

## Surveying Ecological Narratives in Pakistani Electronic Media Commercials: A Multi Modal Discourse Analysis

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**Abstract:** *The present study explores the complex world of green advertising in Pakistani electronic media ads by concentrating on important research topics that are firmly rooted in accepted theoretical framework. The researchers delve into the intricate relationships between multimodal themes, color psychology, and persuasive communication in the distinct electronic media ecosystem of Pakistan. The research highlights the value of a comprehensive strategy for environmentally friendly advertising, highlighting the interplay between language, images, and color as demarcated by Kress and Van Leeuwen's Audience Multimodality Theory by selecting six advertisements on Eco linguistics. The research high spots the significance of cultural and linguistic subtleties in influencing audience engagement with environmentally friendly messaging through its examination of Pakistani electronic media. These exposes our awareness of how Pakistani electronic media environments employ green advertising to influence attitudes and actions, ultimately leading to a more ecologically aware populace.*

**Keywords:** *Green living, sustainability, environmentalism, Eco semiotics, Visual-verbal interaction*

### 1. Introduction

Eco-linguistics provides valuable insights and strategies for creating effective green advertising commercials that promote industrial products in an environmentally responsible manner. By employing ecologically sensitive language, providing consumer education, establishing emotional connections, considering cultural contexts, and promoting ethical practices, eco-linguistics helps shape persuasive messages that inspire consumers to support sustainable products.

### **1.1 Statement of the Purpose**

There has been a significant lack of research on the relationship between green ads and eco linguistics, despite the fact that many studies and academic investigations have looked at green marketing from different perspectives, such as semiotics and applied linguistics.

### **1.2 Research Objectives**

The research's objectives are to examine the chosen advertisements, evaluate their language, and learn about societal attitudes based on an ecological analysis. The goal of the entire study was to enable the accomplishment of these goals:

- a. To explore several multimodal green advertising themes to improve the environmentally beneficial effects of electronic ads.
- b. To investigate different color themes and how they affect the electronic ads

### **1.3 Significance of the Study**

It is vital that we embrace nature and promote eco-friendliness in this day and age. Using the power of media, the current research paradigm emphasizes the importance of green aspects in changing people's perspectives and grabbing their attention. As a result, it is imperative to further research in this area so that research findings can be used in practice, benefiting both academics and practitioners of green advertising. By educating people about environmentally friendly products, this study has the potential to improve society. It also has academic value because it fills a research void on eco-linguistic analysis in the context of green advertising.

### **1.4 Delimitation of the Study**

For the purpose of this study project, researcher has purposefully restricted our attention to the analysis of 06 green advertising that were produced by different companies. By restricting the study in this way, researcher wants to offer an in-depth analysis of the chosen ads and enable a more sophisticated comprehension of the

ways in which language factors interact with ecological factors in these particular instances. This study undertakes a thorough analysis of Pakistani TV green ads, primarily concentrating on the language and visual components that are included in them. The study makes use of the Social Semiotic Multimodal Theory created by Van Leeuwen (2006) in order to accomplish this goal.

## **2. Literature Review**

The media has a big influence on how a community behaves. Communication in advertising plays a multifaceted role. It has a significant ability to affect how people behave. Multimodal speech has the power to methodically influence audiences in one direction or another. It is essential that the wording used in the ads be convincing. According to the study, ads have the power to manipulate the feelings, worries, composure, desires, comprehension, and convictions of the viewer (Johannessen et al., 2010).

The 20th century certainly contributed to our awareness of ecological issues (Myhill, 2021). Its recognition is due in part to environmental campaign discourses (ECDs), which contribute to raising public awareness of the pressing problems and challenges facing society and the environment (Grodzińska-Jurczak et al., 2006). Khan et al.(2017) have expressed that print media acts as a tool in the hands of capitalists. Ramzan and Khan (2019) have suggested that stereotyped ideological constructions are enhanced by nawabs in Baluchistan. Further, Ramzan et al.(2021) have indicated that there is a manipulation and exploitation of the public in the hands of politicians and powerful people. Ramzan et al. (2020) suggest that in the digital age, English dominance is visible in technology and the internet. Bhutto and Ramzan (2021) have claimed that there is a collusive stance and pacifier agenda of media wrapped in the strategy of power. Nawaz et al.(2021) have said that power is striving for negative them and positive us

The concept of the "cultural landscape," in which the surroundings actively contribute to the formation of language and culture rather than only serving as a backdrop, is explored in Basso's work. A striking illustration of this relationship may be found in Basso's observations of the Western Apache people. Eco-linguists

investigate how cultures and languages change in reaction to the natural world. Companies are now heavily involved in environmental marketing as a result of the growing community concerns about environmental challenges and problems (Liu & Liu, 2020). Because of this, green advertising has begun to emerge as a manifestation of the fusion of collaborative marketing and the green movement to inform the public about concerns pertaining to the environment and society. People are encouraged to purchase goods and promote services by green advertising. "Green pioneer firms" employ environmental advertising to highlight the eco-friendly aspects of their green products. Green advertising uses environmental themes to draw in consumers in western countries. Viewers are prompted to pay close attention to green commercials by visually appealing wording and visuals.

Owing to the reason, green advertising has started emerging to manifest the amalgam of cooperating marketing and green movement to educate the people ecology and society related issues. Green advertising motivates the people to buy products and promote services. Green advertising makes use of environmental themes to attract the people in western countries 'green pioneer firms' utilize environmental advertising to manifest eco-friendly elements of their green products. The images and texts with eye catching colours compel the viewers to pay special attention towards green advertisements. Discourse analysis of green advertisements explains it in-depth. The way corporate sector displays green advertisements; it has successfully removed the negative aspects of them on environment. The researches of various linguists suggest that it is wrong to say that both business and environment have become friendly and amiable to bear each other. (Bäckstrand & Lövbrand, 2006). The research context clearly explains that green advertisements in Pakistan are phenomenally increasing day by day to boost economic activities (Zhu et al., 2016).

Green advertisements have gained paramount importance as environmental protection has started grasping the consideration and concentration of the people. Large number of corporations and companies has propensity and tendency to advertise and uphold green practices. These corporations tend to foster and boost green

marketing products. Their priority is to captivate the customers to fulfill their needs and requirements. (Jaya Kumar & Kiruthiga, 2019) carried out the research to explore the considerable components which influence the customers to move towards green purchasing. His investigation provided help and guidance to the marketers to know about the outlook of customers for making green purchase choices and selections. His findings paved a way for the companies to increase the purchase of young people. The results also concluded the young people have the tendency to buy more green products. (Hartmann et al., 2013) hypothetically opined and asserted that their research design proved that advertisements with natural images work wonders in terms of boosting cognitive meanings, memory and recollections/remembrance. They concluded the results after three experimental studies. They included an eye-tracking experiment; in that experiment they handled adverse issues. They effectively and efficiently processed information that was in accordance with nature in the advertisements. They presented tangible and ocular proofs to validate their publications.

The effects of green advertising are mainly focused to get required outcomes. Environmental advertising remains specific in achieving a fixed target. In fixing the meanings of signs discourse analysis plays major part by making the process constructive. The application of content analysis reveals that green advertising affects the purchasing decision of the customers (Lewis et al., 2000). Various research designs aspire and strive to evaluate the attitude and behaviour of the consumers in green advertisements. The connection of environmental attitudes and behaviours also remain under discussion to explore the effects of natural images and green advertising (Liu & Liu, 2020). Content analysis of green advertising mainly focuses upon the functionality and composition of the content in the ads that affect the cognitive approach of the audiences. The linguists have highlighted the other significant aspect of green advertising that is the advocacy of socio-political agenda parallel to displaying aspirations and unique lifestyle to adopt (Lemarié et al., 2012).

### **3. Research Methodology**

The qualitative research method was used for the current study. Multimodal analysis was opted for the

analytic and interpretative study of text. The technique used for particular and specific text completed through textual analysis and the analysis of other discourses in the advertisements. The term multimodality consists of all the tools to describe a practice or the representation in all its semiotic complexity and richness. The term Multimodal Discourse Analysis was first developed by Kress and Van Leuven (1996) as a grammar of visual social semiotics.

**Advertisement No.1:** The time of the advertisement Dunya KO Bataa Do is Twenty seconds.



**Analysis:** The advertisement can be analyzed using the multimodality theory proposed by Kress and Van Leeuwen (2001) and viewed from an eco-linguistics perspective. Firstly, the visual mode is prominent, as it includes the model girl with shiny black hair wearing a red Shalwar and kameez. The model's appearance, attire, and styling are carefully chosen to convey a specific message. The shiny black hair and red outfit represent beauty and tradition, while also symbolizing vitality and energy. This visual representation is intended to capture the attention of the target audience and create an emotional connection. The colors used in the advertisement also play a crucial role in conveying meaning. The dark yellow color used for the main theme or slogan, "Jazz 4G Dunya KO Bataa do," signifies vibrancy and excitement. It aims to evoke positive emotions and grab attention. The lively background, with a mix of black and splashes of spreading red, creates

a dynamic and energetic atmosphere. Red, a powerful and attention-grabbing color, is associated with passion, urgency, and love. The splashes of red color on the model's hair enhance the visual appeal and draw attention to the brand. The placement and design of the logo and text are also significant. The Jazz logo in the left upper corner, written in dark yellow on a background of red dots, establishes brand recognition and reinforces the connection with the main theme. The bold letters near the girl's hands that read "Pakistan 1 Network" emphasize the brand's position as the leading network in the country. The color choices of white, yellow, and red help to highlight different aspects of the text and create visual contrast. In terms of spatial elements, the placement of the text and visuals within the advertisement is carefully organized. The main theme and slogan occupy a central position, ensuring they receive primary attention. The smaller rectangle box on the right corner, with a background of red rose color and "4G" written in white, represents a secondary message related to a special offer or feature. The right lower side features the main features of the Jazz network, such as "62 million customers," "Largest Family," "4 speed test awards," and "Best Data Quality by PTA." The arrangement and visual hierarchy of these elements guide the viewers' attention and convey the brand's key selling points. From an eco-linguistics perspective, the advertisement can be analyzed in terms of its cultural and social implications. The use of the model girl wearing traditional Pakistani attire suggests an alignment with cultural values and norms, appealing to the local audience's sense of identity and pride.

The advertisement utilizes various modes of communication, including visual, linguistic, and spatial elements, to convey its message effectively. The multimodality theory helps us understand how these elements work together to create meaning and engage the audience. The eco-linguistics perspective highlights the cultural and social implications of the advertisement, emphasizing its connection to local traditions and values. In the small rectangle box on the right corner, the background color of red rose further adds to the emotional impact. Red rose is often associated with love, romance, and desire. By incorporating this color, the advertisement creates a sense of allure and interest, possibly linked to a special offer or exclusive feature

represented by "\$G" written in white. The right lower side of the advertisement presents several key features of the Jazz network, such as "62 million customers," "Largest Family," "4 speed test awards," and "Best Data Quality By PTA." The use of red and red rose color for these elements aligns with the passionate and energetic nature of the brand, while the white color used for "Data" emphasizes clarity and reliability. These color choices are intended to reinforce the brand's credibility and superiority in the market.

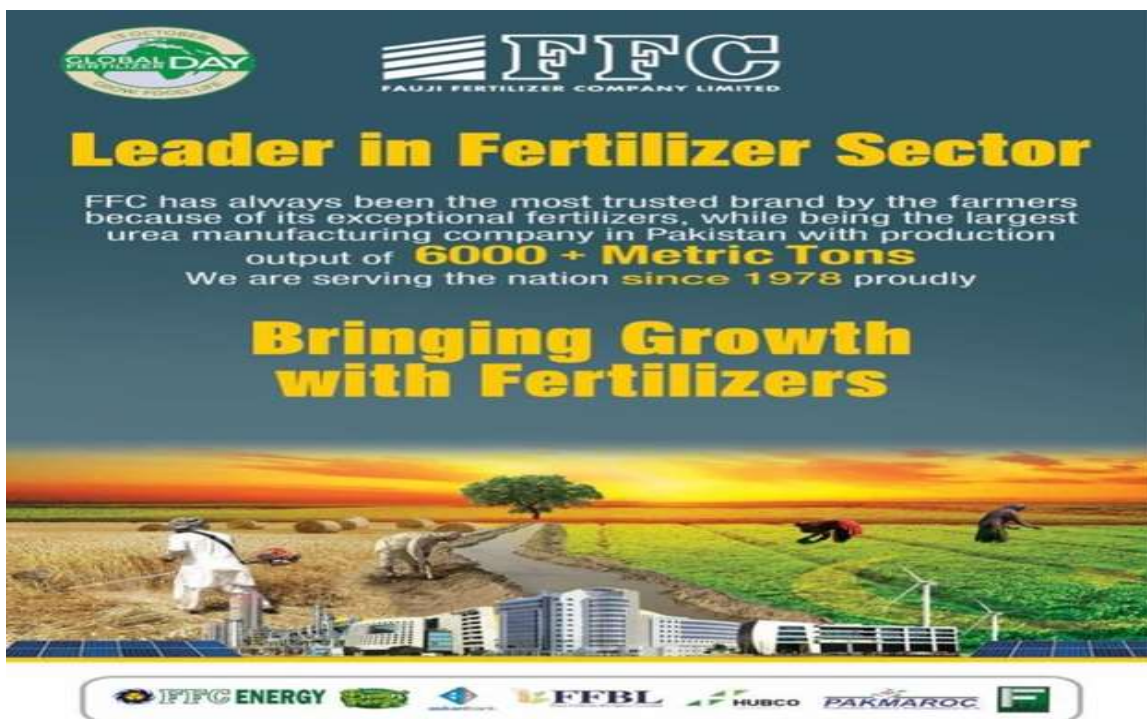
From an eco-linguistics perspective, the color choices in the advertisement can be analyzed in relation to the cultural and social context. The use of red, white, and other vibrant colors reflects the cultural significance and visual aesthetics prevalent in the local context. By incorporating these colors, the advertisement connects with the target audience on a cultural and emotional level, appealing to their sense of identity and familiarity. In the advertisement, the main theme or slogan, "Jazz 4G Dunya KO Bataa do," is presented in Urdu, the national language of Pakistan. This choice of language reflects the cultural context and local identity of the target audience. By using Urdu, the advertisement establishes a connection with the linguistic and cultural practices of the region, resonating with the audience and fostering a sense of familiarity and belonging. Additionally, the use of red in various aspects of the advertisement, such as the splashes of red on the model's hair and the red rose-colored background in the small rectangle box, may draw upon cultural associations with energy, passion, and love. Red is often used in the region to convey intense emotions and evoke attention and excitement.

The model girl's attire, consisting of a red Shalwar and kameez, further reinforces the connection to the cultural environment. Traditional clothing is an essential aspect of cultural identity and reflects the region's cultural values, heritage, and aesthetics. By featuring the model in traditional attire, the advertisement appeals to the audience's cultural sensibilities, reinforcing a sense of cultural identity and pride. The logo of Jazz on the left upper corner, featuring a background of red dots with the word "Jazz" written in dark yellow, further emphasizes the cultural reflection. The red dots in great amounts draw attention and contribute to the energetic



and vibrant visual appeal. The use of dark yellow for the word "Jazz" aligns with the color choices in the advertisement, reinforcing the cultural significance of the brand. The textual elements, such as "Pakistan 1 Network" written in bold letters near the girl's hands, reflect the cultural environment through their color choices. The white color used for "Pakistan" represents purity, authenticity, and clarity, while the yellow color for the number "1" signifies positivity and prominence. The red color used for "NETWORK" emphasizes the energetic and passionate nature of the brand. These color choices aim to evoke cultural associations and resonate with the audience's cultural values and preferences. Furthermore, the right lower side of the advertisement highlights the main features of the Jazz network, such as "62 million customers," "Largest Family," "4 speed test awards," and "Best Data Quality by PTA." The use of red and red rose color for these elements further emphasizes the cultural reflection, as red represents passion, success, and excellence. The contrasting white color used for "Data" adds clarity and visual contrast.

Advertisement No.2: The time of the advertisement on FFC Leader in Fertilizer Sector is One minute.



**Analysis:** The given advertisement contains various elements that can be analyzed in relation to the

multimodality theory proposed by Kress and van Leeuwen (2001). Multimodality theory focuses on the study of communication through multiple modes, such as visual images, colors, text, and spatial arrangements. The research presents an analysis of the elements in the advertisement in relation to multimodality: The use of green, light orange, and blue colors in the advertisement is significant. Green color symbolizes nature, growth, and fertility, which aligns with the fertilizer sector being advertised. Light orange color is used for important elements like the slogan and the mission statement, which makes them stand out. Blue color represents the sky and provides a soothing background. These color choices are intended to create a visual impact and evoke positive emotions in the audience. The different fonts and sizes of the text elements convey hierarchy and emphasis. The phrase "Pakistan Day" in green color and a round design in the right top corner is visually prominent, attracting the audience's attention. The use of bold font and light orange color for the slogan "Leader in fertilizer sector" reinforces its importance. White color is used for the rest of the text, ensuring readability and maintaining attention on the message.

The placement of elements in the advertisement is crucial for conveying meaning. The central positioning of the mission statement and slogan emphasizes their significance. Placing the statement "FFC has always been the most trusted brand of the farmers" in light orange color draws attention to the company's credibility. The mention of the production output of "6000+ metric tons" indicates the company's scale and success. The use of white color for the phrase "We are serving the nation since 1978 proudly" emphasizes the company's longstanding presence. The presence of farmers working in lush green fields and the depiction of a tall shady green tree symbolize fertility, abundance, and harmony with nature. The inclusion of two women in different colored attire, along with two men working in the fields, showcases diversity and gender inclusivity. These visual images aim to connect with the target audience, representing the agricultural community in Pakistan.

The advertisement emphasizes the importance of eco-friendly practices in the fertilizer sector by

highlighting the connection between FFC's products and the growth of fertilizers. The imagery of green fields, a tall tree, and blue sky signifies environmental sustainability. The mention of the man clearing the land for smooth water flow demonstrates a commitment to responsible agricultural practices. The selected advertisement employs various multimodal elements to communicate its message effectively. The strategic use of colors, typography, spatial arrangement, and visual images helps to attract the audience's attention, convey the company's values, and create a positive association with FFC as a trusted brand in the fertilizer sector. The depiction of a blue sky with sunrays shining gradually and the use of orange color to represent the sun further emphasize the physical environment. The blue sky conveys a sense of openness, tranquility, and expansiveness, reflecting the vastness of the agricultural landscape. The description of the clothing worn by the individuals in the advertisement, such as the red dress, blue Dupatta, and light green Shalwar Kameez, provides cultural cues that reflect the physical environment of Pakistan. The clothing choices align with the local traditions and customs, showcasing the connection between the people, their culture, and the physical environment they inhabit. These visual cues add authenticity and enable the target audience to relate to the advertisement within their own cultural context. The text elements in the advertisement also reflect the theory of language as a reflection of the physical environment. The use of colors, typography, and placement of text strategically convey messages about the physical environment and the company's values. For example, the green color used for "Pakistan Day" and the prominence of the phrase "Leader in fertilizer sector" in light orange color communicate the company's role in promoting agriculture and growth. The text elements reflect the physical environment-related aspects of the fertilizer sector and aim to establish a connection with the target audience.

The slogan "Bring Growth in Fertilizers" written in light orange color serves as a call to action within the advertisement. It encourages viewers to consider the positive impact they can make by choosing FFC's fertilizers, which contribute to the growth and sustainability of agriculture. By combining environmental

messaging, visual representation of the environment, cultural relevance, and a call to action, the advertisement reflects the theory of language as a tool for environmental communication and activism. It utilizes language and visual elements to raise awareness about sustainable agricultural practices and motivate individuals to make environmentally conscious choices. The FFC advertisement employs a multimodal approach, incorporating color psychology, cultural and physical environmental reflections, tools for environmental communication and activism, and language as a driver of environmental change. This comprehensive strategy aims to attract and engage the target audience, promote sustainable agricultural practices, and foster a positive relationship between FFC, the environment, and the community.

**Advertisement No.3:** The time of advertisement on New Feast Caramel is six seconds.



**Analysis:** Feast, a beloved ice cream from the Wall's ice cream range, holds iconic status in Britain. It is accompanied by other well-known treats like Cornetto cones, Solero, and Calippo ice lollies, all belonging to the Wall's ice cream family. The description uses language, color, and visual elements to convey the characteristics of the ice cream treat, appealing to multiple senses and engaging the audience. The description of an ice-cream highlights the exterior as a "chocolate flavor ice cream dream" and the interior as a "solid nugget of chocolate flavor perfection." These expressions evoke positive emotions and create a sensory experience for the reader. The background of the advertisement has an eye-catching brown color, which aligns with the chocolate flavor of the ice cream. The use of different colors for the words "New Feast Caramel" - red

for "New," light yellow for "Feast," and white for "Caramel" - adds visual variety and emphasis to each word.

The visual elements described, such as the fluffy texture, biscuit bits, and dense chocolate nugget, contribute to the overall representation of the ice cream treat. These visual cues appeal to the audience's imagination and create a desirable and enticing image of the product. The detailed description of the ice cream treat aligns with the principles of multimodality theory by utilizing language, color, and visual elements to create an engaging and sensory experience for the audience. The eye-catching brown background color aligns with the description of a chocolate-flavored ice cream treat. Brown is often associated with warmth, comfort, and earthiness. In this context, the brown color evokes the rich and indulgent nature of chocolate, creating a sense of familiarity and pleasure for the audience. Each word in the phrase "New Feast Caramel" is written in a different color. The red color used for "New" signifies excitement, attention, and importance. It grabs the audience's attention and emphasizes the newness and freshness of the product. The light yellow color for "Feast" evokes feelings of joy, happiness, and positivity. It conveys a sense of delight and celebration associated with enjoying the ice cream treat. The white color for "Caramel" represents purity, simplicity, and elegance. It complements the overall color scheme and suggests the smooth and creamy texture of the ice cream treat. The description of the exterior as a delightful chocolate-flavored treat with a light and fluffy texture, adorned with biscuit pieces, aligns with the sensory experience of the ice cream. The use of brown in the background and the mention of chocolate flavor in the description reinforce the perception of indulgence and satisfaction. The sentence "Like Never Before!" is written using three colors: white, chocolate color, and yellow. The white color represents purity, cleanliness, and freshness. It emphasizes the idea that this ice cream experience is exceptional and distinct from previous ones. The visual depiction of the ice cream and the spreading chocolate in the background enhances the sensory experience, tapping into the cultural association between chocolate and pleasure. Drawing upon the multimodality theory proposed by Kress and Van Leeuwen (2001), the description utilizes different modes of communication, such as language, colors, and visual cues,

to convey the qualities of the ice cream and capture the attention of the audience.

**Advertisement No.4:** The time of advertisement on Ariel original is thirty seconds.



**Analysis:** It claims that Ariel original “Removes Tough Collar Stains in 1 Wash”. The advertisement for Ariel Blue washing powder incorporates various elements that can be analyzed using the multimodality theory proposed by Kress and van Leeuwen (2001). This theory explores how different modes, such as language, color, and visual elements, work together to create meaning and convey messages. The advertisement uses textual elements to communicate its claims. The phrase "Removes Tough Collar Stains in 1 Wash" is written in white, emphasizing the main selling point of the product. The use of red color for "1 wash" draws attention and highlights the product's effectiveness. The background of the advertisement consists of vibrant and brilliant mostly green and slightly shiny orange colors. These colors evoke a sense of freshness, cleanliness, and energy. The partly visible blue rays of the sun in the background connect to the product's name, Ariel Blue, and reinforce the idea of cleanliness. The packet of Ariel washing powder is predominantly white to catch the attention of the Pakistani audience. The color white is often associated with purity and cleanliness. The phrase "New" is written in red, indicating that the product has been improved or updated. The "Blue Formula" text is mostly in light blue, emphasizing the product's color and implying its suitability for

colored clothes. The wringing design on the package conveys a sense of cleanliness and gives the impression that Ariel Color provides impeccable cleaning.

On the right lower side of the package, a picture of a washing machine in grey color is displayed, suggesting that Ariel is a reliable product for machine washing. The small bottle of light blue color placed near the washing machine symbolizes the Ariel detergent and reinforces its color-related claims. The advertisement does not explicitly mention eco-linguistics aspects. However, if it wanted to emphasize the product's eco-friendly features, it could incorporate visual cues like green symbols or text, images of nature, or references to sustainability. Overall, this advertisement for Ariel Blue washing powder utilizes multimodal elements such as language, color, packaging design, and visual cues to convey its message. It aims to capture the attention of the Pakistani audience, highlight the product's cleaning power, emphasize its suitability for colored clothes, and suggest reliability for machine washing. The phrase "Removes Tough Collar Stains in 1 Wash" is written in white. White is often associated with purity, cleanliness, and simplicity. By using white for this text, the advertisement suggests that Ariel Blue is capable of providing a clean and spotless result. The phrase "1 Wash" is written in red color. Red is a bold and attention-grabbing color that often symbolizes energy, excitement, and urgency. By highlighting "1 Wash" in red, the advertisement aims to emphasize the product's claim of quick and effective stain removal, creating a sense of urgency and effectiveness.

The background of the advertisement predominantly displays vibrant and brilliant green colors. Green is commonly associated with freshness, nature, and cleanliness. By utilizing green in the background, the advertisement evokes a feeling of freshness and reinforces the idea that using Ariel Blue will result in clean and fresh clothes. The background also includes slightly shiny orange colors. Orange is a warm and energetic color often associated with enthusiasm and vitality. Its presence in the advertisement contributes to the overall vibrant and energetic atmosphere, capturing attention and suggesting a positive experience when using Ariel Blue. The rays of the sun in the background are partly visible in blue. Blue is a color often associated with

trust, reliability, and calmness. The inclusion of blue rays aligns with the product name, Ariel Blue, reinforcing the idea that the detergent is dependable and reliable for achieving clean and bright results. The word "New" on the packet is written in red. As mentioned earlier, red is a bold and attention-grabbing color that conveys energy and urgency. By using red for "New," the advertisement aims to highlight the improved or updated nature of the product, encouraging consumers to try it. The majority of the "Blue Formula" text is written in light blue color. Light blue is often associated with cleanliness, freshness, and reliability. By using this color, the advertisement reinforces the idea that Ariel Blue is specifically designed for colored clothes, providing effective and gentle cleaning.

The picture of the washing machine displayed in grey color on the right lower side of the package represents reliability, durability, and efficiency. Grey is a neutral color that often evokes a sense of practicality and stability. The use of grey suggests that Ariel Blue is suitable for machine washing and emphasizes the product's reliability. The small bottle placed near the washing machine is light blue in color. This choice aligns with the overall color scheme of the advertisement and further reinforces the association between Ariel Blue and effective cleaning. Light blue conveys cleanliness and reliability, encouraging viewers to perceive Ariel Blue as a trustworthy and efficient detergent. The advertisement for Ariel Blue washing powder strategically employs color psychology to evoke specific emotions and associations. The use of white, red, green, orange, blue, and grey all contribute to conveying messages of cleanliness, reliability, urgency, and effectiveness. By considering the psychological impact of colors, the advertisement aims to capture the attention of the audience and create positive perceptions of the product. From the multimodality theory proposed by Kress and van Leeuwen (2001), the advertisement incorporates different modes such as language, color, and visual elements to create meaning and capture the attention of the audience. The use of white and red colors in the text, vibrant and brilliant colors in the background, and visual representations of cleanliness and efficiency through packaging design and visual elements contribute to the overall impact of the advertisement. In true sense, the



advertisement successfully integrates elements from these theories to create a compelling message, capturing the attention of the audience, conveying the product's benefits, and promoting a positive impact on the environment.

**Advertisement No. 5:** The time of advertisement on Fruita Vitals Red Grapes is thirty seconds. The description is a visual representation of an advertisement for Nestle Fruita Vitals, a drink that claims to provide 25% of your daily Vitamin C requirement.



To analyze it in relation to the multimodality theory proposed by Kress and Van Leeuwen (2001) and its connection with eco-linguistics, we can examine the various elements and their semiotic meanings. "25% of your daily Vitamin C Requirement in 1 Glass!" The white bold text in a box serves as the central message of the advertisement. It appeals to the viewer's health-consciousness by emphasizing the high Vitamin C content in the drink. Positioned above the slogan, the green leaf signifies freshness, naturalness, and a connection to nature. It aligns with the eco-linguistic aspect of promoting natural and eco-friendly products. The pink background of the advertisement contributes to the visual aesthetics. Pink is often associated with

femininity, tenderness, and positivity, which can evoke positive emotions and appeal to a particular target audience. Positioned in the top left corner, this small box indicates the brand name. The use of a separate box draws attention to the brand and establishes its identity within the advertisement.

Placed on the bottle, the text "Red Grapes" stands out in black against a light golden background. This combination contrasts with the predominantly pink color scheme, grabbing attention and suggesting the flavor of the drink. Positioned with the red grapes text, this additional slogan adds a positive and uplifting message. It may evoke feelings of joy, satisfaction, and well-being, further enhancing the appeal of the product. The upper part of the bottle is green, symbolizing nature and freshness. The red cork adds a pop of color and contrasts with the green, making it visually striking. In connection with the multimodality theory, this advertisement combines various modes (visual, textual, and color) to communicate its message effectively. The choice of colors, images, and text aims to create a cohesive and appealing visual representation, while also considering eco-linguistic aspects by incorporating natural and positive elements.

Furthermore, the advertisement employs positive messaging, a key aspect of environmental activism. The slogan "sip positive" and the inclusion of red grapes as a flavorful and enjoyable experience foster positive emotions and associations with the product. By framing the consumption of the product as a positive action, the advertisement encourages consumers to feel good about making eco-friendly choices and inspires a sense of environmental activism. To begin with, by considering the multimodality theory presented by Kress and Van Leeuwen (2001), the advertisement employs a combination of visual and textual elements to convey its message. The use of a green leaf above the slogan, a pink background, and black shades in the box creates a visually appealing and cohesive representation. This aligns with the idea that different modes of communication work together to construct meaning and engage the audience.

**Advertisement No.6:** The time of the advertisement on New Molfix Pampers is 50 seconds.



**Analysis:** The multimodality theory proposed by Kress and van Leeuwen (2001) emphasizes the use of multiple modes of communication, such as visuals, language, colors, and spatial arrangements, to convey meaning and influence viewers' interpretations. Applying this theory to the advertisement of Molfix Pampers for 4 babies Size 4 Maxi (64 pcs) Jumbo Pack, present research frame analyzes and indicates the various elements present in the advertisement and their potential effects. The model (mother) with an exuberant smile, black long silky hair, and wearing a white shalwar and kameez creates a positive and relatable image. Her appearance suggests a confident and happy mother, appealing to the target audience. The green color of the jumbo packet conveys a sense of freshness and naturalness, associating it with a safe and environmentally friendly product. The smiling baby further enhances the emotional appeal, evoking feelings of joy and happiness, and suggesting that using Molfix Pampers will keep babies comfortable and content. The large number of pampers shown in the racks in the background signifies the availability and abundance of the product, reinforcing the idea of convenience and ease for the consumer. The logo in light blue with a smiling pampers and the bold dark blue "Molfix" lettering creates brand recognition and establishes a positive association with the product. The Urdu slogan "behtarin quality asli bachat" (best quality, genuine savings) written in an oval shape with a combination of pink, white, and blue colors draw attention and highlights the

key selling points of the product. The use of Urdu language helps connect with the local audience, enhancing the persuasive impact. The English slogan "Join Molfix Happiness movement and save more!" emphasizes the emotional appeal and encourages the audience to participate in a collective experience. The use of English broadens the reach of the advertisement to a wider audience. The positioning of the model (mother) holding the jumbo packet in her hand at the center of the advertisement directs the viewers' attention to the product, making it the focal point. The green area with a slight pink line on the upper side of the packet creates a visually distinct space, highlighting the importance of the product and drawing attention to it.

The advertisement utilizes the principles of multimodality theory to engage viewers through a combination of visual elements, linguistic messages, and spatial arrangements. By incorporating various modes, colors, and design choices, the advertisement aims to evoke positive emotions, create brand recognition, highlight key product features, and persuade the target audience to choose Molfix Pampers. The green color of the jumbo packet and the front side where the model places the packet represents nature, freshness, and eco-friendliness. This aligns with the concept of eco-linguistics, emphasizing a sustainable and environmentally conscious approach to baby care. Green is associated with feelings of harmony, balance, and growth. It evokes a sense of calmness and reassurance, suggesting that using Molfix Pampers will provide a safe and nurturing environment for babies. The slight pink line on the upper side of the green area adds a subtle touch of femininity and warmth, enhancing the emotional appeal of the advertisement. The light blue color used for the smiling pampers logo and the slogan in English on the right side creates a sense of trust, reliability, and cleanliness. It evokes feelings of peace, serenity, and purity. Light blue is often associated with baby products and is commonly used to represent innocence and tranquility. It reinforces the idea of gentle care and comfort provided by Molfix Pampers. The bold dark blue lettering for the "Molfix" logo and the slogan in Urdu on the left side signifies strength, stability, and professionalism. It conveys a sense of reliability and expertise in providing quality baby products. Dark blue is often associated with trustworthiness, making it an

ideal choice for branding and establishing a positive reputation. The combination of pink, white, and blue colors used for the oval-shaped slogan in Urdu adds a playful and vibrant touch. Pink is commonly associated with love, tenderness, and nurturing. The use of pink in the Urdu slogan "behtarin quality asli bachat" and the accompanying smiley symbolizes happiness and joy, creating an emotional connection with the audience. It aligns with the concept of eco-linguistics by evoking positive emotions related to savings and quality baby care.

The smiling baby and the model's expression convey happiness and contentment, reflecting a positive emotional response to the product. This aligns with the eco-linguistics theory that language and visuals reflect the emotional experiences associated with the physical environment. All in all, the advertisement demonstrates the eco-linguistics theory by incorporating linguistic elements and visual cues that reflect the physical and cultural context of the target audience. The use of different languages and the representation of diverse cultural aspects in the advertisement aim to establish a connection with viewers and create an inclusive and relatable message.

#### **4. Findings**

The present research findings support Kress and van Leeuwen's (2001) audience multimodality theory, as the campaign in Pakistan utilizes language, visuals, and color psychology in its advertisements. This strategic use of color helps reinforce the eco-friendly message and enhances the overall impact of the advertisement on the audience's emotions and perceptions. The findings of the present research demonstrate that the campaign's effective utilization of audience multimodality theory, color psychology, and persuasive communication techniques aligns with existing theoretical frameworks. It highlights the campaign's success in promoting eco-friendly effects and fostering a more sustainable environment through electronic commercials in Pakistan.

The present research findings also show that green advertising in electronic commercials employs various multimodal themes to enhance the eco-friendly effects. The campaign utilizes language, visuals, and

color psychology to convey a message of strength and environmental consciousness. This finding supports Kress and Van Leeuwen's (2001) audience multimodality theory, which suggests that communication is more effective when multiple modes, such as language and visuals, are used to convey a message. This supports the idea that color plays a significant role in influencing emotions and perceptions related to eco-friendly products. The present research findings suggest that the campaign utilizes language, visuals, and color psychology to convey a message of environmental consciousness. The research supports Kress and van Leeuwen's audience multimodality theory, which emphasizes the effectiveness of using multiple modes of communication, including language, visuals, and color psychology. The campaign successfully employs these modes to convey a message of strength and environmental consciousness, making it more engaging and persuasive to the audience. The research also reveals the potential for green advertising to drive tangible changes in consumer behavior. By effectively employing multimodal strategies, the campaign's persuasive impact is evident in the increasing inclination of Pakistani consumers to adopt eco-friendly products and practices, contributing to the broader objective of sustainability.

### **5.1 Recommendations**

Advertisers and marketers should focus on employing a multimodal approach in their green advertising campaigns. By combining language, visuals, and other sensory elements, such as color and sound, they can create more engaging and impactful advertisements that effectively convey eco-friendly messages to the audience. By pursuing these future research directions, the field of green advertising can continue to evolve and make a positive impact on sustainability, consumer behavior, and environmental consciousness. The results of such studies can also provide valuable guidance to advertisers and marketers striving to create more effective and responsible eco-friendly campaigns.

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