

**“QUENCH THE THIRST OF SUMMER WITH THE JUICE PRODUCTS” ANALYZING THE DISCOURSE OF JUICE PRODUCT COMMERCIALS IN THE PAKISTANI MEDIA INDUSTRY**Ali Siddique<sup>1</sup>, Illahi Baksh<sup>\*2</sup>, Wahid Ud Din<sup>3</sup>**Original Article**

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**Abstract**

*This paper is an attempt to analyze the commercials of juice brands on television of Pakistani Media. The commercials that are taken to be analyzed are the two renowned brands of Juice products in Pakistan. The names of these renowned brands are “Nestle Fruita Vitals” and “Pakola Flavored Milk”. The aim of this paper is to analyze the linguistic devices that have been used to promote the specific ideology behind commercializing the two brands of juice products in Pakistan. The specific motto has been highlighted behind each of the commercial advertisements. The article tends to present the catchy phrases and the particular words that have been used in these two advertisements of juice products that inculcate certain ideologies for their listeners to buy their brand. The procedure of analysis was processed with the help of Fairclough’s model of the “Three-Dimension Framework” (1989). The analysis has presented the philosophical frame behind these two commercial brands. The critical analysis of discourse helped to know about the different strategies that have been adopted by the advertisement makers to sell the juice products of two separate commercial brands in Pakistan. They are briefly explained and interpreted in the light of the CDA model. The analysis of data has revealed a fact that the commercial designers of the two juice brands tried to use specific rhetorical devices to attract the mindset of people to buy products. The advertisers try to convince the general public that their juice brand as that they wanted should be introduced in the market. It is better in comparison to all the other juice brands in Pakistan. Therefore, the present study has tried to reveal this fact with a comparison of advertisement content in two different juice brands in Pakistan.*

**Keywords:** Brands, Commercials, Ideology, Media, Pakistan, Juice products

**1. Introduction**

Kaur, Arumugum, and Yunus (2013) defined the ideological impression of advertisements on Juice products in previous studies that aimed to construct of specific cultural ideology, gender togetherness, identification of a specific group of individuals in a role, and the authority of a particular brand. These instances have been taken from printed commercials in magazines that advertised different soft drink products. Similarly, Conradie (2013) worked on commercials for aviation services, and Tahmasbi and Kalkhajeh (2013) on advertisements for banking services. The above studies have shown the ideology of power inculcation in these subjects within discourses of the following TV advertisements. The role of social media is significant in the field of commercialism. It has been a great source of business in the marketing world. The nature of advertisements has been differentiated. One form of advertisement is printed which is found in different newspapers and magazines. However, the other form of advertisement is the electronic version of it. The advancement of technological gadgets has promoted the electronic version of

commercialism more than the printed version. The majority of the public use electronic forms of different Medias for the accomplishment the various tasks worldwide. Therefore, advertisers seek the help of electronic media services for the propagation of juice product commercials. They adopt persuasive strategies to appeal to the young generation of society with the inculcation of specific ideologies to sell their products.

### **1.1. Aim of this Study**

The paper tends to explore different persuasive techniques that have been used in discourses of advertisements on juice products. The renowned advertisements have been taken from the virtual media of Pakistan.

### **1.2. Objectives of this Study**

The following three objectives to be in found in the following study are:

- i. To find different persuasive strategies that have been employed in electronic commercials of juice products in Pakistani media.
- ii. To discover principal themes in selected commercials of juice products.
- iii. To find the expected impacts of persuasive strategies in commercials of juice products on Pakistani viewers.

### **1.3. Research Questions**

RQ1: What are different persuasive strategies that are used in electronic commercials of juice products in Pakistan?

RQ2: What principal themes have been selected in commercials for juice products?

RQ3: What are the expected impacts of persuasive strategies in commercials for juice products on Pakistani viewers?

## **2. Review of the Previous Literature**

### **2.1. Significance of the Advertisements in the Electronic Media**

The aim of the advertisement is taken into the broader sense. It is mainly concerned to inform people about different kinds of new products and the public services to pursue them for their avail. However, the contribution of Cook (2001) tried to reject the definition of advertisement based on its typical function because of three important reasons. According to Cook (2001), the first reason to reject the definition of advertisement based on its function was that all advertisements are not designed to sell products. The few advertisements are also designed to dispatch public awareness, important messages from state governments, etc. The second reason was the issue of persuasion. The act of persuasion can also be felt by genre description than the advertisement itself. The third reason was the function of the advertisement genre. All advertisements are not served for the purpose of persuasion. There may be other different tasks besides the purpose of pursuing the public's attitudes. Therefore, Cook (2001) gave suggestions on the definition of advertisement that stated its definition which is linked with typical elements or strategies to define it. One of the many objectives in the propagation of specific advertisements refers to either changing or constructing the set of planned opinions on some phenomenon. In order to accomplish the task of inculcating a specific set of pre-planned opinions in the minds of the public; different techniques are employed by the advertisement makers. They try to work on genres that target groups of individuals to focus on products and make possible decisions to buy. On the basis of it, Fairclough (1989) stated the notion of power and language. The language in the discourse of

advertisements contains a particular motto to orchestrate in the minds of the 'selected audience'. A similar notion was provisioned by Cook (2001) that identified advertisements on the basis of different genres. These genres employ different techniques to pursue and spread the trap of influence, either warning and sometimes even manipulating or misinforming audiences in a certain way to buy products of specific brands. On the other hand, if it is a political ad then it attracts the public to give their vote to the political faction that the media wants to bring in the current government.

## 2.2. Components of the Advertisements

The advertisements have a discourse that is linked with the context. The context helps in the production and consumption of products. Van Dijk (2008) has argued about its different kinds that depend on different contexts. The advertisement in context has different components. These components are briefly discussed below.

1. **Content:** It is the material that either carries or text to which it is relied.
2. **Audio and Images**
3. **Language Description:** It is the description of behavior that is accompanied with extra lingual features. These extra-lingual features include; gestures, expressions of faces, quality of voice, touch (within speeches), font choices and size of alphabet sizes (for writing).
4. **Context:** It is the relation of people with objects within discourses that have been perceived by audience.
5. **Co-textual patterns:** These patterns either follow or tend to precede the analysis. The participants follow an analysis and the same participants judge this discourse.
6. **Inter-textual patterns:** These patterns are associated by the participants that belong to some other discourse. These greatly affect interpretation of participants in a discourse.
7. **Audience (Participants):** The intentions, beliefs, affiliations, attitudes and knowledge of members is important. The participants are simultaneously made part of context to observe the whole phenomenon. The description of participants is perceived in terms of either the receivers or senders of particular message. The perception of message sender is not same as addressers. However, the addressers tend to rely on message. In an example of any commercial, the functions of addresser vary with the role assigned to it. It can be actor and others etc., whereas, role of sender is definite that may be identified by an agency of advertisement. On the other hand, receiver is addressee. It is a recognized person to whom the issue is intended to. The addressee is a group of target people. The receiver is one that either watches or considers the advertisement.
8. **Functional intention:** It is a text intended by addressors. It is perceived by the receivers and acknowledges about the real situation.

## 2.3. Critical Analysis of Discourse: The Model of (CDA)

Van Dijk (2008) has defined the model of CDA in research domain of discourse analysis. According to Van Dijk (2008), the central theme of CDA use in previous studies was based to highlight the subaltern patterns in social domains. These subaltern patterns result into the dominance of one faction, the causes of inequality in society and abusive use of authoritative group into the marginalized sect. The resisting attitude against the adoption of subaltern patterns is discussed in context of social and political aspects.

The chief components of CDA were summarized in works of Fairclough and Wodak (1997). They have been given below:

- a. The use of CDA model is to highlight societal problems.

- b. The relations based on powers are discursive in nature.
- c. The discourse that deals with culture and the society is worked by CDA.
- d. The discourse have work based on specific ideology
- e. Discourse dealt have a historical connection
- f. Link of society with text is mediated.
- g. Analysis of discourse is explanatory and interpretative in nature
- h. Discourse present is in the form of societal actions.

The foundation of discourse analysis was studied by Wodak (2001). According to Wodak (2001), the discourse form and textual analysis emerged in 1970s with a name, "Critical-Linguistics". This field identifies relation of language with societal status and attribution of power. The field of critical linguistics was preferably called Critical Discourse Analysis in 1990s. The status of CDA was raised with issues by the critical thinker Fairclough (1995). It was argued that the field of CDA is more extendable compared to CL. According to Blommaert, (2005), the contribution of Fairclough's Language and Power (1989) is a hallmark in field of CDA. The model of CDA is proposed to explore a relation of discourse with an authority and the extent of relation between them. Therefore, there are number of methodologies that are responsible for origination of CDA. Wodak (2001) defined areas of CDA that can be dealt in different discourses. They can be the political, racist and discourse of media industry. On the basis of different discourses, the researchers adopt different methodologies with CDA to study discourse in their studies. The model of CDA is interdisciplinary that can draw methodologies with refer to different domains. The CDA does involve researchers together and work irrespective to their domains. This results into an eclectic approach that involves researchers from different domains. Every researcher addresses separate methodology and set of tools to address and explore issues. The observations are inferred from hypotheses that have been generated from researchers on various issues. They tend to improve and revise results of previous studies in order to fit data that could illustrate different theories. The historical perspectives in contexts are vitally consulted in order to know about the identification of changes, inter-discursive modes in texts and inter-textual pattern identification. CDA uses different set of grammatical principles. The most important principle is Systemic Functional Linguistics (SFL). The aim of CDA is practical application of different findings that is related to different discursive actions. The notions of ideology and power on discourses are significant to identify CDA and its interpretation.

#### **2.4. Relation of Discourse with Power and Construction of Ideology**

Fairclough and Wodak (1997) stated that the discourse of CDA is related with domain of societal practices with language, either spoken or written in form of a text. The context of language usage is influential in nature. It is a two way process. The context even influences the discourse and on the other hand, the discourses even influence contextual ideology. Similarly, the context does involve variable that carry relation of speakers with their societal engaged roles in different situations. Therefore, the discourse in a context seems conducive that carries a package of different issues related to power and ideology inculcation. The idea of societal power and power itself in groups is important for critical analysis of discourse. Van Dijk (2008) stated about the group practices that produce and even exercise societal power in discourse with control on thoughts of people. Therefore, the access to media discourse is significant to exercise power on group of individuals that meet with regular means to produce position of power. It is the position of power that can control both, the text and the context towards subsequent mind and the actions of people to adopt the particular propagation of an agenda. Fairclough (1989) stated that the practice and enactment of media is possible through practice of strategies that included dissimulation and manipulation of discourse. The viewers on media consider particular authoritative group as

informative and responsible to construct their opinions and beliefs on affairs of state. The authoritative form of attitude is likely to be imposed with consent of majority. Therefore, Fairclough and Chouliaraki (1999) stated about consent that it is manufactured with natural practices in order to look natural and logical. Keeping this view, it can be said that the ideology plays a subtle role in lives of people. It adopts a certain procedure to acknowledge awareness of people without properly informing them.

### **3. Research Methodology**

The following study is qualitative in nature. It analyses the two commercials of juice products that have been taken from the Pakistani media industry. The advertisements for two brands of juice products that have been taken to analyze its discourse are Nestle Fruita Vitals and Pakola Flavored Milk. The advertisements were downloaded from YouTube channel. The commercials are analyzed through a model of multi-modality. Paltridge (2008) defined multi-modality as the combination of different aspects in one mode. The words accompanied with pictures and video clips with proper sound and virtual images.

### **4. Theoretical Framework Adopted in Study**

The process of analysis is carried with the help of Fairclough's (1989) model on three-dimensional framework. It is three-dimensional because this aims to present actual production of texts, followed by the interpretations from participants and finally the societal conditions that help in production and interpretation of specific text. The framework is designed on three dimensions to interpret the discourses. They are the text, practice of discourse and practices of socio-cultural aspects. These dimensions shape together three significant stages of CDA. They are the description of texts, its interpretation and finally the explanation. The first stage of description is concerned with formal aspect of texts, second, the interpretation of text is a cognitive procedure in participants and final stage is the explanation of text. The explanation of text is done with the help of given social settings that are responsible for the production and interpretation of the texts.

### **5. Findings and the Analysis of Discourse in Advertisements of Two different Juice Brands**

#### **5.1. The Analysis of Text**

This stage is first to analyze the lingual elements that constitute the overall text of commercials. The entire transcription of dialogues in commercials is written (see appendix 1 and 2) with its examination. This process was made possible through multi-modality model. It is in terms to recognize the voice and visual symbols used in both advertisements. The voice is a significant element with video. These both constitute to give clear information. The duration of commercial for Nestle Fruita Vitals is 2 minutes and of the Pakola Flavored Milk is 1 minute.

##### **5.1.1. Nature of Voice**

The advertisement of Nestle Fruita Vitals had two voices that are exchanged with dialogues. On the other hand, Pakola Flavor Milk uses the male voice. The exchange of voices between boy and his grandmother is giving the information of love, togetherness and care for each other in similar passion as the Nestle Fruita Vitals do in severe hot season for us. The voice is suggestive to closeness and makes speech to take the care for their loved ones. The advertisement of Pakola flavored Milk is in the form of song that is delivered in voice of male. The song is energetic, rhythmic and fast. The song is picturized on youth of University, the students that are actively engaged in different sort of sport activities and they are collectively the part of a united family. The loud chorus "very healthy very yum" intensifies the need of youth to revitalize them with a sip of cold flavored pakola milk. The lyrics of chorus in between of songs are imperative in nature. They tend to force youth of Pakistan about the unique qualities of Pakola flavored Milk that comprises

of different flavors to boost energy level within no time. The imperative stance of advertisements in form of persuasion is one of its effective qualities. It has been observed that both commercials of juice brands gives their ending with a motto to buy the product that takes good care for them and their loved ones. The ending phrases in two of these advertisements were separate. They had written and voice messages.

The ending statement in commercial of Nestle Fruita Vitals was

**“Jinhnon ne sikhaya humhein pyar karna aao unhi se shru Karen izhaar karna....”**

(The one who taught us the love lets share love with them)

It is a suggestive tone that guides people to take care of their loved ones like the sip of fruita vitals takes care of our health. It is a symbolic recognition.

However,

The ending statement of Pakola Flavored Milk was a chorus that was repeated in between of song said for the Pakola Milk.

The Chorus stated that **“Very Healthy Very Yum”**

It is an alluring statement that tends to bend the mind of youth to take Pakola Flavored Milk. It presupposes that this is the only juice that could revitalize the health and is good in taste than other juice brands.

### **5.1.2. Choice of Lexes**

The statements above have been the central themes (motto) behind each of the two separate commercials on juice product brands. The slogan of Nestle Fruita Vitals is a suggestive. It uses the phrase **“aao unhi se shru Karen izhaar karna” (let’s share love with them)**. The contracted word **“lets”** is made of two words let and us. These two words show a sign of togetherness between the viewer and addressor. Similarly, it is the attempt to create relation between the product “juice” and its customers. The phrase in commercial of “Pakola Flavored Milk” that catches the spirit of youth was **“very healthy very yum”** that is the choice of words. It is seen that the association of health and taste both is a need of youth to quench thirst with a juice that not only can benefit their health but is really good to feel in taste. The combination of two persuasive slogans, “very healthy” and “very yum” are used to instigate in a single tone.

### **5.1.3. Characterization in the Advertisements**

The color of costumes in commercials is a significant factor. The characters were attired in a commercial that addresses the color combination of the product. The advertisement on Nestle Fruita Vitals shows that the boy was attired in yellow shirt with white pants. Similarly, the grandmother of the boy was dressed in yellow. The sign of yellow signifies the mango flavor of Nestle Fruita Vitals that they had together, when the boy visits his grandmother with gifts. On the other hand, the attires in commercial of Pakola Flavored Milk were different. The most common colors of attires were green, brown, yellow and pink. These colors referred to different flavors of Pakola Flavored Milk. Namely, the green color denoted the pistachio flavor, brown as chocolate, yellow as mango and the pink as strawberry. In collection of these four important colors in attire of students within an ad, the four flavors of Pakola flavored milk were shown.

### **5.1.4. Alliterations Used in the Advertisements**

The use of alliterations maintained the rhythm of song and tried to memorize the catchy phrases. Few examples from both of the advertisements have been shared.

#### **a. Nestle Fruita Vitals**

*Special logon ko Special feel karwaany ka Special din hai (cf.1)*

*Phool meray Phool ko ye Phool de dena, kehna ke tere Phool ne ye Phool diya hai (cf.2)*

**b. Pakola Flavored Milk**

*Bachon aur badron ki pasand, piyo jitna na bahray mann (cf.3)*

**5.2. Practice of the Discourse**

The following section will try to discuss the related processes to interpret the texts and the interaction of text with the receiver. It is the process to find the target population that frame text, the way it could be to represent the perceptions of audience and the angle of the commercial designer. The commercial of Nestle Fruita vitals target the relation of love between the family members of a society. The respect, love and care for the elder ones by the young. However, it does not only target the family members to be their customers. The actual fact that has been exploited in terms of love relation between the young with their elders is to raise an awareness of hidden feelings and expectations of old members for their young in a house. The old are expected to be especially cared and loved that maintains healthy relation amongst the overall family members. The feelings of an old woman, who lost her husband, have one member of her family that is her grandson. She expects to be cared. However, she does not express with her grandson. The grandson knew the level of respect and special care that was required for her. The aspect of surprise creates an environment of sprout in feelings of love and happy expression given by the old lady. The gifts that she instructed his grandson to buy for his beloved girl were given to her by him after the sudden knock of the door. She did not control her tears that dropped during the hug to the bouquet of red roses that her grandson gave to her. In this overall advertisement, the old ones are shown as a sign of respect in society of Pakistan. The share of feelings, gifts and glass of Nestle Fruita vitals have represented a kind of persuasion for the audience in a respective way. It was possible with the infusion of ideology to introduce the product of Nestle Fruita Vitals with the teaching of recommended values in society. The advertisement on Pakola Flavored milk targets the youth of Pakistan. The youth is picturized to be involved in different sorts of activities. The psyche of youth is targeted that feels to revitalize their body and soul every time with boost energy. The energy drink tastes better and gives them an instant source of energy to the audience. The relation of Pakola Flavored milk with youth is shown friendly. The last scene of advertisement have shown a family function that recalls all characters of ad in a function, having sips of juice and makes their mood full of joy. The transfer of youth to elders has given audience an idea that not only the youth are its buyers but any member of society can buy it without any age restriction. It is health friendly for all ages to make them healthy ever with a good taste.

**5.3. Societal Practice**

It describes the societal phase that governs to process creation of specific text and its consumption. It is concerned with the overall analysis of the commercial theme. The large proportion of analysis area in the form of discussion is highlighted in this phase. The advertisement of Nestle Fruita Vitals is campaigned to promulgate the sign of love on the Valentine's Day. "**Let's share love, who taught us the meaning of love**". It enlarges the caption of audience that is not restricted to the love between a boyfriend and the girlfriend. However, it sets to appeal emotional order of all people in a society and around the globe to communicate and share the happiness. This shows that without the feeling of love, the person is incomplete in any relation. The commercial of Pakola Flavored Milk is mainly linked with youth community. Thus, the youth market is a target. The juice is repeatedly concerned with the health of youth that is active and needs immediate course of energy supply. The advertisement communicates with audience that whatever may be your activity, you need to have this juice that is made of natural extracts and

can revitalize you with many loving flavors. It can surely appeal you. Therefore, your choice must be a healthy juice with a good taste.

## 6. Conclusion

The study had an analysis of commercials of juice products that has been taken from the Pakistani media. The study had an intention to draw a sketch of persuasive discourses in commercials of juice products. It was found that the specific ideology-based discourses in the advertisements appealed general public to buy juice products in a hot season that is claimed to bring severity for them. The juice products are symbolized with a sense of care for the people in a harsh weather. The discourses in commercial tend to find socio-cultural ideologies that construct and reiterate associations in large group of consumers. The analysis has further cleared many ideas about fetish techniques to increase consumerism. The products are designed to contain magical influences for general happiness to spread consumerism. The particular aspects have been valued in public that bring the sense of togetherness, fearlessness and care. These senses are being exploited by the advertisement makers to instigate buyers to choose brands of specific companies.

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## Appendix No 1: Advertisement of (Nestle Fruita Vitals) (Duration: 2 minutes)

Nestle Fruita Vitals (Advertisement 2019)	<a href="https://www.youtube.com/watch?v=oYF6ousTiaY">https://www.youtube.com/watch?v=oYF6ousTiaY</a>
<p><b>(Celebrate Unconventional Love Story)</b></p> <p>The advertisement starts with a boy, who have gift with him,</p> <p>Bell Rings with the ring of Phone to an old woman (aunty).</p> <p>She receives the phone,</p> <p>The grandson says on phone to his grandmother:</p> <p>Grandmother with (excitement)</p> <p>(She takes the turn behind the reason to call her)</p> <p>Grandson:</p> <p>Grandmother:</p> <p>Grandson (in state of confusion)</p> <p>Grandmother</p> <p>Grandson (takes the bouquet of white roses)</p> <p>Grandmother</p> <p>Grandson</p> <p>Grandmother</p> <p>Grandson (Laughs)</p> <p>Grandmother</p>	<p><i>Hello.</i></p> <p><i>“Duniya Jahan ki awazen ek taraf aur meri dadi ka hello ek taraf”</i></p> <p><i>Thank you (Twice)</i></p> <p><i>“Lagta hai tujhay mujhsay kuch zaroori kaam hai”</i></p> <p><i>“Dadi, aaj special logon ko special feel karwane ka special din hai, aap samjh rahi hain na??”</i></p> <p><i>Mein sab samjhtii hun bachuuu...haan..!</i></p> <p><i>Daadi aap hi help karden na?, Samjh nahi aaraha kiya Gift dun</i></p> <p><i>Aye phool meray phool ko ye phool de dena, kehna ke tere phool ne ye phool diya hai</i></p> <p><i>(Laughs)... Dadii too good too good</i></p> <p><i>Sirf laal gulaab, aur eik perfume, gift wrap kar waa k aur shashkay k liye kuch balloons wagera aur us k pasand ki koi music</i></p> <p><i>Uska favorite music tau nahi pata</i></p> <p><i>Yaar tum us k facebook par jaa kar aur YouTube kardo.. Bus...!!</i></p> <p><i>Aisa karo tum sabb lejao, agar woh jaanti hai tum us se kitna pyar karte ho tau woh maan jaiegi... aur agar naahi jaanti aur jaan jaegee</i></p>

<p>Grandmother recalls her love in an old diary... (Sighs)...</p> <p>The scene resumes from where the advertisement started with (ringing of bell on door).</p> <p>Grandson (The boy) at the door</p> <p>Grandmother opens the door</p> <p>Grandson (With all gifts in hand that his grandmother asked to buy on phone)</p> <p>Grandmother gives hug to gift with unintentional drop of tears in her eyes</p> <p>The theme of Advertisement in background with glass of fruita vitals juice in hands of both</p>	<p><i>Aaj special logon ko special feel karwaany ka special din hai</i></p> <p><i>Jinhnon he sikhaya humhein pyar karna aao unhni se shru Karen izhaar karna...</i></p> <p><i>(Nestle Fruita vitals... SIP Positive)</i></p>
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#### Appendix No 2: Advertisement of (Pakola Flavored Mil) (Duration: 1 minute)

Pakola Flavored Milk	<a href="https://www.youtube.com/watch?v=4ww0fNEogeY">https://www.youtube.com/watch?v=4ww0fNEogeY</a>
<p>Advertisements starts with group of University friends that play music and chat</p> <p>One of the boy see his beloved classmate, by far she was coming with her friends</p> <p>(Music).....</p> <p>He catches her hand and gives her the pakola flavored milk</p> <p>(All chanted in background with one voice)</p> <p>“ very healthy very yum”</p> <p>A family is shown that does breakfast together</p>	<p>Background</p> <p><i>(Bachon aur badron ki pasand, piyo jitna na bahray mann)</i></p>

<p>The different flavors of this brand are shown</p> <p>Mother gives a juice packet to her children, when they get ready to go school in their lunchboxes.</p> <p>The sportsman play tennis, takes rest in a scene by having sip of juice and starts to dance</p> <p>Children play football in a ground</p> <p>Girls in a gymnastic class dance after a sip</p> <p>The Girl and Boy of the University, who came in first scene are married</p>	<p><i>Iss kay flavors bhi hai sabb udhammm, Iss main protein aur calcium...</i></p> <p><i>(Very Healthy, Very Yum)</i></p> <p><i>(Raho tum fit aur sehatmandd) (Iss main hai mastii bhi aur funn)</i></p> <p><i>(Summer yaa winter autumn)</i></p> <p><i>(issay piyo har mausam)</i></p> <p><i>(chaahaay khushii ho ya bandhaan) (Iss say hojaie milannn)</i></p> <p><i>Hai ye milk number one</i></p> <p><i>Pakola Flavored Milk</i></p> <p><i>“ very healthy very yum”</i></p>
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