

**IDENTITY CONSTRUCTION THROUGH ONLINE ADVERTISING OF ELECTRIC HOME APPLIANCES CRITICAL DISCOURSE ANALYSIS**Usama Naeem Khalid<sup>1</sup>, Dr. Tahira Asgher\*<sup>2</sup>

Original Article

1. M.Phil Scholar, Department of English Linguistics, The Islamia University of Bahawalpur, Pakistan. Email: usamanaeem7005@gmail.com
2. Assistant Professor, Department of English Linguistics, The Islamia University of Bahawalpur, Pakistan. Corresponding Email: tahira.asgher@iub.edu.pk

**Abstract**

*Online advertising is getting popularity due to its benefits and dynamic textual aspects. Identity creation in advertising discourse has changed with the growth of Pakistani brands on internet and social media. Every brand creates and negotiates its identity through textual and semiosis and other elements. Current study investigates how Pakistani companies build and market their identities via the use of online advertising. The emphasis is on examining the language and semiotic tactics employed by companies in Pakistani commercials to represent their identities on their Facebook pages and websites. Fairclough's (1989) textual analysis questions, Janks' (1997) criteria for textual analysis, and Berger's (1998) semiotic framework are all incorporated into the construction of key parameters of textual analysis for the present study, which examines the linguistic, semiotic, and thematic components of the advertising discourse of selected brands using Qualitative research methodology. The parameters are then merged with Fairclough's (1989) three-dimensional critical discourse analysis (CDA) model to analyse discourse and its meanings in the social setting as the underlying theory and methodology for the current study. The study analyses how linguistic and semiotic elements are used in the advertising discourse of these businesses in Pakistan to demonstrate their uniqueness. The material is drawn from the Facebook pages and websites of three brands of home appliances: DAWLANCE, KENWOOD, and PEL. The focus was on how these firms constructed their brand identities and linked to Pakistan's culture. The data indicate that producers use Pakistani cultural and philosophical concepts to construct the ideal advertising brand. Customers can only be attracted by businesses that have a profound connection to Pakistani culture. Every brand has its own personality, but in Pakistani advertising discourse, culture, patriotism, and society play a vital part.*

**Keywords:** Identity Construction, Critical Discourse, Language, Advertisement, Media, Brands

**1. INTRODUCTION**

Language has astonishing power to describe mental states, ideas, and meanings (Ellis, 1999). Language is the most important kind of interaction that people use to communicate with one another (Amin, 2020). Discourse is the most crucial aspect of language studies. Discourses contain actions, interactions, values, beliefs, attitudes, non-linguistic symbols, dress, tools, objects, time, location and so on (Gee & Handford, 2012). We utilise language to inform, reassure, and influence others' thoughts, actions, and beliefs (Downes, 1998). Speakers use discourse resources such as contextualization signals, indexical attitude indicators, identity markers, speech actions, and other communicative activities (Gumperz et al., 1996). Discourse connects what individuals say to a wider cultural framework (Ochs, 1996).

Advertisement is a technique of communicating product or service information to clients (Amin, 2020). Advertising is a kind of discourse whose text may be evaluated in light of its setting and context (Cook, 1995). Advertising serves a wider function than just marketing brands or products; it also manages the producer's reputation while pushing brands, concepts, or convictions

(Fairclough, 2003). Advertising assists companies in presenting themselves in a distinctive manner through its linguistic and extralinguistic aspects. Copywriters provide material for broadcast, print ads, direct mails, taglines, slogans, websites, booklets, brochures, articles, video scripts, and user manuals (Yang & Li, 2020). Advertisements represent society, social values, structure, and norms. Social elements are crucial for effective advertisements to influence the audience.

## 2. Research Objectives

- To identify and examine components of textual analysis and semiotic analysis in electric home appliance advertisements
- This study will focus on textual analysis and semiotic analysis to determine how Pakistani brands of home appliances attempt to depict themselves.
- To analyse the identity construction procedure that companies use in their advertising by using linguistics and extra-linguistic aspects.

## 3. Statement of the Problem

Advertisements are tool of persuasion because they have power to influence people's views (O'Guinn et al., 2019). In this digital world people are constantly exposed to advertisements. Advertisers communicate the identity of products or brands via advertising. Language has the ability to build social realities, advertising texts tend to reflect and produce social realities (Riley, 2007). Brand identities constructed and negotiated by engage with consumers through Advertisements. The branding process rely on the advertisement's linguistic and extralinguistic characteristics to attract customers. The primary purpose of copywriting is to portray ideas and products in such a manner that buyers perceive these as a part of their society, culture, norms, and trends (Chaika, 2008). This study investigates how Pakistani digital media advertisements (re) present identity via images and signals on a symbolic level. This research will aid in analysing the influence of advertising language on customer behaviour. This research will investigate the cultural component of Pakistani market, which impacts customer attitudes, purchasing techniques, and intents.

## 4. Significance of the Study

Language is the most important tool for identity construction. Advertising discourse is difficult to analyse alone for linguists because it combines linguistic, extralinguistic, and semiotic elements. This study investigates the relationship between language, identity and identity construction processes. This research investigates how various home appliance brands develop and negotiate their identities via the use of language and other semiotic configurations. This study will help to determine how the target audiences perceive the message and how actually the message was. In this digital era, copywriting has become so prevalent to convince people to purchase even a useless product by influencing their desires and emotions. To create outstanding copy, a copywriter must address questions such as:

- What kind of product are they writing about?
- Which market niche does the selected product fill?
- How may they affect the audience?
- What is the level of English understanding of the audience?

## 5. Research Questions

This study will investigate the following research questions:

Q.1) What linguistic characteristics are employed in adverts for home appliances?

Q.2) How do various companies establish and communicate their identities utilising linguistic and semiotic practises and tactics in online advertising discourse?

## 6. Research Design

This study collected data from electric home appliance brands' official websites and Facebook pages. **Dawlance**, **Kenwood**, and **Pel** are three selected brands for analysis. The language, semiotics, and themes of advertisements of these brands will assist to analyse how these companies construct and portray individual, social, national, and other identities online. This study examines linguistic, extra-linguistic, and semiotic processes. Qualitative research will be used to examine brand identity creation and representation in advertisements. We have selected adverts from below mentioned three brands.

1- **Dawlance**

2- **Kenwood**

3- **Pel**

## 7. Limitations of Study

This study will concentrate on the advertising rhetoric of electric home appliances. There are hundreds of brands and types of home appliances. Every year, every manufacturer offers a new model. Therefore, it is difficult to target all home appliances. Due to limited time and resources, the researcher only gathers data from home appliance advertisements located on the official website and Facebook pages. As a consequence, it is possible that the results of this research are inapplicable to prospective findings obtained from other sources.

## 8. Literature Review

We seldom explore the nature of advertising as a kind of discourse and a linguistic system since it is all around us (Vestergaard & Schrøder, 1985). Consequently, research remains abundant in the realm of advertising. Advertisements are communication systems designed to organise perceptions and build meaningful structures (Williamson & Dir, 1978). We cannot avoid advertising in the same way that we cannot stop breathing (Leiss et al., 2013). Advertisements are not some foreign creatures that we analyse and feel superior to, but rather an inherent part of our daily life (Cook, 2001). Instead of selling us stuff, advertisements promote a whole way of life (Ganz-Blättler, 2018). Okazaki (2012) defines advertising as informing, notifying, alerting, or making known. The objective of advertising is to capture the audience's attention. He also claims that persuasive advertising focuses on persuading people to purchase a product. According to Dutka & Colley (1995), advertising is a social language, a persuasive strategy, a genre of spectator/reader experience, and it is nearly a world unto itself, with its own languages, norms, and history; it also sets the tone and pace for important aspects of our lives.

### 8.1) Discourse and Identity in the World of Advertising

Language is the most important instrument for expressing, negotiating, and implementing identities (De Fina & Georgakopoulou, 2011). Our culture and cultural views, gender, and desired identity or group with which we choose to be identified or associated are revealed (Nosirova & Farhodova, 2022). According to Qureshi et al. (2022), Computer-mediated discourse (CMC) or any kind of written discourse is a very successful technique for completing communicative tasks because it helps individuals disguise their hesitation, stress, and terror. Eisenlauer (2013) considers social networking sites to be forums for revealing one's identity. Jones (2012) argues that texts may foster certain types of reality and perspectives. He emphasises four points:

- A. How writers construct perceptions of reality based on their use of words and word combinations?
- B. The manner in which authors draw from and reinforce larger systems of ideas and knowledge that determine what is right and incorrect
- C. How writers establish certain forms of connections with their audience
- D. How writers interpret and change the words of others

### 8.2) Language as a Tool for Constructing Identities

Van Dijk's (2013) approach to the notion of identity is socio-cognitive. Huo et al. (2022) stated that our identity shapes who we are and how others see us. Identity experts are growing more interested with the variety of identities that individuals accept for themselves, as well as the evolution of various identity evolve over time (Holland, 2022). Language is a tool for expressing the uniqueness of its speakers (Coulmas, 2022). Identities are not static, but dynamic, and they are continually recreated via our use of language and our group membership (Jwa, 2022). In terms of the interaction between speech, identity, and culture, that cultural background is a fundamental impact in how individuals see themselves and others (Mills, 2006). Blommaert et al. (2005) define identity as who and what we are and suggest that understanding this concept depends on the situation's context, circumstance, and goal. He examines identity from a semiotic perspective and claims that identity is any semiotic act that involves the transmission of information about oneself. According to Gee & Handford (2012), development of one's identity is primarily based on the manner in which one makes oneself visible and recognisable to others.

### 8.3) Brand Identity Construction and Advertising Discourse

Advertising is a booming industry that is the product of careful preparation and consideration. Advertisements are innovative and informative, and they aid brands in selling their goods (O'Guinn et al., 2019). Advertisements influence customers' perceptions of a brand to encourage them to purchase the product or to purchase it more often if they already do so (Holland, 2022). It is impossible to underestimate the significance of commercial rhetoric in identity building (Dos Santos, 2020). Advertisements are forms of communication that significantly contribute to the creation of our identities (Musolff, 2006). Threadgold (1989) also asserts that texts are never objective and cannot be divorced from social realities and actions. Identity is a set of socially produced self-concepts consisting of both assumed and desired identities (Harter, 2012). Identity is a personal, social, and mental construction in addition to being a representation (Dijk, 2013). Identity is a feeling of socially constructed ideas that comprises both one's perceived and desired identities (Harter, 2012). Alessandri (2014) identifies the identity of a brand as a collection of separate components or elements that function as part of its marketing strategy. Advertising discourse has persuasive power that may impact the decision-making ability of the audience and also influence purchasing habits. According to Fairclough (2011), advertising discourse functions by using both verbal and visual cues in the advertising text to convey a setting for a better lifestyle. Verbal signals refer to the lexical components used to define promoted items (Fairclough, 2013). Commercials utilise textual, verbal, and visual elements to establish brand identities. The importance of combining verbal and visual elements in ads to create meaning is growing in the modern day (Fairclough, 2013).

## 9. RESEARCH METHODOLOGY

Language and semiotic patterns are examined in Pakistani home appliance brands' online advertising discourse to determine identity construction processes. This study is mostly qualitative. Qualitative data addresses how rather than how much or how many and analyses and interprets social interactions, themes and processes (Rasinger, 2013). Quantitative analysis focuses on amount or number and statistics to test a theory (Rasinger, 2013). Qualitative study is used to examine the textual and visual features of advertising discourse used by Pakistani home appliance Brands in advertisements. The qualitative study analyses and interprets to understand brand identity construction and linguistic features in home appliance brands advertisements. This research is APA-styled.

### 9.1) Data Collection

To research how Pakistani electric home appliance brands use linguistic, extralinguistic, and semiotic factors in copywriting and advertising discourse to create and convey their brand identities, data was gathered from official websites and Facebook pages of bellow mentioned brands.

1. Dawlance

2. Kenwood

3. Pel.

### 9.1) Theoretical Framework:

This study examines advertising text and visual elements. According to Paltridge (2006), identity construction and ideology may be investigated in a text by first analysing its linguistic components and then interpreting it in light of its social meanings and settings. This research uses Berger's semiotic analysis, Janks' textual analysis, and Fairclough's critical discourse analysis (CDA) questions. These techniques' questions are combined to provide a set of recommendations for the current study.

#### A. Framework of Fairclough's Critical Discourse Analysis (CDA) Model (1989)

The first method is Fairclough's critical discourse analysis (CDA) model (1989) and a set of 10 questions to analyse text using vocabulary, grammar, and textual structures. Language, grammar, literary structures, and experiential, relational, and expressive values are covered (Fairclough, 2013).

Part of text	No	Questions
I. Vocabulary	1	Experience-based meanings of words? Ideological terminology, categorization patterns, rephrasing, and word linkages are examples.
	2	How do words relate? (Slang, euphemisms, etc.)
	3	What makes language expressive?
	4	Which metaphors are employed?
II. Grammar	5	What kinds of experiential values do grammatical characteristics possess? (Using nominalization, agency, active vs passive, positive versus negative language, examining the actuality of acts and processes, etc.)
	6	What are the relational values of grammatical features? Use of relational modalities, pronouns, and other devices, as well as declarative, grammatical inquiry, and imperative modes, among others.
	7	Which expressive traits are possessed by grammatical characteristics?
	8	What is the connection between these sentences? (Utilization of logical connections, coordination, subordination, etc.; use of internal and external referencing techniques)
III. Textual Structures	9	What social norms govern interactions with others? (Taking turns; directing the turns of other players, etc.)
	10	What are the most significant structures of text?

Table 1: CDA Questions to Ask (From Fairclough's 1989 CDA Model)

### B. Framework of Jank (1997)

The Jank's (1997) textual analysis framework provide rubrics of textual analysis to study patterns that analyse lexicalization, vocabulary, themes, agency, mood, voice choices, and other non-linguistic aspects.

Textual Analysis Study Patterns			
1	The cohesion devices	6	Patterns of transitivity
2	The choices of mood	7	The selection of modality or polarity
3	Active and passive voice usage	8	The text's thematic structure
4	The information focus	9	Lexicalization
5	The use of nominalization	10	

Table 2: Janks' Textual Analysis Framework(Adapted from Jank, 1997)

### C. Framework of Berger's (1998)

Berger's (1998) semiotic framework for semiotic analysis, provides the semiotic analysis principles to analyse media texts' semiotic aspects to discover their overt and hidden meanings.

Content Features		Details
1	Important signs in the text	Important indicators and their significance; The system that analyses these signals; There are codes linked with social and ideological concerns.
2	The paradigmatic organisation of the text	The basic conflict of the text and its psychological or social significance.
3	Syntagmatic organisation of the text	Systematic elements influence the text's meaning by placing pieces in a logical sequence.
4	The effect of the medium on the text	Camera angles, editing, lighting, colour, music, and sound to understand messages.
5	Contributions by other theorists	Semiotic analysis using media theory.

Table 3: Berger's Semiotic Analysis Framework (adapted from 1998)

### D. Framework Developed for this Study:

The current study is analysed using Fairclough's critical discourse analysis CDA model, Jank's textual analysis, and Berger's semiotic analysis. The text's linguistic, semiotic, and thematic elements provide regions to analyse. Textual analysis uses these aspects in the present study. These analytical criteria are added to Fairclough's critical discourse analysis CDA model for

discourse analysis to explore the social consequences of textual components that help brands to create their identities.

Textual Analysis Research Parameters of Study			
1	Hints regarding certain issues	1 0	Presuppositions
2	The significance of semiotic signs and symbols	1 1	Tone
3	Codes used (code-mixing/switching)	1 2	Lexical patterns
4	Foregrounding and backgrounding text or images	1 3	Metaphors
5	Ideological and sociological terms	1 4	Taglines/ Topics
6	Embellishments (textual and graphical)	1 5	Producer's perspective
7	Use of words or phrases with connotations	1 6	Use of selective voice
8	Agency (information about power relations)	1 7	Pictures and images
9	Words' relational, expressive, and experiential values	1 8	

Table 4: Parameters for Present Research

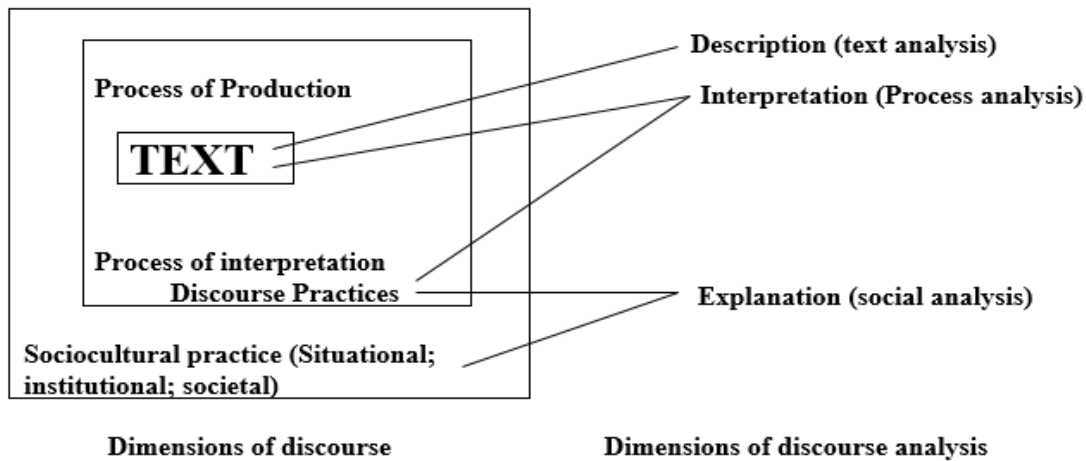
#### 9.4) The Current Research's Research Framework

To analyse advertising discourse and identity themes to promote and construct desired identity, current research analyses linguistic and semiotic data to identify, analyse, and explain how Pakistani home appliance brands utilise discourse to build and advertise their brand identities, the text's linguistic and semiotic elements are examined to analyse how these identities help them to generate sales. In advertising, identity themes are facts and notions about a brand's many multifaceted personality (also known as the secondary discourse). Vocabulary words, word placement, text foregrounding and backgrounding, lexical and syntactic patterns, organisations, schemes, and so on are included in the data. Colours, images, text, picture sizes, business models, signs, symbols, and other visual aspects used in advertising discourse constitute the data's semiotic components.

Fairclough's critical discourse analysis model is used to analyse the selected companies' advertising discourse and explore identity development practises and procedures. The critical discourse analysis CDA model examines discourse and its significance in a social context (Fairclough, 2013b) defines discourse as three interrelated parts:

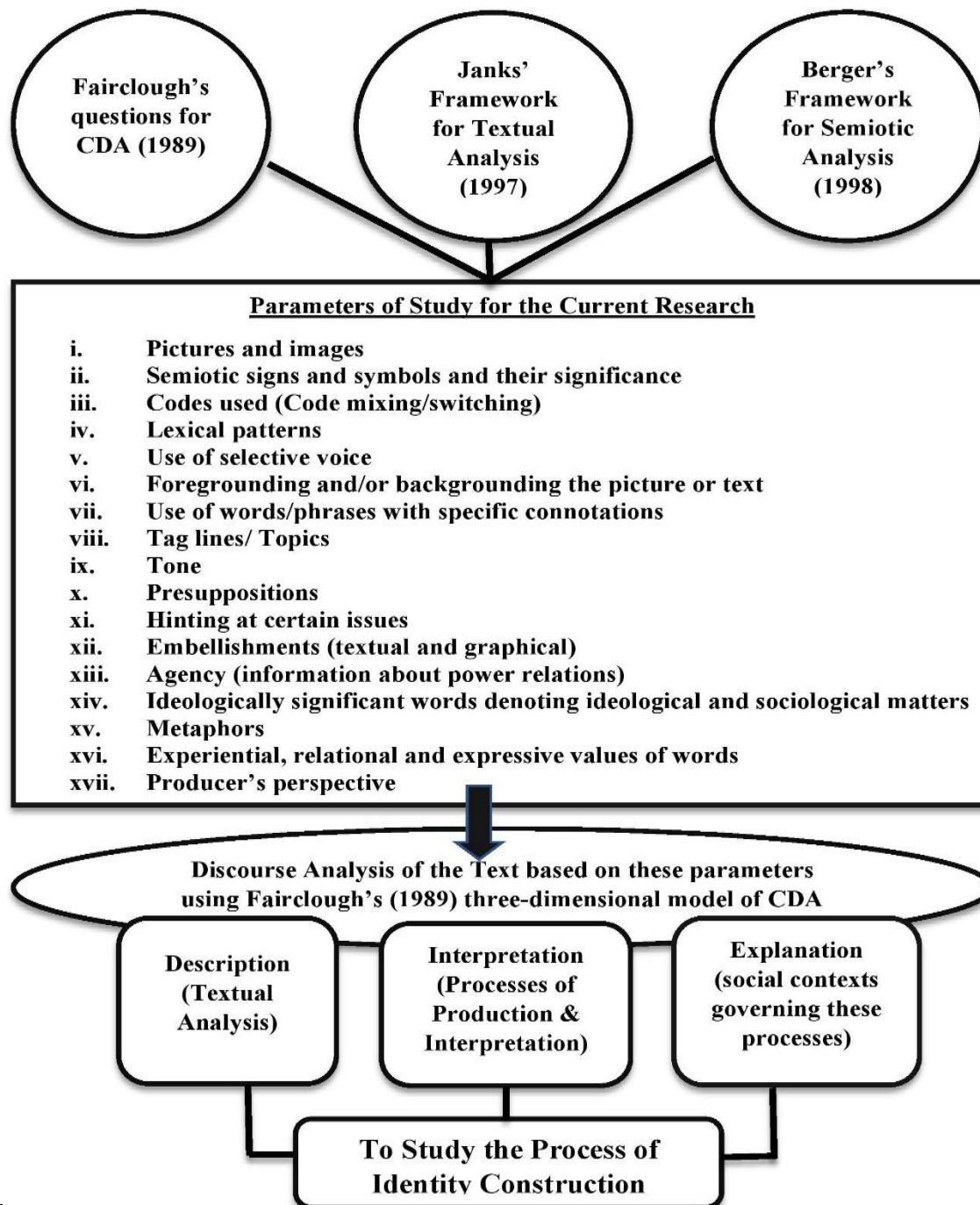
- 1- Written/verbal and visual messages.
- 2- The production and consumption processes used by social topics (writing, speaking, designing, reading, listening, and viewing).
- 3- The social and historical circumstances which influence these processes.

His paradigm examines these discourse areas using textual analysis (description), process analysis (interpretation), and sociocultural analysis (explanation). These aspects show how textual and semiotic language shapes social meaning. The researcher may focus on the text's signifiers, language choices, combinations, arrangements, layout, topics, etc. Textual analysis describes language and semiotics. Process analysis establishes and analyses data-provider relationships to the perceivers and data. Sociocultural analysis, emphasises data's cultural and social context.



***Figure 3.1: CDA framework of Fairclough (adapted from 1989, 1995)***

Texts usually have a purpose. Discourse practise focuses on text production and interpretation. The interpretive process analyses social practice-influenced characters of speech and text. Social practise must be examined to understand how social transformation affects speech (Fairclough, 2003) defined text as "written or spoken words formed by a discursive event." This study analyses linguistic, semiotic, and thematic factors to understand how home appliance brands establish identities. Figure 2 depicts the study's data analysis structure.



**Figure 2** Research Framework for Current Study

The analysis begins with the identification of the study-specific research parameters within the data. The framework is then applied to concurrent observations generated by three-level parameters. This analysis focuses on the verbal and visual text as well as its relationship to the interpretation of the production and monitoring processes to clarify the social characteristics of the text.

## 10. DATA PRESENTATION AND ANALYSIS

### 10.1) DAWLANCE.

Since 1980, Dawlance, has been a home appliance manufacturer and associated with Arcelik a Turkish brand.

**Website:** <https://www.dawlance.com.pk/>

**Facebook Page:** <https://www.facebook.com/DawlancePakistan>

**Figure 3 Logo:** <https://www.dawlance.com.pk/wp-content/uploads/2021/11/dawlance-logo.png>



#### Advertisement 1

<https://www.dawlance.com.pk/wp-content/uploads/2020/02/ad2.png>

Figure4



#### Analysis 1

Pakistani nation is generous and people spend their lives discovering ways to relax their families. Pakistani firm appeals to customer's emotions to build connections. Figure 4 shows how the brand's taglines linked it to society's greatest bonds. The content producer used code-mixing and similes to portray itself as dependable as a mother's affection for her child: "Maa keyyar ki tarha reliable." The company's statement aims to touch people's emotions by showing customers that

company cares like a mother. The second slogan, "Dhoop main saaye ki tarha Reliable," implies that the brand wants to present a reliable image like shade on a hot day. The brand targets those who recognise the need for shade on hot days in Pakistan's most populated areas. The third tagline, "Suchywaady ki trha Reliable," portrays the company as trustworthy and reliable like a husband-wife partnership that promises to be together no matter what.

#### Advertisement 2

<https://www.dawlance.com.pk/wp-content/uploads/2020/02/ad4.jpg>

Figure5



#### Analysis 2

Figure 5 shows a new reflection series refrigerator with two stylishly built and coloured refrigerators. A heart sign means the company's new series will warm consumers' hearts. The photo's caption, "true REFLECTION of your LIFE STYLE," suggests that the company prioritises consumer preferences and introduces new designs based on lifestyles. As with

other businesses, organisations, political parties, famous personalities, etc., Dawlance's motto "Dawlance Reliable Hai" emphasises product dependability. To make the commercial more attractive and informative, the picture lists significant qualities of the new reflection series refrigerator, such as glass door, unbreakable, scratch-resistant, etc.

### Advertisement 3

<https://www.facebook.com/DawlancePakistan/photos/2252474188229166/>

Figure6



### Analysis 3

Figure 6 shows a two-actor inverter AC ad. The wording reveals that the new INVERTOR AC can heat in winter. A well-furnished room and a snowy backdrop are meant to startle the viewer into believing AC is being utilised in winter as heater. "ENJOY uniform heating with Dawlance inverter ACs" is the picture's appealing slogan. All firms know viewers avidly monitor social

media trends and want to live like performers. Famous actors and actresses endorse new brands. Since many people buy celebrity products to mimic them, this improves marketing and sales and to construct desired identity. Rhetorical and complimentary language may engage a huge audience. A four-year guarantee boosts audience interest and confidence.

### Advertisement 4

<https://www.facebook.com/DawlancePakistan/photos/2023067991169788/>

Figure7



### Analysis 4

Figure 7 shows a washing machine and three washing processes, and the advertisement uses viral trends to attract attention. This image's text is Roman Urdu. The photo's captions grab attention through viral social media trend, "ye main hun, ye mere dost han, or ye hmari party hori ha." DAWLANCE has followed the trend in its washing machine advertisement, which reads "YE HAMARAY KAPRY HAIN, YE HAMARI WASHING MACHINE HAI, ANDER KAPRON KI PAWRTTY HO RAHI HAI."

These words are meant to amuse and communicate the idea that a new washing machine is like a friend to clothes, making washing easy and safe.

**10.2) KENWOOD**

Kenwood is an international company, introduced in Pakistan 18 years ago. Kenwood opened a cutting-edge assembly factory in Karachi in 2004 to supply innovative home and kitchen appliances.

**Website:** <https://www.kenwoodpakistan.com/>

**Facebook Page:** <https://www.facebook.com/kenwood.pakistan>

**Figure 8 Logo:** [https://www.kenwood.com/mobile/img/main\\_logo.png](https://www.kenwood.com/mobile/img/main_logo.png)

# KENWOOD

**Advertisement 5**

<https://www.facebook.com/kenwood.pakistan/photos/3801630649925569/>

Figure 9

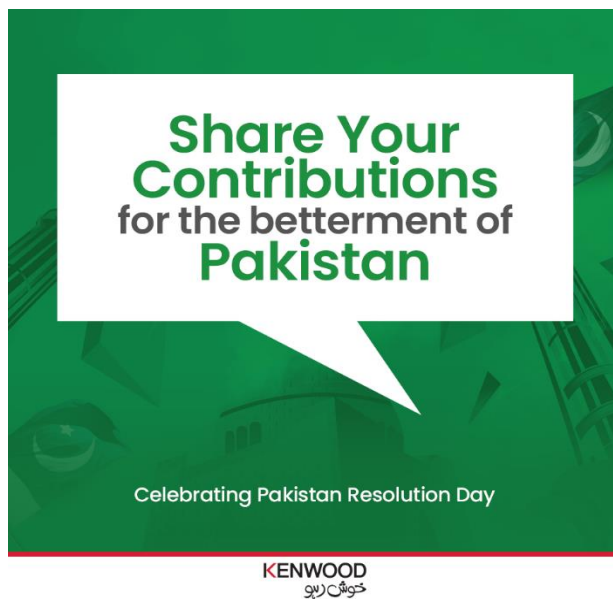
**Analysis 5**

Figure 9 shows the celebration of Pakistan Resolution Day by brand. Kenwood encourages its audience and consumers by saying "SHARE YOUR CONTRIBUTIONS FOR THE BETTERMENT OF PAKISTAN" to foster patriotism by using green and white colours of Pakistani flag. Pakistan, our homeland, was won after many efforts and sacrifices. Our predecessors and leaders like Quaid and Iqbal sacrificed their lives for our independent country. The copywriter wants to highlight the country's importance and hard work for its betterment.

**Advertisement 6**

<https://www.facebook.com/kenwood.pakistan/photos/3891946997560600/>

Figure 10

**Analysis 6**

Figure 10 indicates Earth Day 22<sup>nd</sup> April. Electrical appliances, greenery, and a globe portray a message for Earth. The firm assures clients that its items are up to 75% energy efficient with a monogram on the picture. Above are some energy-saving and Earth-friendly ideas. The greatest energy-saving trick are "turn off lights when not in use," "Use energy efficient appliances" to save energy and promote the brand and "set AC

temperature at 26 C.” to save energy. These recommendations teach viewers how to conserve energy and improve the planet.

### Advertisement 7

<https://www.facebook.com/kenwood.pakistan/photos/4466408176781143/>

Figure 11



### Analysis 7

Figure 11 displays a well-organized kitchen with a KENWOOD Glass Door refrigerator and fresh veggies. This smart refrigerator keeps food and veggies fresh. The glass-door refrigerator adds elegance to the well-organized kitchen. The picture's tagline is "RAKHE ITNA FRESH K DIL KHUSH KARDE" and KENWOOD's motto "KHUSH RAHO". These phrases attract viewers. Text makers employed Roman Urdu to spice up the advertising. The graphic text

suggests that fresh food in the refrigerator will make you happy and pleased.

### Advertisement 8

<https://www.facebook.com/kenwood.pakistan/photos/50934608240758>

Figure 12



### Analysis 8

Figure 12 shows a washing machine, ironed clothing, and shiny shoes—a beautiful depiction of a skilled lady. The photo's tagline, "MORE CLEAN CLOTHES in less time," shows that this washing machine saves time and water with a heavy-duty double layermaking it a good bargain. In our country, household appliance companies use such appealing strategies to control their customers' and audience's emotions for selling their products. As seen above, a well-furnished, tidy, and arranged home

corner. These corporations know these strategies boost audience attention and sales. The #SMARTSUMMERS branding advertises this summer washing machine.

### 10.3) PEL

PEL was established with an aim of Innovation in engineering sector of Pakistan. In 1981, the Group entered the home appliance market to diversify with slogan "Change Your Life."

**Website:** <https://pel.com.pk> **Facebook page:** <https://www.facebook.com/pel>

Figure 13 Logo: <https://pel.com.pk/wp-content/uploads/2018/03/PEL-1956-logo.jpg>



### Advertisement 9

<https://www.facebook.com/pel/photos/4082513011764242/>

Figure14

### Analysis 9

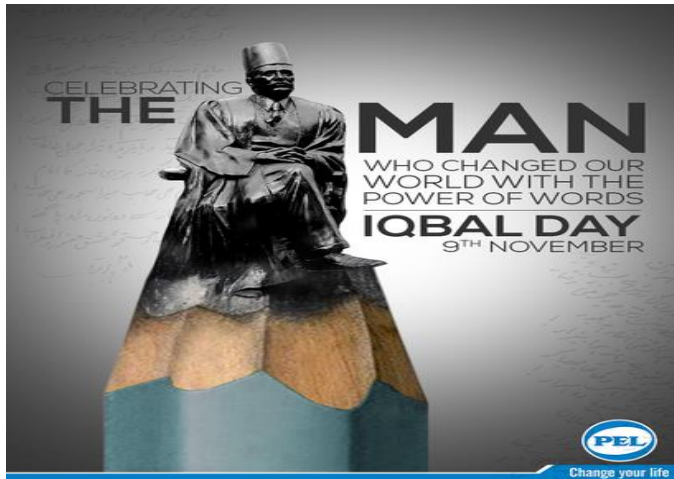


Figure 14 depicts a lead pencil and our national hero Allama Muhammad Iqbal, suggesting Iqbal Day is being celebrated. The text "CELEBRATING THE MAN who changed our world with the power of words, IQBAL DAY 9TH NOVEMBER" pays tribute to nation's hero on his birthday. The artwork is artistically created and the text uses figurative speech skilfully. All Pakistanis know that Allama Muhammad Iqbal was the first to dreamt of a Pakistan. He was a philosopher, poet, and barrister. He was though provoker for Muslims. His

poems awoke subcontinental Muslims' consciences. He wrote for everyone especially for youth. His poems impacted many people's opinions, perspectives, and lives.

### Advertisement 10

<https://www.facebook.com/pel/photos/5748669735148553/>

Figure15



### Analysis10

Figure 15 shows an air-conditioner advertising with EID UL FITR celebrations. The firm is also offering Eidi to clients. The first night moon, signifies the moon of SHAWAL, a gift from Allah. The picture's tagline, "MITHI EID KI BARI EIDI," provides viewers Eidi as an Eid offer of free delivery and installation on all purchases. All companies give promotional discounts on major

national and international events to increase sales and consumers. People want excellent items at discounted prices.

**Advertisement 11**

<https://www.facebook.com/pel/photos/5628237457191782/>

Figure 16

**Analysis11**

Figure 16 shows the new glass-door refrigerator for a high-end kitchen. The smart refrigerator adds elegance to the kitchen. Refrigerator ads include actresses because women use them. Women require all home appliances to do their jobs, thus such ads emphasise them. Some phrases are picture captions or taglines. "INTRODUCING COOLING KA NAYSTANDARD, PAKISTAN'S FASTEST COOLING REFRIGERATOR WITH INSTA COOLING," the tag line claims "PEL"

Refrigerator provides rapid cooling.

**Advertisement12**

<https://www.facebook.com/pel/photos/4114676795214530/>

Figure17

**Analysis 12**

Figure 17 depicts a happy couple, their washer, and other items. This seems like a washer ad. The lady is relaxing and painting as the male stands beside the washing machine with a laundry basket, canvas, and paints. A cheerful, comfortable family living in a wonderfully equipped home. The caption "FITWASH LIFE MEIN LAO NAYA SPIN" indicates that PEL has released a new washing machine with improved technology to improve user's life. Personification is also

used to explain "ARTIFICIAL INTELLIGENCE," a human trait, in a washing machine to make laundry simpler. The company wants to reassure consumers that the FITWASH automated washing machine makes laundry easy so you can do other things while it washes.

**11. Conclusion**

Data was obtained from the official websites and official Facebook pages for the examination of practises linked to identity creation and depiction of different home appliance brands in the discourse of Pakistani internet marketing. After the analysis, it is concluded that all the brands and companies use various tactics to increase their customers such as the use of

figurative speech, by targeting the interests and requirements of the audience, by using emotional tools to convince the audience, by ensuring the customers that the company cares about them, presentation of the products in a unique manner, by offering various deals and discounts on the special occasions like, religious, national or international events as well as personal events. It is evident that in an emotional market like Pakistan brands need to linked themselves with national, religious and cultural aspects of society. Brands tend to have a multifaced identity that linked them with audience by showing them their patriotic, religious and cultural identities with the help of advertisement. The text producers chose the words which attract the audience and use such catchy lines that quickly grab the attention of the viewers to develop the interest in the products. Furthermore, Brands use their Slogan to advertise the products and make the audience feel that the company is concerned about them. Slogans like, Dawlance “KUN K DAALANCE RELIABLE HAI”, KENWOOD “KHUSH RAHO”, PEL “CHANGE YOUR LIFE”. By using all the above tactics, companies usually succeed to attract the audience, in result, their marketing, fame and consumer rates increases.

### References

- Alessandri, S. W. (2014). *Visual Identity: Promoting and Protecting the Public Face of an Organization*. Routledge.
- Amin, A. (2020). Attitude Towards Language in Sociolinguistics Settings: A Brief Overview. *REiLA: Journal of Research and Innovation in Language*, 2(1), Article 1. <https://doi.org/10.31849/reila.v2i1.3758>
- Berger, A. A. (1998). *Media Research Techniques*. SAGE.
- Blommaert, J., Blommaert, D. of B. C. for the S. of M. S. J., & Jan, B. (2005). *Discourse: A Critical Introduction*. Cambridge University Press.
- Chaika, E. (2008). *Language: The social mirror* (4th ed). Heinle.
- Cook, G. (1995). *Discourse and literature: The interplay of form and mind* (2. impr). Oxford Univ. Press.
- Cook, G. (2001). *The discourse of advertising* (2nd ed). Routledge.
- Coulmas, F. (2022). *Language, Writing, and Mobility: A Sociological Perspective*. OXFORD University Press.
- De Fina, A., &Georgakopoulou, A. (2011). *Analyzing narrative: Discourse and sociolinguistic perspectives*. Cambridge University Press.
- Dijk, T. A. van. (2013). *News As Discourse*. Routledge.
- Dos Santos, L. M. (2020). The Discussion of Communicative Language Teaching Approach in Language Classrooms. *Journal of Education and E-Learning Research*, 7(2), 104–109.
- Downes, W. (1998). *Language and Society*. Cambridge University Press.

- Dutka, S., & Colley, R. (1995). *DAGMAR, Defining Advertising Goals for Measured Advertising Results*. NTC Business Books.
- Eisenlauer, V. (2013). *A Critical Hypertext Analysis of Social Media: The True Colours of Facebook*. A&C Black.
- Fairclough, N. (2003). *Analysing discourse: Textual analysis for social research*. Routledge.
- Fairclough, N. (2011). *Media discourse* (Repr). Bloomsbury.
- Fairclough, N. (2013a). *Critical Discourse Analysis: The Critical Study of Language*. Routledge.
- Fairclough, N. (2013b). *Language and Power*. Routledge.
- Ganz-Blättler, U. (2018). *Signs of time: Cumulative narrative in broadcast television fiction*. LIT.
- Gee, J. P., & Handford, M. (Eds.). (2012). *The Routledge handbook of discourse analysis*. Routledge.
- Gumperz, J. J., Levinson, S. C., & Levinson, S. C. (1996). *Rethinking Linguistic Relativity*. Cambridge University Press.
- Harter, S. (2012). Self-perception profile for adolescents: Manual and questionnaires. *Denver, CO: University of Denver, Department of Psychology*.
- Holland, K. (2022). Marketing mental health: Critical reflections on literacy, branding and anti-stigma campaigns. In *Communication and Health* (pp. 165–187). Springer.
- Huo, H., Qi, H., & Newton, N. J. (2022). Examining Identity and Generativity among Middle-aged Female Activists in Two Cultural Contexts. *Journal of Adult Development*, 1–10.
- Janks, H. (1997). Critical discourse analysis as a research tool. *Discourse: Studies in the Cultural Politics of Education*, 18(3), 329–342.
- Jones, R. H. (2012). *Discourse analysis. London and New York: Routledge*.
- Jwa, S. (2022). L2 College Students' Disciplinary Literacy Development: The Mediating Role of Writing Practice. *Journal of Language, Identity & Education*, 1–17.
- Leiss, W., Kline, S., Jhally, S., & Botterill, J. (2013). *Social Communication in Advertising: Consumption in the Mediated Marketplace*. Routledge.
- Mills, S. (2006). *Discourse*. Routledge.
- Musolff, A. (2006). Metaphor scenarios in public discourse. *Metaphor and Symbol*, 21(1), 23–38.
- Nosirova, M. F., & Farhodova, S. U. Q. (2022). The study of sociolinguistics and the implication of social factors. *Science and Education*, 3(5), 2017–2020.
- Ochs, E. (1996). Linguistic resources for socializing humanity. In *Rethinking linguistic relativity* (pp. 407–437). Cambridge University Press.

- O'Guinn, T. C., Allen, C. T., Scheinbaum, A. C., & Semenik, R. J. (2019). *Advertising and integrated brand promotion* (Eighth edition). Cengage.
- Okazaki, S. (Ed.). (2012). *Handbook of research on international advertising*. E. Elgar.
- Paltridge, B. (2006). *Discourse Analysis: An Introduction*. A&C Black.
- Qureshi, I., Bhat, B., Gupta, S., & Tiwari, A. A. (2022). Future research directions in polarization. *Causes and Symptoms of Socio-Cultural Polarization*, 285–296.
- Rasinger, S. M. (2013). *Quantitative Research in Linguistics: An Introduction*. A&C Black.
- Riley, P. (2007). *Language, culture and identity: An ethnolinguistic perspective*. Continuum.
- Threadgold, T. (1989). Talking about genre: Ideologies and incompatible discourses. *Cultural Studies*, 3(1), 101–127.
- Vestergaard, T., & Schrøder, K. (1985). *The language of advertising*. B. Blackwell.
- Williamson, J., & Dir, J. W. (1978). *Decoding Advertisements: Ideology and Meaning in Advertising*. Boyars.
- Yang, B., & Li, W. (2020). *Corpus-based Approaches to Grammar, Media and Health Discourses: Systemic Functional and Other Perspectives*. Springer Nature.