

THE NATIONAL RECIPE/MASALA PRODUCTS: A CRITICAL DISCOURSE ANALYSIS

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Abstract

CDA in general investigates different social hypotheses that study the collaboration of power, language, and ideological systems in various settings. The present study is fundamentally centred around the utilization of language in the advertisements of the National Recipe products to create impact and attract customers. It applies Fairclough's three-dimensional model to analyze the language which is used in various ads for National Products in the spices. The findings of the study demonstrate that advertisers utilize different linguistic patterns in their advertisements as a marketing strategy. Vocabulary related to human taste, smell and sight, catchy and stunning slogans and affirmative statements in these ads create a real and domestic life before the customers. The results also explain that the product advertisers utilize implicit linguistic structures in apt situations to develop real-world tastes in their food items. Thus it implies that the language used in the ads influences the psychology of the viewers tactfully.

Keywords: Critical Discourse Analysis, National Recipe/Products, Language and Power, Fairclough's 3D Model, Advertisements

Introduction

Briefly, The National Foods Organization of Pakistan was established in 1970. It deals with spice products. These products are something that demands the use of the right kind of spices. A mismatch can destroy the taste of the dish. Though several other brands offer a perfect mix of products in the spices but the finest and most delicious are the National Recipe/Products. Though the people can also prepare the spices locally in their homes it's time taking affair. Therefore, most of them prefer to use National Products due to their enchanting and delicious taste and fragrance. National Recipe Products have different kinds of products in the spices like "National Biryani", "National Karahi Ghosht", "National Haleem", etc. So, the National Food Industry of Pakistan offer many products in spices and one can choose according to his taste.

To reach its customers, The National Foods Organization of Pakistan makes use of advertisements. As far as, the language of the Advertisement is concerned, it must have a systematic and constructive approach to endorsing products, services, and plans. As the purpose of advertisements is to notify the customers about the products and persuade the viewer to buy and achieve their ends, advertisers use different kinds of language strategies and techniques to manipulate customers to purchase the product. Electronic media like television and the internet, print media like newspapers and pamphlets are the sources of interconnectivity between the manufacturers and the customers.

So, the current study explores the role of advertisements for food items that manipulates the psyche of the Pakistani public insisting on them purchasing the products.

Literature Review

CDA is a significant approach to researching any wonders inside language changes (Luke, 1995, 1996, 2002; Fairclough, 2001). It explores the relationship between community and discourse, idea, and setting. Habermas (1977) states "every language is utilized for social power and mastery". What's more, the people who live or what language they utilize, legitimizes the relations and connections that are sorted out by power (Iqbal & Danish et al., 2014).

Similarly, "Advertising is a strategy and through this strategy, the products or services are sold to the community" (Petly, 2003). Bughio (2015) took a shot at the representation of people in notices broadcast on the T.V channels in Pakistan and the websites. He utilized semiotics and CDA as a research instrument to break down social beliefs, ideologies, and ranges that are delivered over and done with ads. The results indicate that advertisers utilize various strategies to convince customers and advance a romanticized way of life. He informs that the language which is used in ads, control people's psyche. Advertisers exercise power in their discourse (Saher 2019).

The advertisement market becomes an immense business yet has an exceptionally significant level of competition in it. For instance, Shimp (2010) contends that the organizations introduce 25,000 new products every year and they promote their products through, approximately 6,000 advertisements every day. Hence, they give genuine consideration to promoting and advertising their product (Koneska, Teofilovska, and Dimitrieska, 2017).

According to Sinclair (1987), advertisement is playing a role to communicate ideas and it is an intrinsic part of our routine life. The commercial isn't just related to the economic unit, it is additionally related to ideas, values, and attitudes in developing cultures. According to Jhally, (1987) advertising does not work in emptiness, it is a social phenomenon. It is connected with different things like satisfaction and communication, power and symbolism, symbol, object, and person. To be honest, the substance of a commercial is not separated from culture.

Ads are a mainstream thing that people read or watch daily, yet the ads are designed in a wary method to manipulate clients. Commercials are analyzed by various hypothetical works to have the option to get them. The actors' existence in the advertisements gives a specific idea, once in a while it is identified with power or dominancy. The colours utilized also reflect another message; other than the language used which also reflects a brief and strong message (Abdelaal and Sase, 2014).

It tends to be said that the advertisements however project their products but are propagating an ideology (patriarchal) with a transitional aspect of modernized dressing and ways of life. The advertisements portray that utilizing these products make you connected with a way of life, which one credit to accomplish. Moreover, ads being the embodiment of new trends and styles as per changing reality are the best ways of ideological investments. (Baig et al., 2020).

However, the language of the commercials needs studying as there are some negative aspects related to an advertisement concerning its content. As Leiss (1997) states the content of advertising tends to be "incredible, enticing and manipulative". It tends to be said advertising negatively affects individuals' perspectives since it urges them to exaggerate material things in life (Butar et al., 2018).

Therefore, the current study explores the ads for the food items to study how do they manipulate the psyche of the Pakistani public insisting they buy the products.

Research Questions

1. What are the textual & discursive features used in the National Recipe/Products in Pakistan?
2. What roles do the textual & discursive features play in the National Recipe/Products in Pakistan?

Objectives of the research

The objectives are:

- To investigate textual, verbal, and visual representations in the advertisements of the National Products.
- To understand how the advertisers, manipulate the psyche of the customers to sell the National Recipe/Products in the spices through their advertisements.

Research Methodology

This study aims to explore the connections between power, language, and ideology and advertisers utilize these strategies to convince the customers to purchase the products.

The current study falls into qualitative research. The qualitative design was suitable for this research that tries to explore how discourse in ads includes people's development of implications. Subsequently, for the descriptive exploration, the use of the qualitative method is more suitable instead of the quantitative method.

The data analysis depends on Fairclough's 3D model (textual analysis, discursive analysis, and socio-historical analysis). Subsequently, the Fairclough model is utilized to indicate the connection between the idea of the properties of language "texts" and social practice. Fairclough 3D structure incorporates discourse's origination as textual, discursive, and socio-historical practice. It investigates the connection between power, language, and ideology and also discover how the advertisers convince the customers to purchase the products.

Sampling:

This study takes a short sample of six ads of the National Recipe/Products from electronic media. These ads are selected from different Pakistani T.V channels like Geo, Ary Digital, and Hum. Advertisements that have been chosen for National Recipe products are "National Biryani", "National Karahi Ghosht", "National Haleem", "National Tikka Boti", "National Palao", "National Chicken Tikka", "National Fish", "National Murghi", "National Shami Kabab", "National Kofta", "National Delhi Nihari", "National Murgh Choly", "National Paya", "National Qourma", "National Achar Ghosht", "National Chicken Jalfrezi", "National Chapli Kabab" etc. Different pictures of National Products in the spices advertisements have been taken from the internet with 12-megapixel advanced mobile and webcam. Some pictures of National Recipe/Products in the spices advertisements were saved from the internet through a laptop and notepad for this research.

Data Interpretation

Textual Analysis

In textual analysis, according to Fairclough (1992), we mainly focus on the way the advertisers explain things and what type of vocabulary they use when they advertise the masala product of "National Foods".

The second-person pronouns are widely used in the ads of National Recipe/Products which hide the actual actors. The presentation of the situation in the ads is revealed as real. Advertisers present the ads on media in a natural way that the audience sees themselves in that phenomena in an approach to resemble those actors or actresses. Advertisers set this discourse in a society so that nobody feels it. Also, advertisers use different kinds of pronouns in ads like ‘you, us, and others. Different kinds of pronouns present the phenomena of each layman in the ads that advertisers are presenting experiences and perspectives and the advertisers also use pronouns in the place of verbs to create a strong relationship among the producers and viewers. Fairclough called this procedure such as nominalization; where nouns and pronouns are used rather than the verb.

For example:

“Hmaray khanay, humaray tehwaar”

“Nayi soch k naye zaiqay”

“Hmaray khanay, humara pyar”

In the National Products in the spices’ advertisements, common pronouns, for example, ‘we’, ‘you’, and ‘your’ are common. The use of the first and second pronouns shows that the advertiser and organization are making promises which are earnest and legitimate. According to (Smith, 2004), personal pronouns are used to build up a particular sort of connection between the advertisers and the customers. For example, the word ‘we’ is used in a respected way while the word ‘you’ reflects a private commitment with the customer is tended to in a straight way. Furthermore, the word ‘our’ is associated with ‘us’ vs. ‘them’.

Such words or sentences in ads create a relationship between advertisers and customers. And when customers use the product then their bonding is strong with the producers of the brand. Advertisers know the psyche of people so they add different types of vocabulary in their slogans and advertisements to increase their value in the market of the product.

The use of syntax in sentences is another element, and this is the use of phrases without subjects and verbs.

For example:

“Handi ki khushboo”

“Jb b thaal sja hai..... Khushiyon ka dr khula hai.”

“Zubaan par zaiqay bikhray hain jaisey”

“Lazzat ka lekin yahan b hai raaj”

“Biryani ka zaiqa mazedaar”

Under the heading of the textual feature, Fairclough also studies grammatical features and grammatical categories. Vocabulary is of major significance, mostly adjectives are used to give positive and negative outcomes to meaning. These positive adjectives are associated with the quality of products, brand connotations, etc.

Zubaan par zaiqay bikhray hain jaisey, Lazeez khanay, Muhabbat ki aanch par hum ne pakaya, Mehka hua hai hr ghar..... muhabbaton ka safar, Rung bharti jao, etc.

To highlight the positiveness of the product, positive adjectives are used. To highlight certain characteristics and qualities to society and people positive adjectives are used, which stimulates certain feelings and desires among people and to stimulate the inclination these positive adjectives are used, they should purchase that product that one of those adjectives must be used with their names also, similar to it’s a universal element that everybody especially women think that there must be a huge social circle around them and always praising their capabilities and

cooking food is one of the good capabilities of women that's why when they listen to all these types of words, they want to be on that place and for this, it's necessary to use that particular product, and for this, the companies raise their value in the market and tend people's feelings according to their profit scheme.

Advertisers motivate people to purchase the product through the use of conditional and causal adjuncts.

Discursive Analysis

This level deals with the level of the production of text, utilizations, and distribution that gives an idea that how text builds by the power relations. In the model of Fairclough's CDA analysis, he introduced all the subcategories of discursive analysis.

Techniques utilized in Advertisements

Linguistics Strategies

Celebrity endorsement

By using different celebrities' endorsers like "National salan range k sath, jiska rung, khushboo aur zaiqa jo jaghata hai ap k khano mein riwayat ka jado aur dil tk pohanchnay ka ik raaz" "Is dor ko joray rakhtay hain humaray khanay" "Aur agar ghanto naa lagaun to kya main fail ho gyi? Aur agar ye fail hona hai to main roz fail ho jaun"

Scientific evidence

"Not harmful for health"

Code switching/mixing

"Baarah masalon ka perfect blend"

"National salan range k sath"

Emotive words

"Khushboo aur zaiqa"

"Kitchen kironaq"

"Lazeez khanay"

"Munfari dzaiqa"

"Biryani ka zaiqa"

"Handi ki khushboo"

"Zuban par zaiqay"

The main audience of National Recipe/Products in the spices' ads is the public so that's why advertisers utilized the discourse strategies by presenting famous models, actors or actresses, code-mixing, scientific evidence, and tasteless food issues.

As shown in the above table the advertisers build up the relationship through power and advertisers also present celebrities in the ads in a real way that it looks like the actors' ideology, culture, lifestyle, relation, status is real and it is just to use the product of the company and they manipulate the psyche of their customers and they can't contemplate it.

The advertisers use emotive words in their advertisements to make their product memorable and they build up their good reputation in society and develop their company to use the linguistics strategies and specific logos of the brand that the public uses it.

The advertisers also build up a strong bonding to use the scientific evidence in their company (brand) so that it generally buildup a positive reputation among others about their specific brand. Code-switching or mixing is also used as a vocabulary in ads however it additionally leaves a permanent effect on the customers and through this strategy, the strength of customers increases. There are different types of people who live in society and they understand the various languages and this strategy is helpful for them.

These strategies are very important for the advertisers to promote their products and they also use different methods to build up a relationship through power.

Social and Historical Analysis

As indicated by Fairclough this analysis is related to philosophical arrangements, this analysis clarifies the present conditions, patterns, and contextual data. In figure 4a Zainab Qayyum, figure 4b Yasir Shoro, figure 5 Mohib Mirza & Mansha Pasha, figure 6 Sheharyar Munawar, figure 10a Ismat Zaidi, figure 10b Bilal Abbas and figure 10c Areeba Habib famous Pakistani models and celebrities are shown as a brand logo in National Recipe products advertisements of Pakistan. Pictures and videos of attractive actors or actresses and a total strategy that step by step turns from traditional and domestic culture to modern culture. In old times people made traditional and simple dishes but now in modern times different tasty National Recipe/Products in the spices make the food more delicious. Another great component is that the people are confident to accept the different challenges, and there must be a big award to maintain their power and it is the most ideal approach to create confidence among them.

Actors

Actors play an important role in advertisements. Celebrities use their talent and resources to attract customers. They perform excellent, brilliant, and colourful performances in the advertisements that everyone wants to avail of the product. In figures 4a, 4b, 5, 6, 10a, 10b, and 10c in National Products in the spices advertisements, the actors represent the colourful and traditional way of cooking, love and family unity, and ethics.

Language

Language plays an important role in advertisements. The language of advertisements is different from other languages because its main purpose is to advertise and promote the product of an organization. So, to vend and commercialize it, the main purpose of the language which is used in an advertisement is to control the mind of the customers to purchase the product.

Picture description

There are many pictures in Appendix 1 and these pictures describe the logo of the brand, different National Products in the spices, ingredients of the products in the spices, different slogans, roles of famous models and actors, different types of dishes, different relations, cultural and religious values, and the cooking procedure on the backside of the masala product.

The logo of the National Foods company has shown in figure 1 and this logo makes it a unique brand from other brands. The different types of National Masala/Recipe products have shown in figure 2. The ingredients of the National Products in the spices have shown in figure 3. The

different types of slogans have shown in figures 4a, 4b, figure 5, figure 6, figure 7, figure 8, and figure 9. The famous models, actors and actresses have shown in figure 4a, figure 4b, figure 5, figure 6, figure 10a, figure 10b, and figure 10c and they have presented different roles like in figure 4a the relationship of mother & son has shown. In figure 4b, the relation of friendship has shown. In figure 5, the relationship between husband & wife has shown and they are sitting together and look happy. In figure 6, the couple has shown who is going to be married. In figure 10a, a mother looks happy about the coming of her son and his family and she looks excited to cook food for them. In figure 10 b, a brother looks toward his sister after making the good food. In figure 10c, a married and jobholder couple has shown and the couple is in hurry and packing the food for their lunch. All characters look happy and excited in the different figures. In figures 11a, 11b, 11c, 11d, 11e, and 11f, the different types of delicious dishes have shown and they keep a good impact on viewers. In figures, 12a and 12b, cultural and religious values have shown and this keeps a positive impact on viewers about love and bonding among the relations. In figures 13a, 13b, and 13c, the procedure of cooking food have been shown and this technique is very helpful for the people who cook food because a person who is not aware of the cooking, can follow the procedure and then can make perfect food.

To accomplish productive communication, the advertisements' language must be:

- a) Simple and brief
- b) Unambiguous
- c) Minimization of Technical words
- d) Rhetorical

Simple and brief

Generally, people don't like long sentences or phrases. One has to use requisite short phrases or sentences which could provide maximum information. For the reading/verbal text, the reader can see and read Appendix 3.

Unambiguous:

Unambiguous words and expressions make effective communication possible. People understand simple unambiguous words and they would be active participants if they understand them.

Minimization of Technical words:

Technical words should be minimized. Maximum use of technical words may run the customers away.

Rhetoric:

The language of the advertisements should be rhetorical, to motivate the customers constructively. Many metaphors are used in the language of the advertisements simply to seduce the customers. Popular expressions also attract customers.

And when customers buy the product, all instructions are available on the backside of the National Recipe products' boxes in the Urdu language. And it's very helpful for the customers that they can easily read and understand all instructions mentioned on the box of the National Products in the spices.

Manipulation

The advertisements manipulate the customer's psyche. Customers can easily divert/her mind toward the product through advertisements. The following things are to be followed to manipulate the psyche of the customer's mind:

Videos/Photos

The advertisements represent through different videos and photos. And customers attract the product through advertisements. Photos manipulation ads are superb because their primary reason is to capture customers with a clever idea. These kinds of advertisements are so inspiring and subtly get to customers' emotions.

The advertisements of National Products in the spices attract the customers through the beautiful tradition that exists in reality.

And when we talk about videos, they represent the product colourfully and beautifully and the customers are more attracted to the product and the customer impels to buy the product. For the data analysis related to videos of the National Recipe/Products in the spices' advertisements, the viewer can watch the online links in Appendix 2.

Sounds effect

Sounds are effective in advertisements. The way sounds are used can have a profound impact on the consumer's responses to the brand. Sound branding is not a new concept but the results of recent research and the escalation of voice as a platform are pushing brands to use it at a new level. Our brains love when what we see and perceive.

Jingles

Jingles attract the public. Moreover, jingles play an important role very significantly to promote the brand and creating an idea within the public's mind. A memorable and unique jingle creates bonding with the customers and makes an emotional relationship with them. The brand's jingle should be short and full of information about the brand. The perfect jingle can make the brand famous and it also plays an important role in advertising strategy.

Slogan

Slogan plays an important role to make the brand famous and it also helps customers to remember the organization and its product. Organizations make slogans and through these slogans, the brand's product sticks in the mind of the people. Several good slogans have been used in advertising. For example, National Products in the spices have different slogans and these are "Nayi soch k naye zaiqay", "Lazzat bhari sahulat", "Humaray khanay, humara pyar", "National k sath hr din khaas", "Humaray khanay, humaray tehwaar".

These slogans represent the tasteful thoughts, family love and unity, uniqueness of dishes, culture, tradition and religious values, and the eminence of the product. The company should keep the slogans simple and memorable.

Ingredients in the National Recipe/Products

Ingredients play an important role in manufacturing. In National Products in the spices following are the ingredients used:

Salt, Plum, Red Chilli, Garlic, Ginger, Clove, Onion, Turmeric, Mace, Cinnamon, Nutmeg, Cardamom, Bay Leaf, Mango Powder, Black Pepper, Amorphous, Silicon Dioxide, Monosodium, Glutamate, Citric Acid, Artificial Flavour.

These all ingredients are good for the health. These are not harmful to health. These ingredients make the food delicious. For the ingredients description, the viewers can see figure 3.

Product description

The National Recipe/Products in the spices give a delicious savour to the different dishes which make them more yummy and tasty. The National Recipe/Products in the spices are prepared from the best ingredients, which make them easier for the public especially females to cook. And the following product description is to be followed:

Authentic dish

The genuine ingredients use in National Recipe products make the dishes authentic. As in figures 12a and 12b the traditional, cultural, and religious touch is found in the advertisement of National Products in the spices. How all family members can sit together and enjoy the meal. Family bonding, love, and culture all are found in the advertisement for National Products in the spices. As in figures 11a, 11b, 11c, 11d, 11e, and 11f the presentation of dishes when the viewer can see and these presentations of dishes will manipulate the customers' psyche towards the products and force them to buy the National Recipe/Products in the spices.

Recipe

The recipes are very easy to make delicious dishes. And recipes' procedure is provided on the backside of the National Recipe/Products in the spices boxes. For the cooking method, the viewers can see figures 13a, 13b, and 13c.

Serving

The prepared dish can be served to 6-8 persons. Serving details are mentioned in Figures 13a, 13b, and 13c.

Weight

The weight of one National Recipe product is very light. The product weight is 90 grams. It is easy to carry.

Experts

National Recipe/Products in the spices have been developed by a group of experts, they have used the great ingredients in exactly the right measure, enabling them to cook yummy traditional meals with ease.

Cooking timing

The different dishes take less time to make because of National Recipe products. One dish takes approximately 40-50 minutes to cook. The viewer can see timing details in figures 13a, 13b, and 13c.

Storage instruction

The storage instruction is also mentioned on the National masala boxes. The boxes should be kept in cool and dry places.

Manufactured by

The products in the spices are manufactured by ‘National Foods Limited’.

Country of origin

The country of origin is ‘Product of Pakistan’.

All these things about the product should be known to the customer and these products are very helpful for the customers to easily make the dishes and each and everything mentioned on the National Recipe/Products in the spices boxes as a production description.

Prices

In the economic system of modern society, prices play an important role. Customers want to buy good quality products at a reasonable cost. Prices provide a standard measure of value all over the world. The brand of National Recipe/Products in the spices has a reasonable price that everyone can buy the product with ease.

Quality

Advertisers and customers are interlinked with each other and they are responsible to make a product qualitative. In the food product, the quality of food should be reliable and toxic-free, with good packing material that causes no harmful effect on the food. As in the National Recipe/Products in the spices the quality of masala powder is good. All the products in the spices are obtained from natural resources like ‘Badiyan Ke Phool’ ‘Bay Leaf’ etc. All these qualities enhance the taste of the product.

How they present every one of these elements their tone inflexion and stress design present these social wonders and how they build up the particular discourse in the society.

This analysis explains the broad societal currents affecting advertisements. This level of analysis is also concerned with intertextual understanding that helps to understand the broad societal currents that are affecting the text being studied. The dishes myth dates back to the past when people then had also used various traditional food to enhance their taste. For instance, people in the olden days used simple things for making food onion, garlic, ginger, turmeric, cinnamon, cardamom, etc. In today’s time, spicy and delicious foods are more demanded. National Products in spices are used by people to enhance their taste.

The important thing is that the National Products in the spices are time-consuming. In less time people can make good food. The people’s favourite foods concern with having spicy food, fast food, etc, and National Products in the spices make its organization best all over the country (Pakistan). National Products in the spices advertisements have their power or control over customers.

Intertextuality occurs in advertising when advertisers advertise the products in the spices, they attract the reader to use words from other discourses such as words selected from science. For example, the usage of National Products in spices is not harmful to health. Research shows that the National Products in the spices can help those people, especially women who are mothers, job holder women, wives, daughters, sisters, sister-in-law, single-parent mothers to cook good food in less time. A woman who cooks good food is known for her good status in society. Thus

women are more conscious of their status in society. They think that having good status in society is very important.

In conclusion, advertisers remove the dissatisfaction of the customers through the representation of the advertisements and make the customers' minds purchase the product. The advertising organization can change ordinary products into the desired products for the people. Advertisers' aim is not just to promote their products but they want to establish the standard of good food for society, cultural or religious values, and better lifestyles for people or society.

The results and Discussion

This study mainly focuses on the ad's language of the National Recipe products. The researcher reasoned that the language which is used in ads to control people's psyche through power exercised by the advertiser. As indicated by Saher (2019) that advertisers utilize various strategies to convince customers and one of these strategies is the tactful use of language. Sinclair (1987) posited that advertising adds to the making of ideas. The commercial isn't just related to the economic unit, it is additionally related to ideas, values, and attitudes developing a culture. This study confirms that the portrayal of the genders in the advertisements, attempt to show the culture of Pakistan and utilized eye-getting impacts to control the psyche of people. Besides, the portrayal of celebrities in advertisements is a very effective tactic. Advertisers like to take Pakistani actors and actresses in ads to grab the eye of customers because their representation motivates the people. Many people want to follow them and copy their cooking style that is the reason their representation plays a very tactic role to manipulate the customers and convince them for buying the product.

Unlike the results of this research, Umer (2020) has found that 'ads being the embodiment of new trends and styles as per changing reality are the best ways of ideological investments'.

The research results of Butar and Pulungan (2018) are relevant to the results of this present research. Chafai (2008) states that advertising is a "tool" to sell and offer products because advertising has gained the attention and interest of an enormous number of individuals in various societies in the world (p. 27).

Further, the research of Abdelaal and Sase (2014) has found that ads are a mainstream thing that people read or watch daily, yet the ads are designed in a method to manipulate clients. The actors' existence in the advertisements gives a specific idea, once in a while it is identified with power or dominancy. The colours utilized also reflect another message; other than the language used which also reflects a brief and strong message.

Conclusion

The study concludes that the ads of the National Recipe/Products create a powerful impact on the mind of the people that ultimately persuade them to purchase the products. They utilize different linguistic strategies like adjectives, affirmative statements, real-life creating videos and pictures, human senses related vocabulary to attract customers. The advertisers use strong solid affirmative adjectives and slogans avoiding negation to attract the customers. Moreover, National Recipe/Products in the ads reveal the power of language. This power of language is depicted through the use of scientific information and the use of models or famous actors or actresses. They endorse the taste and quality of the products. Thus it can be implied that the language of the ads is a powerful tool to manipulate the psychology of the customers.

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