The researcher analyzes them accordingly*

**Key words:** Multimodal discourse analysis, theory of semiotics, advertisement short film, Zong Internet Network, Visual Auditory And Kinetically Metaphors.

### Introduction:

The modern inventions have revolutionized the way people think. The internet, social media, and showbiz have strong impacts on peoples. Human psyche, mind and attitude of people are strongly influenced by these trendy sites. An huge amount of people use cell phones with cellular data connections. They use U Tube, Facebook, Tik Tok, Whatsapp or Instagram. Multimodal discourse is meant as an analysis of multiple modes of communication, such as color, text, and images. It looks not just how individual modes communicate but also how they interact with one another to create semiotic meaning. Color, background music and text contribute to create the meanings. Mode is a source for making meanings. Mode can be written, spoken, visual, linguistic, non-linguistic, acoustic, or visual.

People watch, Dramas, Commercials or Ads. All of this is smoothly possible with stable internet connection. According to researched promotion film, that stable Internet Network Connection is Zong. The businessmen spend millions of rupees to boost their business. They introduce their brands. Promotion film is also a way of advertisement. Here music, text and visuals have strong meaningful impacts on the subconscious of viewers.

**Theoretical Framework:** Multimodal Discourse Analysis

### History of Zong

Millicom bought Paktel in 2003 and sold it to China Mobile in 2007. China Mobile Pak invested 2500 US \$ in the telecom sector in Pakistan. CM Pak introduced its new brand name, "Zong.". Its introductory slogan was "Sb keh do (سب کہ دو)." Say everything" Now its logo and slogan have changed. Its new slogan is "Let's get digital."

**1.2) the major objective** of multimodal discourse analysis here is to assess how auditory, visual, textual and kinetically, modes communicate the meanings. The study is also aims to highlight their role, meanings and significance in commercials.

The researcher will apply the theory of Semiotics by Gunther Kress .The study of signs, symbols, and meaning-making processes is at the heart of Gunther Kress' semiotics theory. Key elements of his theory are as follows: Essential Ideas 2. Signs and Signifiers Kress makes a distinction between signifiers (the idea or meaning associated with the sign) and signs (the actual shape). Modalities, He lists a number of modalities that have a role in meaning-making, including verbal, visual, and auditory. Kress highlights the significance of taking into account many modalities in communication because they interact and have an impact on one another. He presents the idea of semiotic resources, which are the instruments, signs, and symbols that are employed to produce meaning. Framework of Theory Social semiotics, which holds that meaning is socially created and context-dependent, is the foundation of Kress' theory.

**Themes of video:** The video also reflects the following themes. Zong Network, mother and son relations at home, the difference between old and new generations, the attitude of Pakistani supervisors in universities, the power and impact of social media on society, and the need for stable Internet in studies for each and every individual of society. And visual, auditory and Kinesical Metaphors to persuade the customers.

**Hypothesis: Multimodality is an important thing in modern times; it has different semiotic modes in advertisement /promotional videos that communicate the meanings.**

**Background of study:**

The main concern of this study will be to do a multimodal analysis of video advertisements of the Zong network.

This study aims to adress the research gap by multimodal analysis of Promotion film "**75 years of independence by Zong** Film says that " The main character is a student of musicality.He is working on his thesis .His research topic is not being approved .The Zong Network Internet helps him to do his research work . Zong Cellular data is used by everyone such as by ripened aged librarian in university, Sami's mother as well as youth.

This is new and short film. Researcher found the gap here.This film is full of meaningful modes .So researcher found it suitable to apply Theory of Semiotics by Gunther Kress.This study aims to uncover different semiotics elements which collaborate together to build viewers' experience and gestures,gaze,sound , visuals,texts and colour composition involve to form the meanings.They have different meanings in different cultures and societies.

**Message: What message or ideology is being promoted through the film?**

The intended audience are all those people where ,there is Zong Network.The message that was promoted is that this network is possessed by China which is friend county of Pakistan so, It gives the perception of **China -Pakistan Friendship**.Nation of Pakistan and Zong Network has firm connections ,they go along.It facilitates,promotes or digitalized our nation.It is need of every age,field,gender and region .

**Significance of Culture:** Culture is identity of a nation.This film is created in cultural context of Pakistan.There is clear reflection of cultural (language,architect, dress, names, region and religion of Pakistan)

**Statement of Problem**

Advertisemnt film has become a tremendous feature of modern marketing strategies. Companies invest huge a big amount in making standardized-quality films to promote their

services, products and brand identity. Nonetheless, in spite of their widespread use, there is a lack of research on the multimodal discourse strategies employed in promotion films to develop the brand identity and persuade viewers. Specifically, there is a need to investigate how promotion films use a combination of visual, auditory, and linguistic modes to create meaning and influence viewer perceptions. This study aims to address this research gap by conducting a multimodal discourse analysis of promotion films, with a focus on exploring the ways in which multimodal discourse strategies are used to construct brand identity and persuade audiences

### **Research Questions:**

- 1) How do promotion films use multimodal discourse strategies to construct brand identity?
- 2) What role do visual, auditory, and linguistic modes play in creating meaning and influencing viewer perceptions in promotion films?
- 3) How do promotion films use multimodal discourse strategies to persuade audiences and promote products or services?

### **Objectives of Study**

#### **The major aims of this study are:**

- 1) To analyze various modes in in promotion film and to parse the advertisemantal video
- 2) To do multimodal analysis of video.
- 3) To assess the affects and role of background sounds, color, and lexical meanings in promotion film
- 4) To deliver the meanings of visual, auditory and Kinesical metaphors

### **Significance of the study**

The Study is going to be valuable to understand the gestural , auditory, visual and textual modes in films, video, pictures, and screenshots .It will also help the viewers to understand the advertisemantal language.This study falls under the field of English Linquistics.The researcher has studied many research articles and theories of semiotics on multimodality .This study will open new ways of research for researcher in booming field of commercial -technnolgy.There had been many researches on multimodality such as research on TikTok Videos, Pictorial Advertisememts, U Tube Videos but my interest lies in promotion film of Zong Network.

### **Delimitations of study**

This study will be carried out on a selected video advertisements of ,Zong network. And study of this relevant study is ongoing work; it is possible to do multimodal analysis of other videos of same network as well as of other networks in the same way .The researcher has taken only one promotion film of Zong.

### **Limitations of study**

**Apart** from the various minor problems that will be encountered when conducting the study, the following are major limitations of this study: the study is conducted on selected available advertisement video in **limited** regional,cultural and semiotic contexts. So recommendations provided may not serve the case of all regions or all the countries and nations.

### **Review of related literature:**

#### **Theoretical Framework:**

The researcher will apply theory of Semiotics by Kress.Kress theory of semiotics says ..

### **Gap and limitations**

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### **Summary of previous research:-**

The concept of multimodality was developed in the early 2000s (Jewitt). multimodality is defined as "use of several semiotic modes in the design of semiotic products or events." In multimodality we examine aural, spatial, visual, and linguistic resources. In modern times, multimodality had a wide range of modes that had their own meanings.

Multimodal theory of communication focuses on two things: 1) semiotic resources of communication, modes, and media used 2) communicative practices in which these resources are used.

In video analysis there is a meaningful sequence of signs; there are words in sentences; it falls under the syntagmatic relation of semiotic signs.

Paradigmatic relations refers to the relationships between signs as alternatives.

Multimodal discourse analysis (MDA) is an interdisciplinary approach that examines how multiple modes of communication, such as language, images, gestures, and sounds, interact to create meaning in social contexts. Here are some key theories and frameworks that underpin

### **MDA:**

#### **Theories of MDA:**

**Social Semiotics:** This theory, developed by Michael Halliday and others, posits that all forms of communication are semiotic systems that create meaning through social interactions.

#### **Multimodal Social Semiotics:**

This framework, developed by Gunther Kress and others, extends social semiotics to include multiple modes of communication, such as images, gestures, and language.

#### **Multimodal Discourse Analysis:**

**This approach, developed by Ron Scollon and others,** examines how multiple modes of communication interact to create meaning in social contexts.

**Systemic Functional Linguistics:** This theory says how language is used to make meanings using different modes (image, sound, gestures) in a social context. This Theory is given by Michael Halliday.

**Multimodal Text:** A text that combines multiple modes of communication, such as language and images.

**Film Analysis & Advertisement film analysis:** The Researchers analyze the film examining different visual auditory and modes like lighting, camera angles, mood, atmosphere to make the meanings. Advertisement film analysis further persuades consumers towards particular actions.

**Physical Expressions by Francis Warner :** Kinesics is conscious or unconscious transmission of mood, meanings, message to the addressee. In 1885, Francis Warner wrote "Physical Expression: Its Modes and Principles." It was the first published analysis of body language.

The **Howard Z. Rowel** in the journal American Speech "focused on sociopsychological approaches to psycholinguistics and nonverbal communication.

**Communication analyst :**

CA communication analysts say that talk is an important thing of communication. Social semiotics differs this view that other semiotic modes also contribute

Theory of Semiotics by De- Saussure Sign & Signification : A sign is equal to a signifier and signified .A Signifier is a sound, image or a word, Signifier has physical form while Signified is a meaning or concept of word, image or sound .A Signified is abstract concept.And creating meanings through combination and inherent relationship of signifier and signified is called Signification.

#### **Gap and limitations of research:**

There were many other videos such as U tube videos, TikTok Videos, Hollywood and Bollywood Movies but I selected “Zong 75 years of independence as this movie was short but full of meanings.It can open new trends for the researchers to conduct this kind of research.

#### **Methodology of study:**

##### **Data Collection:-**

In order to achieve my research objectives, I will use qualitative research design. The data will be collected from Promotion Film and taking its screenshots for observations; the meanings will be inferred or (drawn out) from critical semiotic analysis of different modes.

(The researchers will display one shortvideo film in total from Zong Telecommunication Network.” **75 Years Of Independence**

In this film analysis, the researcher will try to analyze that how actors , in promotion film use bodily movements, visual,textual , auditory, gestural, facial and bodily movements to create the meanings.The cropped screenshots will deeply be examined by the researcher.

Researcher will also try to analyze the role and significance of modes used in promotion film.

#### **4) Data Collection:**

It is the type of research in which detailed data is collected. The tools of data collection in this type of research is observation where non-numerical data will be gathered. I will take screenshots of Zong short film titled “**75 years of Independence**” . Cropped-Screenshots will be passed from the deep observational process.They will be analyzed visually, auditorilly and Kinesically .The data will be arranged..Relevnt screenshot wil also be attached too.

#### **About History of Zong Telecommunication Network:**

Zong's **old and new slogan:**Zong’s old slogan was “**Say everything” sb keh do**. The slogan gives concept, idea, and meanings.The signified concept is that you have cheap offers with maximum data, minutes, and SMS with a stable network, so you may say everything you wantThe slogan "**Let's Get Digital**" by Zong is a promotional signifier that gives several persuading meanigs to the customers to accept the digitalized offers by Zong. Word **lets** is infered as a invitation to take part in digital offers .The word digital suggests easiness and accessibility.

#### **Data Analysis and interpretation:**

This chapter deals with analysis and interpretation of data obtained through observations.Semiotic and multimodal analysis of Promotion Film will be done . The data will be analyzed under textual auditory,visual and gestural headings It is made random explanation of screenshots in text form. There will be some Textual Headings which will fall under visual analysis.Data here is tested, rearranged, and described.

**Finally, based on the findings, conclusions and recommendations will be made.**

#### **Visual Modes:**

00:14-01:00



Main character is online, he has opened eyes with shine which are showing confidence, enthusiasm, and hope. There are comments, likes and emojis (semiotic modes). The actor is in his twenties. He is bearded. His hair style gives casual his mindset. His wearing of green shirt associates actor with Zong. Actor has moderately fair complexion shows his freshness and youth. The greenery around the cropped screenshot associate it with Zong Network, it also associate it with flag of Pakistan. There is red coloured “LIVE” which says the social media user is online. The word “LIVE” is Capitalized that also make it prominent. Electrical and digital appliances turn red when they switch on.

#### **Textual Analysis of frame :-**

**“Jiny hm na jaan KR b janty hn” Roman Urdu version.**

**“Whom we know, unknowingly” English version**

It shows the significant figure of Pakistan, the one who is famous among every gender, class and age. That character is There are two comments by “**Farjad Moazzam comments**” Your music inspires me “The comments shows he hears his music regularly. He is actor's fan. **Ehtasham Asim comments** “Are you gonna play something for us ?”

The attitude of the sentence gives the message that actor has fans who have followed him on Facebook and people often hear him. In elliptical form there is written the word “**SHARE**” means touching here you may share this live program with others too. There is also comment section on Facebook when we touch or click here type board of particular kind shutters up. The viewers can type his comment on Facebook with Cellular Data.

**00:35: -01:11**



**Visual Modes:**-The cropped screenshot shows a mother at home with her son(main character). The setting is home; it also shows eastern (Pakistani) culture, where a mother is eyeing her son.Her face shows care, encouragement, and motivation toward her son. She likes classical music. She picks her face upward, then downward, suggesting empathy, encouragement, and motivation to her son.( Saying him to play something).The color of home items are greenish while her mother is wearing reddish dress .Both colors are associated with logo of Zong.suggests Islamic culture in a Pakistani setting where the majority of people are Muslim. The people inhabitant of Pakistan tent to live with their mother .They take their prayers(blessings) to be successful life.Islamically, mother has most love for their children.



**Visual Modes:** The darkness in room is due to locked room.The darkness and partial patches of lights in room suggests though main character is disappointed with his ambition but there are still lights of hopes in the darkness.That hope is also due to Zong Internet Network.There is light

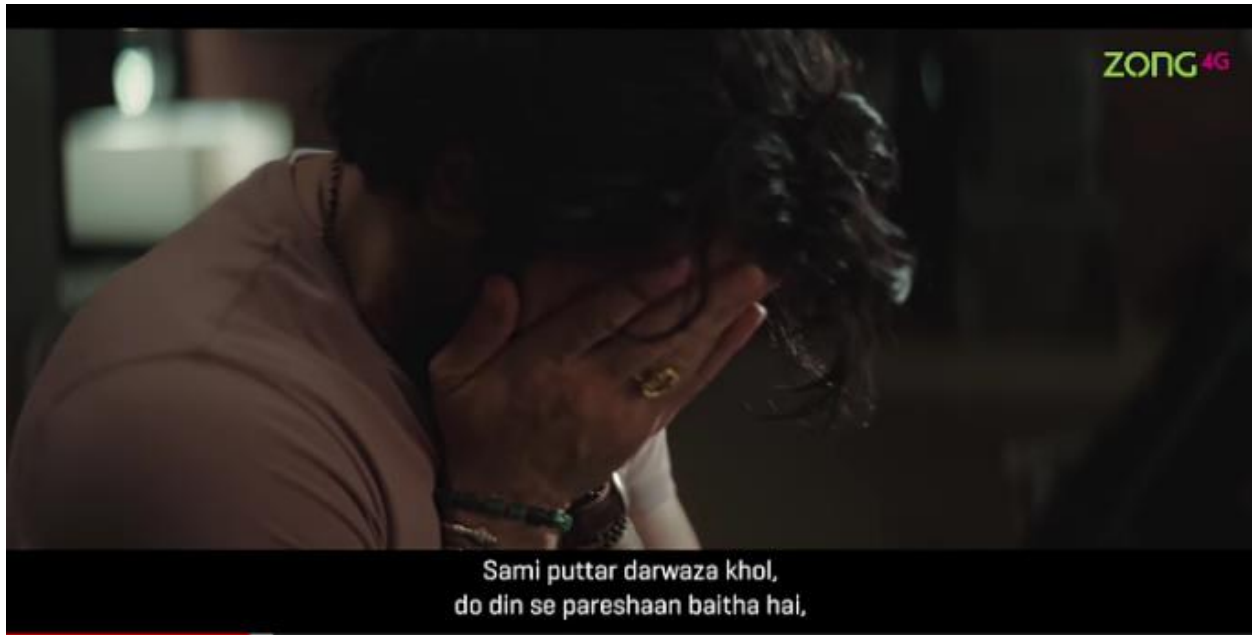
outside that is coming inside .The darkness suggests the “despairnss” sadness , ailment while partial lights coming in the room shows there is still glimpse of hope in the ( darkness) sadness.Main actors face translation is “ isolation, sadness and fedding up.His reddish shirt depicts association of Zong Network.

**Textual Analysis:-’ Sami puttar darwaza khol,do din se pareshaan baitha hai” Roman Urdu version . This sentence has two parts in English version.**

“Sami ,my son “ Open the door “ This is an imperative sentence which is an order, command of mother to her son.

Secand part of sentence is “do din sy pareshan baitha hy

“ **He is sitting sad for two days in locked room** “ English version



**Visual Analysis:-The** main actor is burying his face under the hands it suggests sadness of main actor.His lowering of head depicts his demoralization.The main character has isolated himself, as his supervisor has not approved his research topic. Isolation suggests his being pessimistic, discouraged, and sad.





**5.5)Visual Analysis:-**The VCR cassette has white pasted tape against it. There was written “انٹرویو (Urdu language) (Interview). The way he gazed at the VCR cassette gives the concept that the interview is special for him.

**5.6) 03:45-04:17**



**Visual Mode :**Sami was googling.The last two letters of the word “Google“ were red and green. These are also Zong-Logo-Colors .It suggests Internet has strong relevancy with Zong Internet Network.He types “Ahmed Chaghla”.His picture was in an old version.It Shows him as a part of history(past ).

**04:18.....4:33**

**Visual Analysis:**

The Google Map has two colours on road which resembles the Zong Logo .It builds a perception that one may search (access ) and reach to his/her desires /intended location using a stable Internet Connection (ZONG) .Theel key actor is online.The key character is wearing **Google Map** to reach the destination.Green trees beneath suggest youth, energy,life and progress.Green color is also a part of flag of Pakistan.

**Textual Analysis:-**

“ and I will get them on board to work me on this exciting project **.Roman Urdu Version (Main character )**

The main character is saying all those people who have musical art but they could not get a chance to prove their talented.They are invited to join me.I have an joyous project for you .It is a platform for you to prove your art .This online platform will make you famous immediately.



05:30-07:01



**Visual Modes:-**

**Library;** shows any educational institution or setting..

**Textual Analysis:-**

“Lakin Sir apko pata kaisay Chala ? “ Roman Urdu Version

But Sir ,how did you know (. that I need these notes )? English Version The sentence is a question of Key character from liberarian.The sentence also shows surprise of key character ; suggesting I didn't come back to liberary to tell him about Chaghla Notes the Liberarian is too old to access the social media .





**Visual Modes:-**

In the university there was a library. Most of the books were red and green colored. He provides to main character the Chaghla's Original Notes. Hugging him, shows sympathy, acceptance, care, and affection of fatherly librarian. The face of key character suggests “ relief. Faces of both ones show please, happiness and joy. The Librarian had been able to help the Librarian with the help of internet connection.



**Visual Modes:**

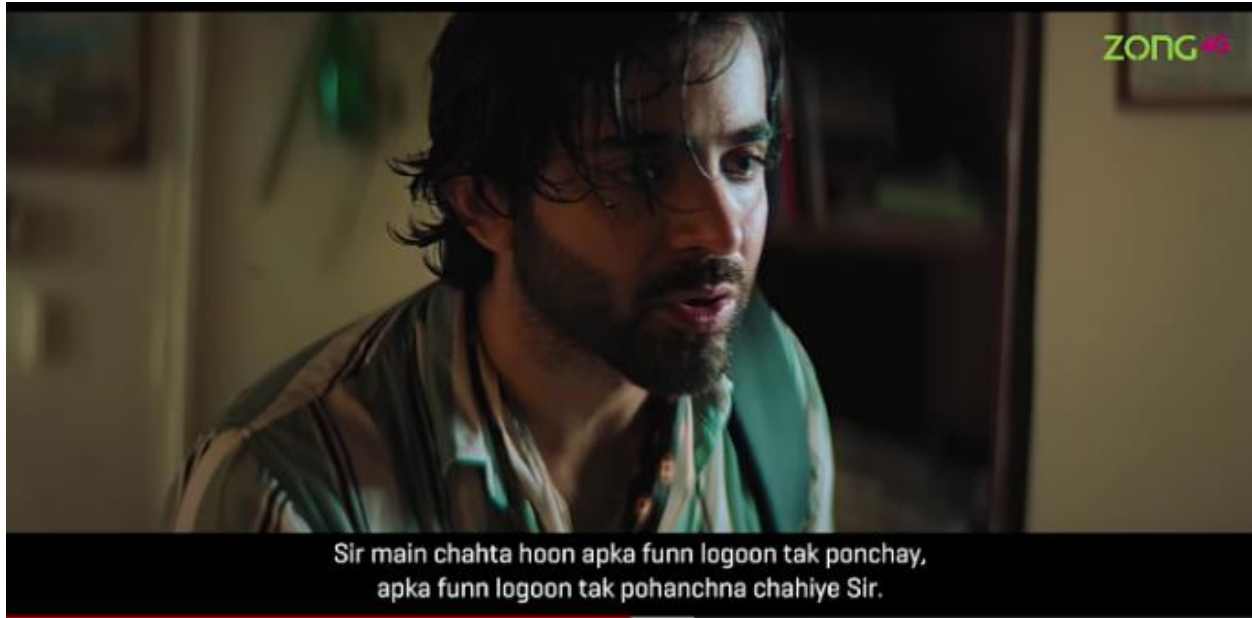
The host Ustad Bakhsh's face is expresses the displeasures . slightly opened mouth shows surprise over something, His right raised hand is Sitting in the wheelchair suggests his being too much aged ,losing of energies. Host's white hair of moustaches, beard , eyebrows also signals the over age of host.

**Textual Analysis:**

Main character goes Ustad Bakhsh's home requesting him to be the part of his band for project .”  
Ustad Bakhsh says to Main actor “Nahi,main iska hissa nahi bun sakta“**Roman Urdu version**”

**“No,I cannot be part of it “(this project) . English Version .**

The statement is clear rejection, negation or refusal of host to the main actor.That he cannot be part of his project.The host Ustad Bakhsh seems previously angry over something.That he gives a big no.perhaps he has some kind of frustration over something that his talent had not reach to people when he was young.There were no proper platforms .Why should I be part of this boy now ?



**Visual Modes:**The face of key character shows request with humbleness.Main types of color are green color of dress associates it with Zong.The room colour also associates itself with Zong

**Textual Analysis:-**Sami the key character says to Ustad Bakhsh

“ Sir main chahta Hoon apka funny logoon tak ponchy .apka funny logoon tak pohanchna chahiye Sir .”

**Roman Urdu Version**

““Sir , I want your art should reach to people .Your art must reach to people sir “

**English Version.**

The statement says that main character has a digital platform to share Ustad (artist) Bukhsh’s art with people.I



**Visual Mode :**Ustad Bakhsh has kept his right hand on his head suggests the anger ( bad mood ) of Ustad Bakhsh.The door is opened Ustad Bakhsh's son comes in and enquires about the visitor. It means families in Pakistani culture live with their parents .The dress of son and his father also gives the national identity of national dress “Shalwar Kamiz “ of actor&Qameez .It national and cultural dress of Pakistan.The room depicts poorness of father and son .Pakistan.It

**Textual Analysis:**

“Yeh larka kaun tha abba? Roman Urdu Version “Who was this boy,father “**English Version** .The word “**Abba**” is Urdu word for father .



**Visual Modes :**

The host Ustad Bakhsh hand signals the guest ( Key character to Leave (go )from here ! As Ustad Bakhsh has no interest in his project and offers so his gestures him to leave from here

.Wheelchair of Ustad Bakhsh suggests he is too aged to stand . His face shows frustration.Main character's shirt is combination of white and red color.They are vertical white and green lines of strips.It associate it with national flag of Pakistan.White means peace while green shows progress,youth and development.

**Textual Analysis:**

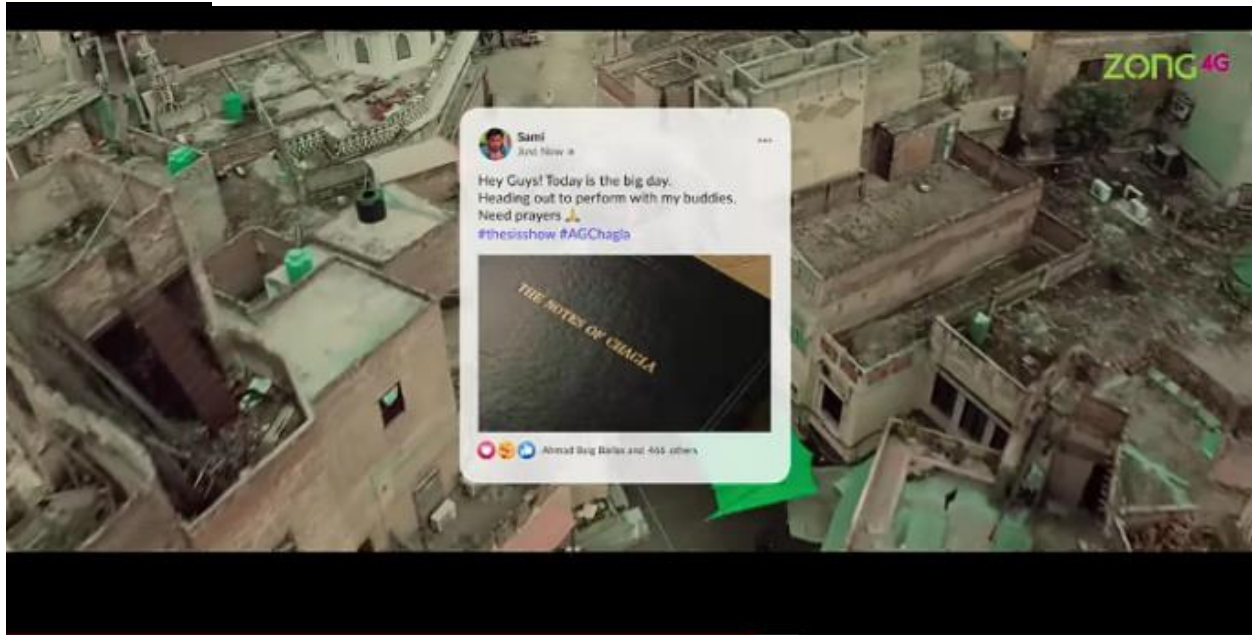
“Bas ! Ab Jao Tum .Jao “

**Roman Urdu version**

“You just leave now ,leave ! “ English Version. The statement of key character is an order and command.He uttered the word “**Leave**” twice .It shows more intensity of statement.He no more wants to see him in his home .He do not want to approve his offer to be part of his band .

Due to light darkness, his room suggests poverty ,poorness and disease

**07:07 .... 07:30**



**Textual Analysis:-**

Main character write his post on social media.He used the symbol (#) which Virals the video more .

**character online, #hashtags thesis show**

**Visual Modes:-**

This visual is taken from hieght.Watertanks on terraces look green .The curtain right beneath the thesis show post is also green All these mentioned things associat themselves with Zong Network Logo .It means we are able too see the things from hieght with stellites due to internet. That stable internet connection is Zong that showed tha view .There we can zoom in &out the things.The surface of terraces show the eastern ( Pakistani) architect.They also reflect the economic conditions of resident of a region of Pakistan.Most of houses are multifloored but not white washed.It suggests the inhabitants here can only meet essential needs.They are unable to furnish their homes.Their economic conditions do not allow this.(**Gives the perception of high prices or low incomes** )

There is a green book of Chaghla's original notes .It is of green color.Green symbolizes progress,youth , energy and life .It associates it with Zong as the notes there are due to Zong logo's green color.



**Visual analysis**

The vehicle of the band was also light green,it's head lights are of red color.It also highlights it's relation with Zong.The wall beside the vehicle is of light red color associate it with Zong color



**Visual analysis:-**

The band of musicians seems of old age .They seems to be unintrduced ones .They are going to be introduced among the people with the help internet ( Zong “



**Textual Analysis:-**“Yar mn toh kabhi Dehli Gate say bahir gaya hi nahi .” **Roman Urdu Version**“I had never been outside of Dehli gate” **English version.**Dehli gate is located in lahore.it means band of musicians is inhabitants of Lahore.



**Visual Analysis:-**

Dehli gate is dark green what is written on it is also light green.Both sides of Dehli gate are green trees .It Associate everything with Zong Network.It means wherever you go you will see Zong Network connection.

**Textual Analysis:-**

“Par Sami (main character's name ) ,mjhy tou angrezi he nahi ati.”

**Roman Urdu Version**

“But Sami , I do no know English language” **English Version** .The aged ,band of musicians in van think their unawareness of English language as a barrier in the way of progress but this kind of difficulties can be addressed with digital technologies.Social media facilitates, highlights and Virals us irrespective of our age ,gender and region.Only thing that is require is stable cellular data connection.



**Visual Modes:-**After being rejected for his thesis, he is in his room, keeping his hands on his face, showing he is sad, and discouraged.

Half-fried egg, tea, and paratha suggest morning time, breakfast. Sami is not at home  
Mother's receiving Sami's call two icons of accept or reject the call are of green and light color.  
8:31-8:59



**Visual Modes:-**

**Thesis show:**Greenery around, green glasses of building at thesis show, light red wall. girls and boy sitting in green shirt

**Textual Analysis:-**

Musicology



**Visual Modes:-**

Supervisor's face shows anger.

**Textual Analysis:-**"This is a prestigious institute and I. Cannot risk it for all of you guys .The supervisor has fear band might performance inappropriately.It will cause his professional downfall.The main character's project seems him strange.



**Visual Analysis:-**

The face of main character is extremely requesting.

**Textual Analysis:-** “Sir aisa na karein sir , please Sir .Urdu Version

“Please sir ,do not do this sir, please.( Do not stop me to perform in the thesis show “

**English Version**



**Visual modes :**



Main character goes online; he could not get a stage to perform on the thesis show. His show of satisfaction and hope is as strong as Zong Internet is with him.



**Visual Modes:-** The main character has kept his right hand on his forehead, It is a kinesical symbol of being sad or depressed. His eyes show, he is thinking something deeply. He is wearing thread etc on his wrist, there is also hanging of a decorative thing that is also lime color. Wearing of neck chains, wrist threads and rings show Pakistan's cultural identity. It is also a way of self expression and fashion. This fashion is reflected among youth.



Visual Modes :-



Band beating musical instruments: violin, trumpet, guitar, harmonium, and drum. People outside wearing green.

**Visual Analysis:**-The band of musicians is singing, the faces of band of musicians and audience show that they are enjoying the music.The main character's moderate bent body show he is changing his body posture with sound of Guitar. The colour of pantaloons, shirt and main character's waistcoat is green .All of this is aligned with **ZONG** .The color of background building and dress of tambourine beater are also of same color group.





**Visual modes** :-The outer surface of the drum is also green. Violin is also red and green and resembles zong. Desk at the thesis show is also green.turban of one drum beater red Bench ,the board of thesis show and green trees reflect it's relation with Zong .



10:13-10:30



**Visual modes** :-The board on the thesis shows in red color; the word thesis is in green.



**Auditory modes:** Background music is played, which is emotional and catchy. **Auditory modes:** Her voice is soft, which suggests care and affection of a mother towards her son. Background music shows suspense and climax. What will he do now





**Visual Analysis:-**Main character listens an interview of his famous musician. The TV was black and white, which also suggests an old period of time. His room looks old-fashioned.

**Textual Analysis:-**

“Par humare Qaumj Taranay Kay agay her surr pheeke par jata hai “ **Roman Urdu Version**  
“ But every sound goes unattractive before national anthem of Pakistan”

**English Version**

The text says that sound/music of national anthem is beautiful of all musics.



**Visual Analysis:**

Main character is wearing a shirt which has red and green bubbles. It relates the shirt with ZONG Network. Behind supervisor and main character there is a pillar, wall and a closed gate. At the center of the wall there is a long shining decorations. There is also a color combinations of red and green. The Wall color is also associated ZONG logo color. The gate is also of a type of red. The supervisor is looking at his wrist watch. It gives the message that supervisor is to reach in his office, meeting or class. He is aligning it with his official. The main character's face is requesting.



**Visual Analysis:** The supervisor is rushing up the stairs, the main character is looking at him, it means he is to say something more but supervisor is to follow his official schedule.

**Textual Analysis:-**

“**Thank you Sir ,thank you .**”Main character is saying thank you two times ,it means he is more excited over something perhaps .He received a favour of his supervisor.The actor is sitting in the university library, wearing airphones that are light green colored. He has books on the table and two lead pencils. He is beating the books with two pencils as a drum, which creates a symphony, drumming it against books that create a symphony.His face shows disapproval or displeasure on his conduct.His right hand gesture also depicts pointing to something.

**Textual Analysis:-**

“Ye Kya har waqt Library me shor machatey rehtay ho ? **Roman version**

“ What is this ? Why do you used to make noise in library? “

It is habit of main character to sing and beat the pencils and books etc.The Liberian shows his displeasures that why do you always do this here ?



**Visual Modes:**



**Visual Analysis :**

**Textual Analysis**



**Visual Modes:**The main character is in his library; the majority of books there are of red and light green colors. It associates with Zong Network. The shirt of librarian is of dark green square and light & lemon green horizontal and vertical lines. The shirt of main character is also of dark green. Both character associate themselves with Zong Network. Hand gestures of main character's are showing symphony of something. He is likely to saying this not noise but I am creating the symphonic. The key role visits the supervisor's office. His office has many books of

Zong's Network logo; they were in light green and light red colors. This mode gives the message that now books are easily accessible with the stable Internet of Zong. Now books are with Zong Internet in pdf form on Google.

**Textual Analysis:**



It suggests he is obsessed by his research work, which is on Mozart. The librarian comes and sees books scattered on the table. He shows his displeasure over doing this. The actor has tags and uploads it on social media too. It suggests he continuously uses social media by zong stable network... **Visual:** He has a laptop connected with a fast Zong network. Provokes the viewers to also use it for your educational. The last two letters of "letters "l" is of green color and letter "e" is of red color. It relates it with ZONG Network. The searched screen has white background with black letters as black writing on white seem more visible and readable.



He searches on Google who wrote the national anthem. Thus, a zong advertisement

**Visual modes:** The desks in the library are green-colored, which suggests the Zong network.



**Visual Analysis :** The researcher goes to the office of his supervisor, shows him his topic, and his face shows anger; he unapproved his topic on Mozart. His office has a number of things of light green color, which shows association with Zong. Eye contact of supervisor shows anger and disapproval.



**Visual Modes:** The main character is wearing green shirt and red color purse with lime green head phones. The main character is lowering his head shows he is ashamed , demoralized and standing before his supervisor .



**Visual mode :**Main character locks the door, locking the door shows his displeasures; feeding up, as his topic on Mozart is rejected, the mother standing outside calls him, encourages him; her face and tone also show sadness over her son's displeasures.





**Visual Analysis:**-During his searching in Google, there was a motivating & hopeful background sound. He suggests working in the national anthem. Professor, accept it. Sami says thanks in a rising tone, enthusiastically, which shows his happiness and approval.

5.39.1) Textual Analysis :-



**Visual Modes:** He goes online again and says I have something special thesis topic; he required the notes/articles on Chaghla... He searches physically as well. His face suggests that he is thinking about the solution to the problem; a glimpse of optimism came through his mind. There are red and colored things in his room, which associates it with **ZONG** Network advertisements. He suddenly sees a VCR cassette in his almirah

**Textual Analysis :-**



**Visual Analysis :-**In the way we see it, there is a closed shop where there is a Zong network logo painted. He announces I need someone to work with a musician who could find the proper platform to perform.

**4:13-5:30**



**Visual Analysis:**

The build in screenshot has one door and one window .Both are same of color”green “ color ..The color associate it also with ZONG.It also give perception that Zong is used by man in street .



**Visual:** He set the Google map to reach his destination. Zong Network helps them to reach their destination.





**Visual Analysis** :Sarangi ustad was requested by the researcher; he refuses. He says he is to convey his art to people; he answers his art did not reach people during 50 years... having a cell with his hands with the Zong icon logo... The researcher replies everything is changed now. (Suggests Zong has made the things digital now.)

**Textual Analysis:**  
6:11--7:12



At the home of Sarangi Ustad, there were green plants with red pots showing association with Zong. It is raining outside; he hardly reached his home! Raining symbolizes blessing...the sound of raining...creates music.



**Visual Analysis :**He manages to have a band of musicians; in the street, there were green curtains—roof, which also looked like the logo of Zong. It shows wherever we go, we find the Zong network... people accept/embrace the Zong.Roof surfaces (Terraces) in the way are light green colored.



He goes live (online) again and says, I am going to perform with my buddies. thesis performance.They get on the van. The appearances (dress & face) of musicians show that they are old enough, not educated; they make fun in the way... reach the thesis performance stage In the way there are a number of green and red spots, green plants, trees, and colors, it shows the Zong network. the dresses of actors and musicians also red and green

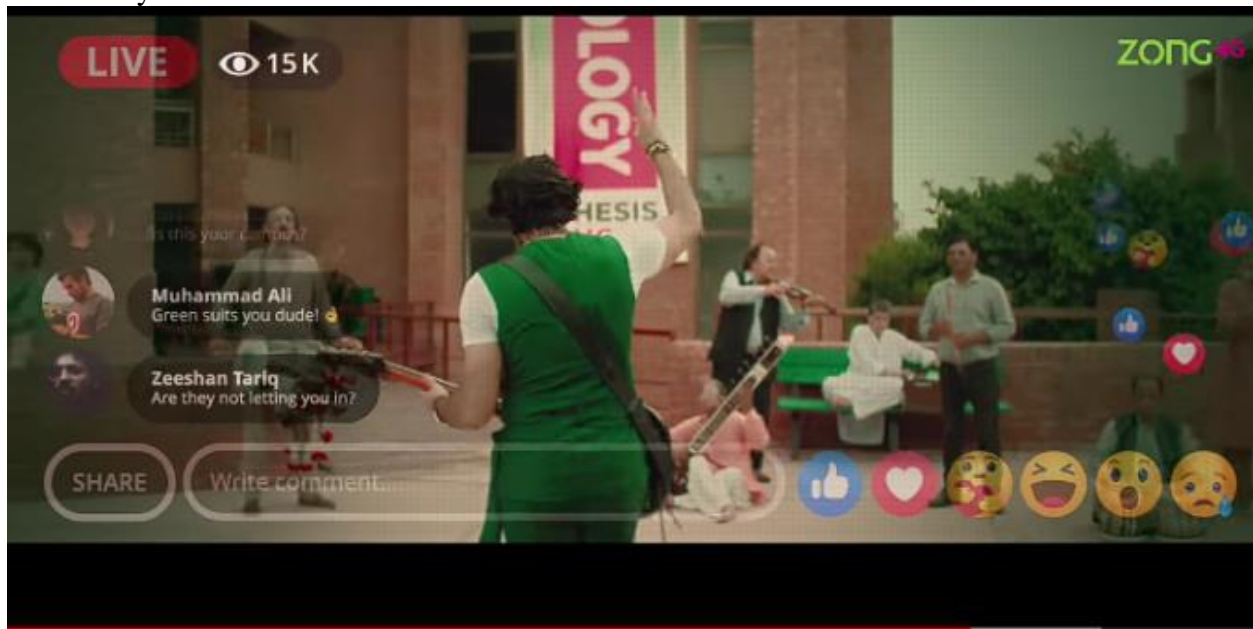
**Textual Analysis:**

“Aik musician ka Kam hai surr bikhairna .” Roman Urdu Version

“The musician's job is to spread the symphony” English Version



**Auditory analysis:** The main character's right hand is high ,he has violin in his left hand .It shows he is playing music .The drum beater is also beating the drum. band of musicians playing their musical instruments.They playing national anthem of Pakistan as his thesis is on national anthem The national anthem can have several effects on viewers, It arises the sentiments of patriotism ,joy and unity.Psychologically it creates the perception of cultural and national identity,it motivates, encourages and persuade the customers take take intended actions.It activate the memory and emotions.Band of musicians singing together gives the sense of community.





**Visual Analysis:**

At the point of the thesis performance stage, the greenery, shirts of Sami, his supervisor, two students, and a visitor were also green, showing association with the Zong.



**5.51)** When he gets disappointed, his thesis performance was refused. Initially gets disappointed, receives his mother's call with a two-color icon, red and green... Mother is also having a light green shawl.

Gestures, facial expressions:



Sami, who is the research student at the university, is wearing more than six wrist threads on his wrist. It shows his casual living and liveliness. Zong logo-coloured follower is hanging from the thread, which shows him associated with Zong Network

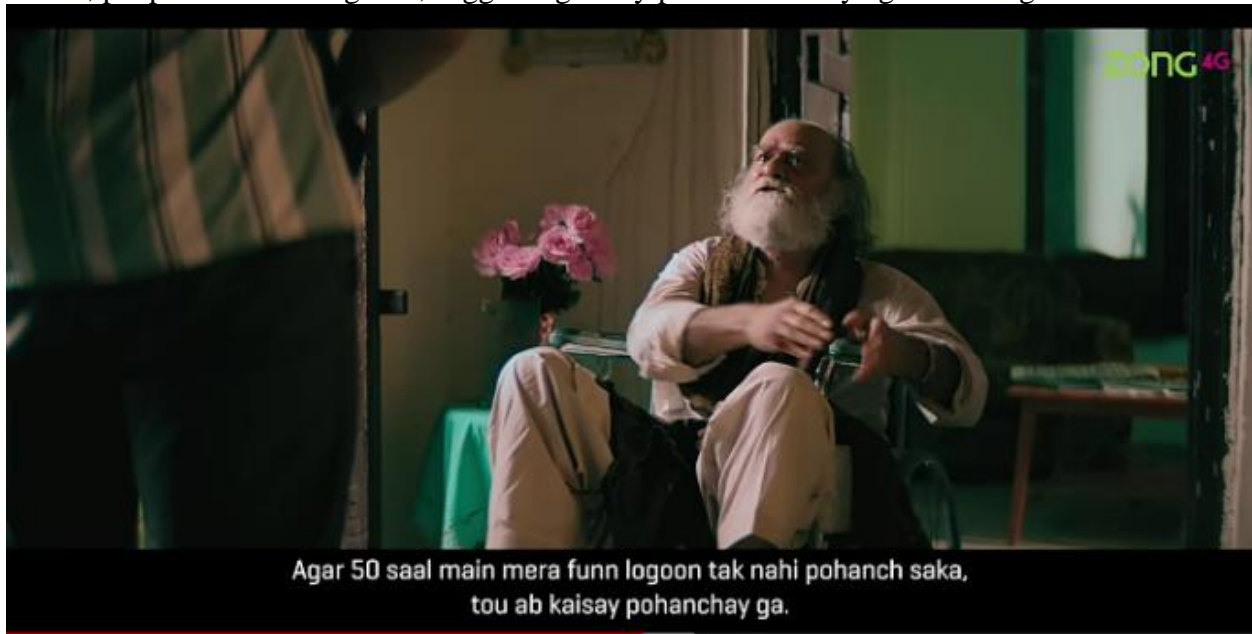


**Visual Analysis:** Mother, wearing head clothes that are also Zong logo colored, shows her the customer of Zong Network. Sami, her son, gets online; she, who is also an aged woman, Zong Network has enabled her even to watch her son being online. He watches his son in landscape position on his cell phone. It shows her watching attentively. The face & mind of her is nowhere else, and it got possible to watch our near and dear ones through stable network Zong.





The protagonist has thick and mildly long hair. He seems to be in his twenties and a Bachelor's or Master's student. His shining eyes show hope, youth, optimism, energy, and passion. He gets online; people are watching him, suggesting every person of every age use Zong Network.



**Visual Analysis:** Protagonist (Sami) is online. Sarangi Ustad Bakhshi is sitting in the wheelchair. His son is also sitting with him. Both of them have leaned their heads toward each other. It shows they are watching something special that is related to them. It also shows that the Internet has made information accessible to every gender o



Mother and son are sitting together. Shows their home. Her motherly treatment, affection, love, and encouragement to his son. The protagonist is sitting before Harmonium. Mother shakes her head, showing she is defying or negating something. (She does not like the new music because it is a little bit of old times new music that goes understandable for her; she wants to listen to



She is moving her face posture from down to up. It is an indication, order (command), and encouragement to do something; she actually encourages him to play his music, “Mozart.”

**01:16-01:19?**

Sami raises his left hand and up with his smartphone. His mother looks between the head and shoulder of her son.

This gesture shows he is going to take selfies with his mother. Shows her feeling of attachment & love for her mother too.

The protagonist goes online again and posts, “**Meri Ammj ko Mozart nai, Mehdi Hasan chahiye.**“ This is Roman Urdu; it is traditional in us.

He uploads selfies with his mother. Sami's mouth and eyes are mildly opened, showing he is taking particular shape while taking the selfie. He is happy.

The protagonist is wearing Zong Network-colored headphones. He has two pencils in his left and right hands and is beating them as a drum. Shows he is listening to a symphony, music, or something about his research work. His head and face show he is enjoying the music.

Librarian's sudden taking off his headphones, he had disliked his beating the pencil-like activities.

Liberian makes his hands into a pistol and fires it as a pistol; Sami keeps his hands on his heart, showing the liberator's fire is fired on his chest.

**01:48-01:49**



**Visual Analysis:**-The main character is wearing Zong Network-colored headphones. He has two pencils in his left and right hands and is beating them as a drum. Shows he is listening to a symphony, music, or something about his research work. His head and face show he is enjoying the music.

Sami smiles, saying, and posts hashtags #libertarianHitman:

**Relationship of national anthem of Pakistan and movie's title "75 years of independence:**

There are numerous connections between the title of the ZONG promotional film "75 Years of Independence" and the national anthem of Pakistan. The title of the film and the national song both arouse sentiments of pride in the country. They give idea of Patriotism. A nation's history, morals, and ideals are reflected in its national anthem and film title, which serve as markers of national identity. Honoring Anniversary celebration. The historical significance of independence is acknowledged in both the movie title and the national anthem. The title of the film and the national song arouses powerful feelings such as pride, thankfulness, and nostalgia.

**Conclusions**

This chapter deals with the conclusion drawn from the major findings of the study. It presents possible recommendations forwarded by the researcher based on the conclusions. This multimodal discourse analysis of Zong's promotional film "75 Years of Independence" has demonstrated how the film's verbal, aural, and visual elements work together to tell a tale of independence. Throughout the film the Researchers found the Green, Red and it's types had been using in the film from dress colour to walls, books, shelf's colour, water tanks, vehicle, lights, Google, shawl, at home university, gate boards, trees, background of video, thesis show sign board, likes in fb py, color of musical instruments, desks, wall charts, Bazar, roofs, streets, education gathering, institution everywhere. The study's findings highlight the importance of considering the multimodal nature of contemporary communication and the need for more advanced methods of multimodal discourse analysis that are situation-specific. This study adds to the body of knowledge already available on multimodal discourse analysis by shedding light on how promotional films engage viewers and create meaning. The verbal, aural, and visual components of Zong's promotional film "75 Years of Independence" have all been shown to

cooperate to portray a story of independence and patriotism in this multimodal discourse analysis. According to the study, the movie uses a variety of multimodal techniques, such as music, narrative, and picture, to create a story that appeals to the intended audience. The study's conclusions emphasize the significance of taking into account the multimodal character of modern communication and the demand for more sophisticated, situation-specific multimodal discourse analysis techniques. This study highlights the need for multimodal discourse analysis to go beyond examining particular modes and instead concentrating on text only.

### **Recommendations:**

The following recommendations will be made by the study multimodal discourse analysis of Zong's promotional video "75 Years of Independence Examine audience reactions:

i) Perform a follow-up study to look at how various audiences react to and understand the multimodal discourse of promotional films. ii) Compare promotional videos: Examine and contrast the multimodal discourse of promotional films from various businesses or sectors to find parallels and divergences. iii) Assess the influence of multimodal discourse: Look into how multimodal discourse affects persuasion, audience engagement, and brands. iv): Make better promotional videos that consider the multimodal nature of modern communication by using the knowledge gained from this study.

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ISSN E: 2709-8273  
ISSN P: 2709-8265

JOURNAL OF APPLIED  
LINGUISTICS AND  
TESOL

JOURNAL OF APPLIED LINGUISTICS AND TESOL (JALT)  
Vol.7. No.4 2024

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### Appendices

[https://youtu.be/azBX6BSbafI?si=EcifwBw460Viq0\\_e](https://youtu.be/azBX6BSbafI?si=EcifwBw460Viq0_e)