

EFFECTS OF MEDIA ADS ON OUR LIVES, POSITIVE OR NEGATIVE: A CRITICAL DISCOURSE ANALYSIS OF MEDIA (AD) DISCOURSE

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Abstract

This work investigates various TV advertisements from the perspective of Critical Discourse Analysis. This study mainly focused on the use of language, especially media discourse that is used in TV advertisements, and the use of certain strategies employed by the producers to affect their customers to sell items. The analysis of this study is based on Fairclough's 3-dimensional model to uncover power relations and ideologies. It elaborates how the advertising discourse is used in a unique way to grab the attention of the customers, discursive practices followed by the advertisers through the use of media discourse. Qualitative research was conducted on three different advertisements (Daalda, Velo, Jam-e-Sheerin) on TV. The findings reveal that ads are a powerful tool to persuade and shape public perception and influence consumers' behaviors, and also reflect underlying ideologies. It is explored by deconstructing visual and linguistic elements that media discourse constructs social realities and promotes stereotypes, alongside highlighting social awareness and information about public health. Advertisement discourse is biased and used to influence and control people's thoughts. Thus, producers use discourse to exercise power and control the minds of people.

Keywords: *Advertisements, Media discourse, Critical Discourse Analysis, Discursive practices.*

1. Introduction

Advertisement plays a vital role in this modern world of rivalry in business and trade. If we go to the market to buy something, there are so many alternatives present for one thing, which makes it difficult to choose the right product. Advertisements give enough information about a product. As much as the advertisement is efficient, it motivated us to buy that product. Due to this competition in the market, ad agencies acquire particular discourse models to persuade people. Individuals with persuasive power of discourse utilize their abilities to control individuals' beliefs. The basic purpose of advertisements is to provide information, persuade, and possibly alter the attitudes and thoughts of people. In other words, ads build identity and create awareness. The discourse has a strong association between linguistic studies and societal factors; it not only consists of words, both verbal and nonverbal, but it also contains a passion for strong relationships to combine language with social ideologies. Critical discourse analysis focuses on the words, phrases, and sentences,

but also emphasized the components exterior to the discourse itself. In CDA, the criticality of discourse is associated with ideology.

Critical discourse analysis explains text in terms of ideology because it is used to specify the set of attention paid by the language used by the people. Ideology is a discourse that is viewed as an ideological practice. Furthermore, mass media and discourse both support each other. If the presence of discourse is too dependent on the media that encompasses it, the mass media will rely on its target audience. In this contemporary world, the significance of media is beyond doubt. A very small number of people are uninfluenced by media discourse. In this emerging world, the media play a vital role as a public forum. Media discourse is a term that is used to reveal how material things are expressed in broadcast and printed media, from small screens to newspapers. Discourse analysis highlights language as an instrument that builds texts and spoken discourse. It also analyzes the procedure that controls its production and acceptance from builders to the target public. By utilizing discourse as a medium of investigating social procedures that generate ads, advertising methods, discursive practices, and a detailed analysis of the advertising discourse can be conducted. It is said that pictures are worth more than a thousand words. This is the reason that TV advertisements are excellent for effectively elaborating on the product. The content presented through television is saved in the minds of the audience with catch lines and audio of various characters, which are associated with a specific product being advertised. In children, the negative and positive effects of television ads vary. One thing may be harmful for one child but beneficial for another. It is also said that the eating habits of children were affected by TV ads. TV appeared as the most crucial contributor to human social attitude; it is an important source of societal influence. Many researchers have worked on it and pointed out that TV can have effects on people's feelings, behavior, and way of thinking. A large number of models and approaches create an ease in explaining the links between media display and social reality. TV and human attitudes are associated with each other. Media changes the lifestyle of people. TV ads have numerous impacts on society. The instant and intended impact is that the product is valued and taken positively, and the viewers agree to buy that specific product. Advertising discourse originates as an informational text but gradually evolves into emotional discourse that attracts the intuitions and feelings of consumers, that is, revising speech to influence the awareness of viewers. Advertising discourse is a media discourse that is socially oriented, and it meets the needs of required information.

1.1 Research Objectives

- 1- To investigate the discursive practices used to influence the targeted society through advertisements.
- 2- To examine the discourse used in advertisements to persuade people and affect them positively and negatively.

1.2 Research Questions

- 1- How do the advertisements displayed on TV influence society?
- 2- How do media play a significant role in affecting society positively and negatively?

1.3 Significance of the Research

The existing study can be helpful to acknowledge the media discourse that is used to grab the attention of the audience or client to sell that specific item. This study gives insight into the discursive practices and the use of particular discourse in advertising through the media.

1.4 Statement of the Problem

Advertisement discourse influences people and changes the way people think and talk through the media. Media discourse plays an important role in spreading the strategies

employed by advertisers regarding their products. This research will be helpful for the audience to learn about the discursive practices used by the advertisers and the unique or hidden ideologies to persuade people and control their minds through media and advertising discourse.

2. Literature Review

It is said that the advertisements played on TV started in 1941 by the company Bulova to promote watches on a local channel for ten seconds. In these ten seconds, the television changed forever. From now on, these TV advertisements are affecting human ideologies, shaping their ways of thinking and influencing their behavior. The clever use of language in these advertisements diverts the focus and produces a desire to buy the prescribed products. In Pakistan, the language is also playing a very productive role in molding thoughts and designing ideologies through advertisements. It is playing a very important role in shaping society for the benefit of some specified groups. There are two types of advertisements. According to them, advertisements are both commercial and non-commercial (Vestergaard 1985).

It is through language that we reform the people in certain aspects, e.g., ideology, behavior, and thinking. It is used to make people react in the way the powerful want. To hypnotise people through ads is just like the way the powerful use their power to govern the people and make them react in the way they want for their benefit. They take the people in the world of glamour and charm and by this attain their goals (Leeuwen, 2008, p. 136).

The socially and economically powerful people can change the ideology of the masses through the use of language. Language itself has no power, but it becomes powerful when it is used by the powerful. Words are merely words. They foreground nothing. They achieve the desired results when they are spoken by a powerful. In this way, they have more impact on the listeners. Thus, the ads work in the same way. They are displayed by strong and powerful people to influence the minds of people and shape the ideologies to make people act in the way they want (Foucault 1980). Advertisements use hidden language and manipulate it to control the human minds, set ideology, and sell their product. they make the people act in the desired way (Rosul 2007).

Companies put a lot of effort into selling their products. For which they shape ideologies, and this is made possible by the use of language. Language and words become powerful when they are spoken by the powerful. This is gained with the help of the media. Media discourse is considered powerful as it directly influences people's minds. ads are directly involved in culture, morals, and notion building. these are not only for profit and gain purposes. they are also for the audience's attention. That's why the wording, style, production, and presentation of these ads vary from culture to culture. Throughout the ad, it is noticeable that it should not be unethical or immoral. (Sinclair, 1987).

The advertisers make use of language very intelligibly, as it influences the people and their lives socially and individually. The little chunks and phrases of language used in ads become popular among the youngsters, so much that they use them in daily life as trending words. This is the way how ads work and influence the minds of people in that particular society. They influence people both positively and negatively (Alperstein 1990).

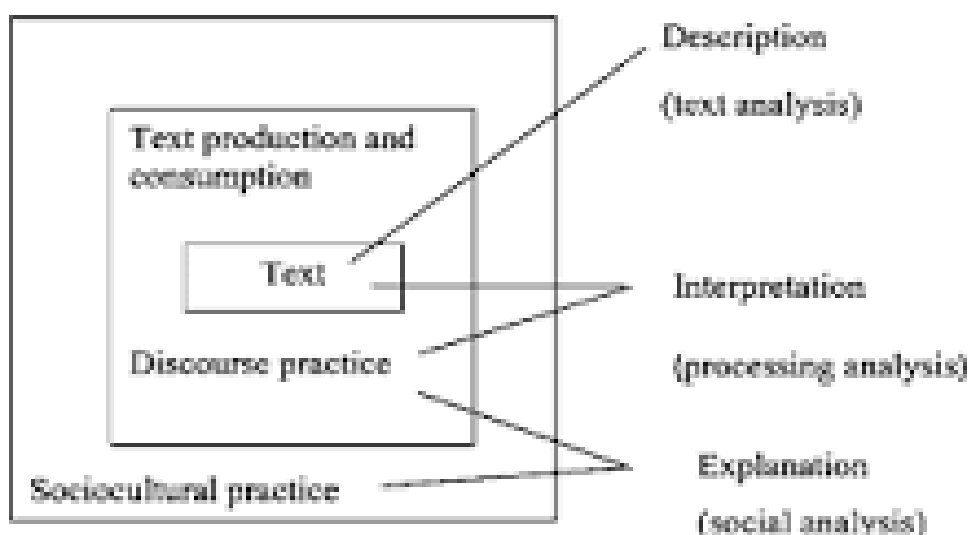
TV ads have a more influential impact on children and small age groups. This is because children believe more in what they see. This depends on the simplicity, transparency, and clarity of the message that the particular ads deliver to the audience (Rice et al., 1998).

3. Methodology

3.1 Theoretical framework

The basic purpose of this paper is to reveal how organizers of text make a sequence of the words, either spoken or written, to grab the attention of the people so that they buy the product. In this paper, Fairclough's three-dimensional method is used, in which he built an analysis to look for the association between language and society.

However, the major point is, language is a tool for shaping the thoughts of people. Therefore, the purpose of this paper is to analyze how language is formed and shapes the reality of the world (reference). The three-dimensional framework is based on three concepts of discourse: 1) text, in which verbal and non-verbal text is analyzed; 2) discursive practices, the interpretation, production and consumption of the text 3) social practices, explain the social circumstances which affect the production and sequence of the text (reference). This study investigates the discourse of advertisements comprehensively, which comprises items such as grammar, vocabulary, structure of text, etc. On the other hand, discursive practices were taken into consideration to unveil the reason for selecting specific linguistic devices regarding the advertised products in Pakistani society. There are some other tools used within advertising to build language, endorse it for profit, and use promising grammar and words. This finally crosses the cultural and social norms and leads to the success of the advertised product.



3.2 Research Methodology

This study is based on the qualitative research approach, which helps to understand the nature of the study by in-depth analysis of the problem. This study elaborates on the linguistic features used in advertisements of edible products. The Qualitative method is used to find out the aims and objectives of the work because qualitative design is an excellent way of grasping social responses regarding media discourse and advertisements. This work takes into consideration a detailed analysis of the discourse used in advertisements of Velo, Daalda, and Jam-e-Sheerin and their positive and negative effects on society. The critical discourse analysis of the advertisements is pursued by Fairclough's three-dimensional model, which explains the effects of discourse used in advertisements on people and society as well as the way people interpret that discourse in a social context.

3.3 Data Collection

The main purpose of this study is to find out how the discourse of media provokes and affects society through TV advertisements. For the fulfillment of the objective, the researchers have taken three advertisements of different products, including Velo, Daalda, and Jam-e-Sheerin. The data was collected from several TV advertisements.

3.4 Ethical Consideration

This research is done by considering ethics from the initial step, which is the selection of a topic to conducting the research, and proclaiming the results or findings. The work is not duplicated from any of the previous research studies; it adds new knowledge to the existing studies, like the discourse of media in advertisements and its long-lasting effects on society.

4. Data Analysis

One cause of the ubiquitous advertising messages is that the public sometimes may not notice them, that is why producers have a challenging task to perform because they have to make certain strategies that help them in grabbing people's attention regarding their product by using different techniques that make the public remember the product's slogan or message behind that advertisement.

This study has tried to analyze the discourse of advertisements at the discourse, discursive practices, and social level based on Fairclough's 3-dimensional model of the Critical Discourse Analysis framework. The study analyzed three advertisements of different products, i.e., Daalda, Velo, and Jam-e-Sheerin.

4.1 Analysis at the Text Level

At the level of textual analysis, various linguistic devices, including vocabulary, syntax, and rhetorical features used in the advertisements, are determined.

4.1.1 Grammar

The text is analyzed based on grammatical components such as tense, subject, verb, rhetorical devices, etc. The selected advertisements were presented in the present tense, which expresses the certified and authoritative nature of the producer.

4.1.2 Synthetic Personalization or Personal Reference

During the study, the researcher observed a large use of direct address, which is used to make a strong connection with the target audience. Whenever a person is addressed personally or individually instead of collectively, he or she finds it very valuable and priceless. Words like 'you' and 'yours' are used to influence the target audience by addressing them directly and personally. For instance:

- Make you Tingle (Velo)

In this slogan, the use of the word 'you' describes the direct involvement of the audience, which expresses that the company is making a contract that is honest and truthful with the audience.

4.1.3 Declarative Moods

It refers to the mood that is used to declare something. The advertisers use this term in their advertisement slogans so that they create certainty among the public, and people start considering the message of the product as portrayed by the company. For example:

- Make you Tingle (Velo)
- Jahan Dalda wahan Mamta (Dalda)

These ad slogans declare their message, like make you tingle means this product, when consumed, gives an individual a thrilling sensation which makes him enjoy. Jahan Dalda wahan Mamta by Dalda company also declares that the mother and their cooking oil always go along with each other, and this bond is unbreakable.

4.1.4 Repetition

Repetition is one of the figures of speech, it refers to the repetition of a word or phrase in a sentence. Producers of advertisements use this effect to emphasize the significance of their product and its message.

- Light light refreshing Qarshi jam-e-shirin (Jam-e-Shirin)

In the above slogan, the reoccurrence of words grabs attention and spotlights the following qualities and advantages of the product: light refers to the ingredients used in the manufacturing of jam-e-shirin are purely natural and hygienic. Advertisers compel their customers to think about the product through their slogans. When people listen to them, they start thinking accordingly, and this behavior forces them to buy that specific product as Jam-e-Sheerin, which is very light and healthy. Furthermore, the company ensures the authentic taste of the drink, which gives refreshing energy to the people.

4.1.5 Rhyme

Rhyme is a rhetorical device that is used where similar sounds are used and repeated to make an advertisement slogan more interesting and efficient in remembrance. For instance, 'Jahaan Mamta Wahaan Daalda' is a slogan for cooking oil in which the rhyme in the slogan makes it catchier for the audience and grabs their attention. The usage of rhymes points out some strategies used by the company, which influence the audience by considering the mother (Mamta) element, because everyone is associated with the feeling of love and has a strong connection with mothers, encouraging the audience to buy their product because mothers always choose the best for their children.

4.1.6 Verb

The words have the power to influence society. The more powerful the discourse is, the more effective it is, so the verbs not only grab the attention of the public but also make the viewer think in the same manner it refers to and focus on the features that producers highlight. Attractive advertisements change the thinking process.

- Make you Tingle (Velo)

Tingle is a verb which assures consumers about the advantages of their product like Velo is a nicotine product which is easier to use everywhere because it is presented in the form of pouches instead of open use also producers persuade their audience by after using advantages that this product is easy to use in public and give a sensation and thrill in your body and make you enjoy and tingle.

4.1.7 Adjective

Advertisers use words that consist of qualities of nouns, either positive and negative effects. Positive adjectives are used to exaggerate the product's advantages. The use of strong emotions, by using "Mother" as a perfect woman, by using adjectives which urge the customer to buy that significant product at any cost. Since this kind of word has persuasive power that affects the target audience directly. Adjective use in the Daalda slogan is given below.

- Jahan Dalda wahan Mamta

The adjective used in the above slogan highlights the bond between mothers with their children. Mamta refers to the pure love of a mother for her children.

Discursive Practices

In the analysis of discursive practices, we need to know how social practices are presented with the help of text.

4.2 Text Production

This component of analysis is based on the idea that those who produce the text used in the slogans. It is analyzed that the text was produced by three different companies presenting three different products, such as Velo, Daalda, Jam-e-Sheerin, etc.

4.2.1 Consumption of Text

Producers used different methods, like emotional words and celebrity endorsement. Women play a significant role in advertisements because they cook food, so the advertisers take celebrities consciously for their product, which has an impact on the audience and impresses them through the celebrities. People sometimes strongly believe that these celebrities also use the same products at home, which forces them to buy the product. In the advertisement for Velo, numerous models and celebrities, both male and female, take part, which influences the audience on a large scale. The emotional language is also used by the text producers so that people interpret them positively, and start trusting them and their items. For instance, in Daalda, a strong pillar of the home that is “the mother” is used for an emotional connection between the producer of the advertisement and the viewer. The basic purpose of the consumption of the text is that at what extent people or society are influenced by the advertisements through their catchy statements.

4.2.2 Text Distribution

After the consumption of the text, there is text distribution, in which people make conversations according to their own perspective about the advertisements they consumed. For example, people who were against the addictive products consider the advertisement to have bad and harmful effects on society. On the other hand, those who consume this product make positive statements as per their experience.

4.3 Discourse as Social Practice

Some social factors influence the advertisements. The cultural and social norms regulate the content of the advertisements being made and studied. People in the past used different kinds of herbs to make addictive items, they also used different drinks, not the same as present time. Furthermore, they produce ghee from the animals’ fat and different seeds, which nowadays is a very big business, and different companies now produce these items, like the Daalda company. This shows that societal factors make a large contribution in influencing the public through their discourse.

5. Conclusion

This is qualitative research and shows the impact of TV ads on people. Ads affect both positively and negatively, shape the values, and build the attitude and notions. These are played to meet the desires of companies in selling their products and shaping the ideologies of people. Thus, this study has mentioned how power is enacted in the way the powerful want and shape ideologies, and affects society. In addition, it is analyzed that edible making companies make such discourse that affects the children in the way they repeat the slogans in their routine language. Also, they want to use the same products. As the Velo mentioned in this study, it is a type of drug that has a very bad effect on health, but youngsters make use of it as it is shown in good packaging and eaten by celebrities in a good manner. The youngsters also get attracted to celebrities. The products that are being shown in this way directly influence a large number of people, especially young ones. This is how the producers of stuff cleverly affect society. To summarize, it is stated that this is how CDA exposes and unveils the hidden messages in the discourse of TV ads played for personal gain. In the ad of Qarshi Jam-e-Sheerin, as studied in this paper, it is shown that the product is very healthy and refreshing. People get influenced very much, and the slogan is also made very attractive by the use of rhyme. This has a positive effect on the people. The other ad of Dalda bhaspati ghee is also played very cleverly. It is connected with the most important relation of society,

that is mother. As society has a very emotional attachment to mothers, this has a positive impact on society in this way. Thus, it is said that ads played on TV influence people very much and have both positive and negative effects on society. The media plays a very important role in shaping ideologies. It is possible only through the media, as it has a large audience. It is the Media through which people are easily targeted and desired results are gained as per their wants. People started behaving in the way the powerful want, as the displayed material is grasped more easily and quickly. The mind is controlled by sight.

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