

A Semiotic Discourse Analysis of Billboards in Multan

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Abstract

The current study critically examines the visual techniques used in the advertising presented on billboards advertisement. For this purpose, researchers have collected data from different areas of Multan. The important places include Chowk Kumharan, Vehari Chowk, Chungi no.9 and Multan Cantt. The researches have collected data of all the brands displayed on these places in the months of July and August 2022. The collected data was analyzed at linguistic and semiotic level by applying Roland Barthes model of Semiotic Discourse Analysis to find out the ideologies used by the advertisers. The research findings validate that word, picture and conjunctions function to spread desired ideologies to the target audience. In this way, it is revealed that advertisement is an important genre and that different brands at various locations on billboards can capture the attention of the viewers, which is accomplished by employing various persuasive techniques in the form of visual and linguistic analysis. The producers make every effort to both boost their output and acquire the support of both genders.

Keywords Icon, Discourse Analysis, Consumerism, Advertising strategy, Interpellation

1. Introduction

Commercial advertising has been regarded as a dominant tool in all over the world. Language is a key to communicate between the people. The expressions that is helpful in expressing ideas, feelings and thoughts that are treated as a mode of language (Ramzan et al., 2023). It fulfills the effusive needs of people in every phase of life. This is also taken as a primary cause of communication in various demonstrative situations. As it is the modern technological era (Akram et al., 2021, 2022; Ramzan et al., 2023), so the technology revolves around 3-D, 4-D, 5-D variants same like the human life is revolving around the technologies and is also influencing and shaping mindset of people as well (Al-Adwan et al., 2022; Ramzan et al., 2023). Perspectives of people are changing day by day either in a positive or negative manner. This is just because of the influence of media and technology on the life of the people (Abdelrady & Akram, 2022; Akram & Abdelrady, 2023; Ramzan et al., 2023). Media is influencing our thoughts and the ways of perceiving things. This study

investigates that how semiotic discourses have portrayed the picture of men and women stereotypically. It aims to decode the semiotic discourse of billboards advertisements by applying Fairclough's Model of Critical Discourse Analysis (1933) and Roland Barthes' model of semi logical Discourse Analysis (1974) at semiotic and linguistic level. It manages that how different ideologies are transmitted through fixed discourses of billboards.

1.1 Significance of Research

The present research is eloquent and expressive in a way that it explores the different tactics employed verbally and visually to frame the mindset of public. Billboards hit an important role in developing awareness of public through semiotic discourse(s). Semiotic discourse(s) ease the understanding of people about the political realities around them. And build up the image about what is going on in the world. This research is compelling in a way that it firmly interprets the semiotic discourse to probe layers of context and content encapsulated at hegemonic, cultural and political levels. They are considered as a strong means of consumer ship and shaping the mind of general public.

1.2 Statement of the Problem

The purpose of conducting this research is to determine the factors that influence the most in advertising through billboards. Moreover, the study is also designed in a way that it explains the possible impact of billboards advertisement on the financial indicators as well.

1.3 Research Objectives

The present study aims to discuss semiotic and linguistic analysis of pictures displayed on billboards:

1. To critically evaluate different signs and devices employed discursively in the advertisement Billboards to propagate different ideologies.
2. To evaluate the semiotic ideologies constructed through commercial Billboards.

1.4 Data Collection

The researchers have inspected different arenas of Multan city advertisement billboards. There are many billboards in the city personifying ideologies of different advertising agencies and marketing firms. The researchers have selected number of billboards for composing semiotic discourse analysis of them. Different marketing products are advertised on them; the billboards are chosen from the central arenas of the city. These billboards were analyzed by the researchers by using SDA model by Ronald Barthes.

2. Literature Review

There are a number of companies in Pakistan that are selling their products through advertisements on Billboards by molding the beliefs of the public. Shaikh & Kadri (2015) has conducted their research in, 'The representation of men and women in advertisements.' A critical discourse analysis. In This study they investigate how social values, decisions, and beliefs are created and reinforced by advertisements. The assessments are based on twelve different television and online commercials that were broadcast in Pakistan (Western). The study has concentrated on how advertisements portray men and women differently in order to support power dynamics and gender inequity. Critical discourse analysis (CDA) and semiotics were employed as research methods in this study. It allows researchers to examine how different meanings and ideologies are constructed, processed, and legitimized in social practices rather than just examining discursive texts. Fairclough's three-dimensional framework underpins the analysis: description (textual features), interpretation (discursive practice), and explanation (social practice).

Baig, Umer, Aslam, Razaq, Khan, & Ahmad (2020) has done their research on humor as monotony breaker in funny ads: The purpose of the current study is to investigate and analyze how humor functions in ads since humor plays a crucial role in creating and promoting the concept of promotional activity by any business. In order to market their products while focusing on the interests of their customers, firms and product promoters use a variety of distinctive and discursive tactics. The study comes to the conclusion that, among other nations, Pakistan is the one where advertisers and promoters use humour as a crucial component in advertisements on a large scale. Along with providing entertainment, the promoters advance the content and its argument by using comedy, which affects how consumers make purchasing decisions. However, they frequently attempt to use humor to undermine social or personal values. Recent research has shown that businesses can succeed by using humour in an intelligent and rational way that is more in line with the nature and purpose of their products. Data analysis is done using a multi-modal approach that makes use of Fairclough's (1989) 3D model and Kress and van Leeuwen's (1996) grammar of visual design. The study's conclusions imply that comedy, when used effectively, can be a powerful tool for capturing consumers' attention in a product by relieving their stress and making the offering more alluring. Additionally, using comedy to break up the monotony makes the advertisement more appealing, which eventually helps to promote the product.

Tajudain and Zulkepli (2019) has conducted research in "An Investigation of the Usage of Language, Social Identity, and Multicultural Values for Nation-Building in Malaysian Outdoor Advertising," By utilizing the mass media process in the form of advertising. Advertisements are marketing methods that promote a product or service while also serving as an effective means of communication between sellers and customers. The goal of this study is to see how ads on billboards help to support Malaysian society's language

multicultural norms and social identity.

Xu, & Tan, (2020) used critical discourse analysis to examine the SK-II beauty product company's "Change Destiny" advertising campaign. The purpose of this article is to examine how the beauty advertising company SK-II creates the excellent images of women through discursive practices in advertisements and to elucidate any possible ideologies influencing the discourse of advertising by dissecting the verbal language and visuals in the three advertisements and a video advertisement. By utilising Kress and Van Leeuwen's (1990, 1996) framework of "reading images" and systemic functional grammar (Butt, 2012; Halliday, 1994) to examine the texts and visuals in the advertisements, this study has discovered that the beauty brand SK-II has used a variety of strategies to engage audiences and market its products, including problematizing the ageing of women, offering customized solutions to the problem of ageing, creating specific feminist discourses for women, and using drawings. The results demonstrate that, despite the beauty brand's claims to empower women by supporting a shift in women's destiny in its advertisements, gender dogma is still dominant and continues to harm women. It has been determined that these new alterations to the advertisements are merely playful discursive techniques used by the advertisers to support the new commercialism and capitalism and increase sales.

The present study has been done by using the Barthes model of Semiotic Discourse Analysis. Seven billboards have been selected displayed in different areas of Multan. The researcher aimed to find out different ideologies used by the advertisers in billboards. Further, it is also being mentioned how the representation of women affects the viewers and attract them to use the specific thing. It is also described how different signs are used, the color scheme and the connotation implied in different billboards. The researchers have looked for symbolic expressions such as identity, conviction, and thoughts while analyzing the advertisements

3. Research Methodology

This research is explanatory and observation-based. In the present research, data will be collected from the advertisements displayed on the billboards from the different areas of Multan. Data will be analyzed by using Barthes Model of Semiotic Discourse Analysis (1993). In its vast scope, advertising has impacted people's ideologies, way of life, priorities, and tastes throughout the world. It quickly invades people's daily activities. The oddity has no impact on any stage of life. The researchers examined various locations in Multan City and able to see billboards clearly. The city is filled with billboards that personify the philosophies of various marketing and advertising businesses. The researchers have chosen many billboards to analyze critically and for composing semiotic discourse analysis. Various marketing items are advertised on billboards; the

billboards had been chosen from the major streets of the city. These billboards are analyzed by the researcher by using Barthes' model of semiotic discourse analysis (SDA).

4. Data Analysis



Figure 4.1 Asia Cooking Oil (Mohabaton k Zaiqay)

Asia is a well-known cooking company that focuses on the flavors of quality and excellence. By using this advertising, the manufacturer of this specific edible cooking oil raise awareness among the public about the importance of making Asia Banaspati and cooking oil a priority when dining out. People are looking for high-quality items, thus Asia Group guarantees that its offerings will be of the finest quality and will keep you fit and healthy. The Asia group uses its top products, which are made from the highest-quality raw materials. This advertisement has a tennis star model who is holding a badminton racket in her hands. Playing badminton is an indication that you should take a break from your regular schedule. In badminton, a shuttlecock is hit back and forth across a net using a racquet. It's a warning to slow down and take it easy in the real world if you dream of playing badminton. This cheerful dream encourages you to take pride in your achievements and express gratitude for your current situation.

A badminton match in your dreams is frequently interpreted as a sign that you should resolve any issues in your life and feel at peace with yourself. The racket in her hands is the signifier which is used to hit the shuttle signifies a potential problem in bargaining with another person. A feeling of emotional fulfillment or oneness with the world is suggested by tossing a shuttlecock and hitting it with a racket. In contrast, the image's notion or symbolic meaning portrays the ladies as active, powerful, brave and player. SANIA MIRZA, a well-known tennis player, is the model. She is looking at the people in a satisfied and in an impressive way, demonstrating her support for this specific product and her enjoyment of cooking in it. The girl is wearing a black costume that is adorned with golden circles. The idea of visual coherence is evident here, yet the

meanings of the colors black and yellow have different connotations. The color black conveys a sense of mystery, strength, elegance, and sophistication. While the connotation of the color gold includes wealth, success, compassion, triumph, royalty, and fortune. Since the color black is associated with strength and refinement, using this product makes one feels strong.

People who use this product become refined and elegant. Since the most well-known celebrity uses this product, people can use it in a healthy way and with confidence in its quality. This model is satisfied with the use of this product as she is looking confident and the way she is holding a badminton racket in her hands and her expressions are showing positive response which shows the level of satisfaction.

Slogan “Mohabaton k Zaiqay” means taste of love(s) is written in Urdu. Syntagmatic relationship has been shown in this phrase as words are combined together in linear arrangement to form this particular phrase. In syntagmatic relationship words co occur in a sentence. It is horizontal or chain relationship which is abstract and words are arranged in a sequence. The vey phrase “Taste of love(s) is a noun phrase. The word ‘taste’ is an adjective and the word ‘of’ is preposition and the ‘word ‘love’ is an abstract noun. Here, bilingualism is also illustrated. Uneducated people who are struggling to comprehend English may read this slogan with ease and will feel confident choosing this particular product.

This specific brand's logo is written in the color red, which signifies love and beauty, and the logo box is yellow, which connotes optimism, vitality, and happiness. According to the connotations, employing Asia items ensure that consumers will never look back and will instead develop the desire to choose this particular brand repeatedly while remaining perfectly satisfied. The two oil bottles are depicted in a yellow color to signify both the oil's lifelong quality packing and the desire for easy removal for usage. The bottle's lid is green in color. In the background the color black has been chosen because it represents strength, refinement, and sophistication. Additionally, the lady is also dressed in black color, and the tennis star model has been used as a celebrity and ideology always travels from top to bottom, suggesting that it is a message from a tennis player telling people to use this specific cooking oil if they want to be as smart, fit, healthy, bold, and active as she is. Moreover, the contentment she is displaying on her face demonstrates her confidence in the product. Her rolling eyeballs convey a message of complete happiness as she looks out at the crowd, demonstrating once again how women have historically been treated as a commodity. There are bottles of Asia cooking oil available in two different sizes, so whether you have a small or a large family, this canola oil has been expertly packed to meet a variety of needs.

Additionally, the motto, “Mohabaton k Zaiqay” is written with ellipsis, which indicates that certain words have been missing. This ellipsis appears as a series of three dots. The specific cooking oil industry is

always prepared to take care of its users' happiness, health, and fitness, and it is mostly in Pakistani culture that cooking is considered a female domain, so only a female has been shown here, and it is a message more concerned with females that if they want to be as graceful, gorgeous, and smart as this particular lady, they should use this specific oil and be as fit as she.



Figure 4.2 Golden Pearl (Light and Glow)

Billboard advertising is a well-liked method of promoting numerous products of different brands. Billboards are put in strategic locations to draw in the most views. This is a tactic to draw in the most viewers possible. This strategy is used to draw customers and sell the intended goods since, under some circumstances, our sense of sight appears to be more dependable than our sense of hearing. Similar to that, Golden Pearl beauty cream is one of the brands that was advertised on billboards has been selected for analysis in the current research.

Golden Pearl is the name of a brand. All the words on this advertising billboard have been written in white color. White color connotes goodness, purity, peace, freshness and cleanliness, as well as to create contrast. The background color of this advertising billboard is pink. The color pink is associated with luck, happiness, love, femininity, and well-being. A bright line running across it is also associated with brightness and goodness. The ideology for employing the color pink in company advertising is that colors are thought of as a universal language. According to Golden Pearl, if you apply this specific cream, you are lucky, fortunate, and feel like as you have gained more than other people. Most frequently, it is seen that words and images complement one another, and in some circumstances, words cannot be comprehended without taking into account images. To maintain this visual coherence on one hand is golden pearl and sunshine in the centre is employed here.

As a slogan is also mentioned (Ab Shine Karo). On one hand, there is a picture of a model. Who is

looking attractive and glancing at the people that indicate she is the user of this specific cream and she is happy, fortunate, and has distinguished herself from the other in a positive sense. On the other hand, the significant proportion of the background is pink and there is sunlight, which means a sense of brightness has been imparted. She is looking at people, which, in accordance with the grammar of visual designs, sends a message to the audience or viewers that using this specific fairness cream is necessary if you want to be as successful, attractive, and fortunate as I am.

The idea of racist ideology has also been spread through this model photo since in our culture, being white, even whiter, or the whitest is seen as a sign of beauty. And because the British colonized this region of the world, white is seen as a color of power and beauty because beauty is one of the powers. Here, she is using the power of beauty to influence the audience and convey a message, particularly to women and girls of her age, telling them that if they want to be happy, they should be a happy wife or married woman because in our culture, happiness is most commonly associated with being married. She is satisfied and beaming because she is lovely, strong, and appealing enough to get married, which is a mark of social security, good standing, and being attractive.

So, in our perspective, black and white are obvious, which are interpreted literally as something written, because it is typically believed that a good face can earn a good husband and one feels happy with handsome earning, it is a message both at the written and visual levels that is being propagated by this particular lady: "I am a certificate, I am a proof that if u want to live a happy married life, if u want a good, handsome, or rich husband you must have a good face." Because she is beautiful, she has attracted a handsome man, and so at the level of picture she is contented, happy and delighted as well. Additionally, the words "light" and "glow" signify that she is representing this specific company as an ambassador, that she is attempting to convey the business's message, and that she is spreading a tiny glow through her expression of happiness and smile.



Figure 4.3 Zong 4G (Multan Dhmaal Offer)

This advertisement promotes the mobile network ZONG, which provides its consumers with various packages and deals. This ZONG Network organization has had an impact on its members by offering them weekly and monthly packages at amazingly low and fair prices. The background of this commercial is blue, which is associated with art, royalty, business nature, and military uses. It also implies reliability, communication, and trustworthiness. This color offers peaceful and harmonizing properties associated with the sky and sea. It means that those who use this network will undoubtedly love it because it offers the best ways of communicating through voice clarity, trust, and daily, weekly, and monthly special offers at affordable prices. Customers of ZONG network can quickly sign up for their offers by simply dialing the authorized code *4466#, which has been issued to them.

The phrase "Multan Dhmaal Offer" is written in Urdu, indicating that this particular offer is for the residents of Multan and that it is being made at a very low rate, which will make people happy because they will have to spend less money to benefit from this package. Because the slogan is in Urdu, it implies that people with less education can also take advantage of this particular promotion. Due to its Urdu writing, even those with limited education will be able to understand it easily. This advertisement is for all the people of Multan. Moreover, the slogan is written in dark pink color. The pink color evokes feelings of nurturing, playfulness, and nostalgia, which allows people to talk to their old acquaintances and transports them back to their childhood. Pink is a hue associated with passion and love. The network ZONG 4G's logo is written in a green box, which stands for prosperity, freshness, and a close relationship to nature. This suggests that this particular network has strengthened relationships and encouraged people to stay in touch. There are very affordable call, message, and internet bundles available.

Since everyone wants to phone or message their loved ones, this is merely a new dream for many

individuals. The picture shown in this advertisement is the tomb of Shah Rukne Alam. The upper part of the tomb is of white color. White color is the connotation of purity, cleanliness and peacefulness. The lower part of tomb has been adorned with blue ceramic which shows the culture of this particular city. Blue color also connotes calmness or serenity. It is also a sign of stability and reliability. In printed form, this advertisement urges both current users and potential new customers to call the number *4466# to take advantage of this fantastic deal or to download the "My Zong App" to their smart phones to take advantage of the most recent promotions from this particular network.

This Multan Dhmaal Offer is giving you a chance to activate this offer and get 1000 ZONG minutes and SMS, 30 other network minutes and 5GB internet in just Rs.100/-. All Multan Arena consumers who are current or past users of this network are eligible for this offer. Everyone can effortlessly socialize wherever they wish by taking advantage of this offer. These 1000 Zong minutes, 30 minutes for other networks and 5GB of data are enough to last a week. And one can utilize this data for any purpose, like video contacting loved ones while gathering information from the internet or using social media for amusement or fun.



Figure 4.4 Hoor Cooking Oil and Badar Tea

This promo is about Badar tea and cooking oil. You get a flavor of warmth and delight from the Badar brand. There is an advertisement for cooking oil on one side and a tea advertisement on the other. The very phrase is written on the top of the ad, "Promise of PURITY & FRESHNESS." It depicts the syntagmatic relationship. The very phrase, "Promise of PURITY & FRESHNESS" is a noun phrase. The word 'Promise' is noun, the word 'of' is a preposition, the word 'purity' is a noun, the sign '&' is a conjunction and the word 'freshness' is also an adjective.

The actual slogan of this particular company implies that its commodities are pure, filtered, hygienic, and original. Moreover, the word purity and freshness are written in capital letters and are in bold form which signifies the importance of these words. A phrase is also written in Urdu (Cholesterol Free) which signifies

that patients can also use this product without any fear. The fact that the statement itself is written in Urdu and illustrates bilingualism shows that even those with limited education may understand it easily. The background is red, and there are dark shades all around it. Red is regarded as the color of compassion and love. Red is associated with beauty, love, health, courage, and passion in terms of connotation.

The background color denotes that the products of this particular brand instill love and passion in people, and the food cooked in Hoor oil and Badar tea flavor will assist you in rekindling old relationships and developing new ones by bringing families together for dinner and tea time, offering them a meal and a cup of tea brings warmth and love between them. While the dark shade of red color connotes energy, willpower and courage. The two oil bottles, which are different in size and shape, are displayed in yellow, which also signifies the oil's quality packing for a lifespan and the desire for easy removal of the cap. The various sizes and shapes of the bottles demonstrate that it is designed for everyone.

People can buy this product in various sizes based on their resources and budget. Furthermore, the language codes on both bottles are different. The larger bottle is printed in English; however, the small flask is printed in Urdu, indicating that common and less educated people can easily grasp its name. The cup that is depicted in the advertising is white in color. White color connotes purity and peace and gives you an effect of goodness with warm tea. Badar tea gives out the message that families should get along and spend time together over a nice cup of tea and other kinship activities. Moreover, steam is also rising from the cup which signifies the spirit and passion for tea. The cup also sports a logo.

The word BADAR TEA is written in the color white, which has connotations with purity, serenity, and peace. The upper portion of the logo is green, and the words "SUPEREME QUALITY" are also inscribed there in green. This particular tea has been gathered from fresh leaves and is pure since the color green signifies nature and is associated with grass, leaves, and trees. Additionally, the brand guarantees to provide tea of the highest caliber.

Two women are depicted picking up some fresh tea leaves. Women have once again been depicted as commodities. The logo next to the cup is similarly green; it features a stem of green leaves in the centre, signifying that the particular tea company chooses its ingredients carefully to ensure that they are pure and healthy. When using the goods from this specific brand, one feels joyful, fit, and healthy.

The words "WORLD'S BEST LEAF" are written in capital letters on the lower side of the logo, and the entire phrase is written in the same color. As this brand offers the greatest and most natural tea and oil, it challenges to give you the best tea chosen from natural resources.



Figure 4.5 Vital Tea (Enjoy Free Sugar Pack)

This advertisement is about Vital Tea. In this advertisement a phrase is written. “ENJOY FREE SUGAR PACK.” It indicates that a specific brand of Vital tea is giving complimentary sugar sachets away to buyers. Every person who purchases this tea box will receive a free sugar pack as part of the deal. Furthermore, the sentence is written in two colours: white and yellow. As far as the semiotics’ visual analysis is concerned, the color white signifies calm, cleanliness, and purity. While yellow represents the sun, cheerful faces, and sunflowers. It's a cheerful, youthful color that conveys hope and optimism. It signifies that one feels happy and joyful while obtaining the free sugar pack.

The packing of the box of tea is in yellow and green color and the cup of tea on the box is of white color which gives long lasting impression on its clients. The colors white and yellow create a lovely contrast and are associated with beauty, tranquilly, purity, and happiness. You can use it again with absolute certainty after drinking this cup of tea. Because tea is often regarded as Pakistan's most popular hot beverage. People who are working throughout the day drink tea and continue to work without feeling fatigued. The tea in the white-colored cup is brown in color. Brown colors imply earth tones, which signify that the components used to make this particular tea were gathered from the earth's natural resources and are advantageous to humans in every way. The idea delivered to the audience through this advertisement is to love and relish the refreshing cup of tea made up of Vital and it will keep you active and smart throughout the day. The box of tea and sugar pack are tied together with red piece of string signifies love and closeness among the families.

In the bottom of the advertisement a slogan is written in Urdu (Vital Peo, Zindagi Jeo). In order to make the concept of code mixing and bilingualism clear to the less educated population who cannot speak English, the phrase is printed in Urdu. This indicates that the cup of tea brewed from this specific brand offers a glimpse of hope in the depths of the darkness. The producers employ catchy slogans to attract the attention

of more customers. Because it represents hope and allows one to appreciate the beauty of life when drinking tea from this specific brand, this brand of tea will undoubtedly provide you the perfect reason to use it again. The very slogan is also written in white color which connotes the purity, cleanliness, calmness and peacefulness.

The background color of the advertisement is green. With its connection to grass, plants, and trees, the color green is intimately connected to the natural world. In addition, because it is the hue of spring and rebirth, it stands for growth and rebirth. Since the color green is linked with nature, this brand of tea is pure and nutritious because it is obtained naturally.



Figure 4.6 Milaan Cooking Oil and Banaspati

In this advertisement of MILAAN it is mentioned that “Khalis Khaiye Achai Aagay Barhaiye” it means that this particular oil brand promises good and pure products and if you are the user of this specific oil, you will spread goodness everywhere. As in this world of turmoil there is a dire need to spread goodness. The phrase itself is written in the color yellow, which has connotations with life, hope, knowledge, and pleasure. People that are optimistic about their health and lead healthy lifestyles use this specific brand of oil in their cooking. Oil bottles are beautifully packed in this advertisement, and they are packed in a way that prevents damage from ultraviolet rays. The bottles also come in a variety of sizes and shapes. The bottles are made of a yellow tint, which represents life, wisdom, and happiness, and they have a green lid, which connotes health, prosperity, freshness, and the natural world. It implies that the freshness and flavor of this specific oil will not change and that no toxins or dust particles will enter the bottle.

This particular brand's emblem, which is white, can be seen near the top of the advertisement. Two face emojis are presented in the logo box looking at each other intently. Emojis are white, a color that signifies calmness, peace, and purity. It indicates that individuals share love, peace, and goodness by using this product.

The girl standing in this advertising has a broad smile on her face. The young lady is demonstrating her satisfaction with the dishes prepared in this specific Milaan oil by giving it her full attention. The fact that she is holding a bottle of cooking oil in her hands suggests that she is happy with the oil in question and that she enjoys the dishes that are prepared with it. The model is smiling, which conveys a higher level of satisfaction. She is looking the crowd in front of her with satisfaction and in a very commanding manner, demonstrating her support for this specific product and her enjoyment of cooking with it. She is sending the message that you must use this specific oil if you want to become as joyful, astute, as bold, as healthy, and as gorgeous as I am. The model is wearing dress of green shade which is called as moss green. Green connotes harmony, the natural world, spring, and rebirth. It stands for growth, renewal, and prosperity. Since the color green is associated with nature and the coming of spring, it implies that this particular oil is made from earth's natural resources and is healthy. It guarantees purity. There are different dishes in one corner of the advertisement. Green leaves of coriander and lemon spread with dishes. The fact that various dishes have been prepared signifies that a meal has been prepared for a family gathering, and Milaan is the finest option. A slogan is also written in the bottom of the ad, "A portion of sales feeds families in need." The very phrase is written in red box and red color connotes life, vigor, wealth and love. While the wording itself is written in white, a color that signifies cleanliness and purity. It implies that Milaan's products are healthy, pure, and packed with natural nutrients. The simple term conveys the idea that Milaan oil's producers are highly giving. They spend a lot of money for the welfare of the underprivileged so that they may also enjoy the flavor of various meals.

The advertisement has a black background. Black is associated with mystery, strength, elegance, and refinement. The particular brand of oil also guarantees class and power among the people. Additionally, black's great contrast allows for the receding of some page components, such as backgrounds, allowing the user's attention to remain on product images without the entire layout being fussy or overdone. Black is a strong and classy color. Black has the capacity to elicit strong feelings. It connotes power, authority, and strength. Black exudes a sense of wisdom and power. It stands for importance, formality, and prestige. It should not come as a surprise that the color black has a significant psychological impact given all of its connections.



Figure 4.7 Tahfuzz (Tahfuzz Sehat ka)

This commercial is for Banaspati and Tahfuz Cooking Oil. Tahfuz oil guarantees people's health and safety. The slogan is written in Urdu; "Tahfuz Sehat Ka" signifies that the particular oil has been made up of such ingredients which are the best for health and ensures the safeness of health. One feels joyful, strong, and healthy after eating food prepared with this specific oil. White letters are used to write the slogan. White is the connotation of virtue, purity, and virginity. It is considered to be the color of perfection. White denotes security, holiness, and cleanliness. As it is considered as the color of purity, safety, and cleanliness it signifies that Tahfuz oil is pure, clean and is best for health. It ensures the protection of health. Additionally, because the slogan is written in Urdu, it can be easily understood by those with less education or who do not speak English. Therefore, producers utilize words and phrases that instantly grab people's attention.

The Pakistani actress and model Kiran Tabeer, who appears in the advertising, is implying that she is using this particular oil and is pleased with the flavor of food prepared with it by her confident gaze at the audience. She has a plate of food prepared with Tahfuz oil in her hand. The food in the dish signifies that it has a scrumptious flavour and is made of by using this particular Ghee and cooking oil. Additionally, the fact that she is holding food indicates that she is enjoying the deliciousness of the dish prepared with this oil. Her delight suggests that there can be no question about the purity and quality of this particular oil among users. This oil can be used in beneficial ways by people. Furthermore, the model is wearing bangles and have ear rings in her ears signifies that she is married and her husband is satisfied with the taste of food which she cooks for him. The girl is dressed in a light green outfit. Light green is a particularly serene tint that signifies regeneration, luck, health, and optimism. Its calming and peaceful nature is indicated by its light color. It demonstrates that utilizing this specific oil makes one feel calm and healthy. People will start to develop the desire to select it repeatedly with their entire heart of enjoyment.

quality packing for a lifetime and the promise that it will be simple to use by pulling the tops off. The shelves on which these bottles are placed are brown in hue. The color brown suggests soil and dryness. In nature, the predominant color is brown. It is a visible color that conveys sincerity. It signifies that this oil has been obtained from earth's natural resources and is pure. The logo of this cooking oil brand is in white box. White is the connotation of purity and cleanliness. . It is connected with innocence and goodness. The brand name Tahfuz Banaspati and Cooking Oil is written in red on the package. The color red represents beauty, strength, passion, and love. As white is the color of purity and kindness, this oil offers purity and is beneficial to one's health. It brings families together while spreading love and enthusiasm.

The advertisement has a black background. The color black signifies mystery, power, elegance, and sophistication. As a result, the particular brand of oil also promises sophistication and power among the people. Furthermore, the extreme contrast provided by black allows certain page components (such as backgrounds) to recede, allowing the user's focus to remain on product photos without the overall layout appearing fussy or excessive. Black is a strong and classy hue. Black has the capacity to elicit strong feelings. It connotes power, authority, and strength. Black exudes a sense of wisdom and power. It stands for importance, formality, and prestige.

5. Findings and Conclusion

The researchers have discovered the ideologies and the function of linguistic characteristics in disseminating the offers of those products that are advertised in the current research. By utilizing the Barthes model of Semiotic Discourse Analysis, the researchers have also discovered semiotic ideologies and the study of signs and colors. The viewers are able to effectively perceive this technique in a variety of ways. It is inspected by the researcher that the pictures of the young ladies or ladies on the bulletin and the language that is utilized on them is far away from the real world and isn't genuine. The main thing is to make luxurious life in the personalities of watchers that subsequent to utilizing this specific item their life will be daring and dashing. The viewers are also mute and unable to comprehend the hidden ideologies of the producers of advertisements. When no perceivable difference exists, the producers alter their advertising approach, which is advantageous to brands and businesses at the expense of the viewers. Moreover, the idea is propagated that being attractive and gorgeous accelerates the process of sale and purchase and appears to dominate life in a particular way by defining values and norms.

Women are frequently portrayed in media as commodities or sex objects, and because of this, it can be difficult to tell what is being advertised. This is only done to draw in more viewers. Some of them use that specific product merely because their preferred model was the one who advertised it. The audience is

compelled to use the product by the beautiful and captivating images of women. According to the data analysis of the advertising, advertisers use a variety of linguistic approaches, including direct address, uplifting vocabulary, headlines, and catchy phrases, to entice audiences. Moreover, the word used in the advertisements for this study is divisive from an ideological standpoint. Such a word connotes to consciousness a particular idea of what constitutes beauty. Ads that use technical language help to convince the reader that the product is valuable.

5.3 Recommendations for Future Researchers

As new inventions and techniques emerge in society, common people minds are changing every day through the use of various strategies. The current study examines linguistic elements in billboards and performs semiotic discourse analysis of advertisements. It is also beneficial for future researchers by means of how desired ideologies are revealed. As billboards are being changed with the passage of time and new ideologies are being introduced by the advertisers. Future researchers will use Semiotic models to choose different socialization strategies on billboards. They can visit different areas and use other persuasive techniques and desired ideologies for the ideological analysis of the advertisement to create a proper or specific picture for their promoters.

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