



Comparative Analysis of UK & Pakistani Advertisements: A Cross-Cultural Perspective

Wahid ud Din¹

Sarah Shamshad²

¹Lecturer in English, Higher Education Department, Punjab

²Lecturer, Department of English, National College of Business Administration and Economics Multan

Abstract

Culture plays a very important role in an advertisement. Ads not only have semantic significance but also a metaphorical interpretation. Media strategy is very crucial in designing an ad. The language of advertisement got its own meaning. This study is based on the comparison of Pakistani and UK ads. For this purpose, Multidimensional critical discourse analysis is used to analyze the data. The researcher followed the multimodal critical discourse approach (Machin, 2007), Van Leuven's framework for recontextualization (2008), and Berry's model of acculturation (1980). The researcher has taken four Pakistani and four UK advertisements to know the difference between them. The UK ads are highlighting their own culture whereas in Pakistani advertisements although local culture is dominating yet still there is an assimilation of dominating culture, i.e. west. The reason is obvious that eastern advertisement companies are attracted towards strong economic conditions. So, the linguistic and visual features of participants and their color shows acculturation that UK, s culture is dominant.

Keywords: Culture, Cross-cultural, advertisement, UK, Pakistan, Media, Critical Discourse Analysis

Introduction

Culture reflects lifestyle, the way of living. Speaking dress, attitude, learning, beliefs, and norms are also part of the culture. Many factors affect the marketing strategies like target market, budget, economy, and competition. Product promotion, planning to cope with competition, quality maintenance, and cost control comes into the category of marketing strategies. Culture has a clear impact on marketing strategies. To Kaur, J., & Chawla, R. (2016) no advertising organization can ignore the local culture. Culture helps to sell the product in the market. The interpretation of ads is not all about semantics. The meaning can be found in metaphors, they can be in the form of words and pictures as well. For Fraser (1993, p.332), metaphor is an 'instance of non-literal language in which the intended propositional content must be determined by the construction of an analogy'. English Idiomatic expression can be conveyed through language and sometimes these expressions 'goes over the head' which people will say 'incomprehensible to you'. For example, an advertisement for Ultra Bold Laundry detergent shows money pouring down the drain, and an ad for an insurance firm shows a competitor literally stealing the shirt from someone's back (Cook, 1992).



As the world has become global village so the competition is very high. It's tough for an organization to start and extend its business with good marketing strategies. International markets are also influencing consumers' choices. As there is so much competition so many alternatives are available for customers, and they can switch to another product immediately. It's a consumer-oriented era every organization wants to satisfy its customers by providing the best quality and economical product. Only such companies survive which keeps themselves updated and adopt new strategies to attract customers. Although companies are facing many challenges but most important is culture because of its diversity and complexity. (Kaur, J., & Chawla, R. 2016).

People from different countries have different cultures and behaviors and attitudes. So, there is a need for international traders to redesign their strategies about products. International companies are facing problems in designing their strategies due to cultural complexity and diversity. (Marieke De Mooij, M., & Hofstede, G. 2010). Now only those companies are making their mark which is fulfilling the specific demands of a culture. Hofstede (1980) says that there are five factors of national culture, power distance, masculinity/feminism, uncertainty avoidance, and long-term orientation. He mentioned that culture distinguishes the member of one human group from another.

Hollensen (2001) states different concepts of culture as language, manners and customs, technology and material cultures attitudes and values, social organizations, aesthetics, and religion. Except for culture, other constraints are mentioned by opponents of standardized advertising. Language, traditions and habits, consumers' perception, nationalism, availability of media, and income level are also included in it. Language is the most important obstacle and may lead to the universal standardization of advertising messages (Thackray, 1985). Incorrect translation of advertisement leads to an awkward situation and can cause adverse reaction reactions (Ricks, *et al.*, 1974). According to Douglas and Dubois (1977), culture affects advertising in four ways:

- a) advertising theme
- b) connotation of words and symbols
- c) pictures and their interpretations
- d) selection of media

Culture and communication are linked to the sender's cultural background and the receivers. (Hornick, 1980). Munson and McIntyre (1979) define cross-cultural diversities are the result of differences in the situation which may affect the reception and acceptance of an advertising message.



Sommers and Kernan (1967) favored it by stating that the international differences develop individualized national advertising strategies and emphasized that the magnitude of international differences prevents the vast majority of international advertisers from employing a standardized strategy. There seems to be little doubt that culture plays an important role in the perception and use of advertising (Mallen and Litvak, 1966). Muller (1992) and Harvey (1993) thought cultural environment has a great influence on marketing strategies.

Cross-Cultural advertisements show that the ad based on imagery will be different from others. (Sriram & Gopalakrishna, 1991; Katz and Lee, 1992). Hofstede states (1980, 1983), the U.S. culture got a higher score on individuality, masculinity, and a long-term orientation, whereas, Russia has great power distance. The behavior (Lutz, 1985) towards advertising shows a difference in the two cultures. Imagery advertisement seems to be a more influential marketing tool in the U.S. than in Russia (Mikhailitchenko and Whipple, 2006). Interest in cross-cultural advertisement leads to many experimental studies which examine the similarities and differences in advertising content among different countries. According to (Zhang & Gelb 1996) it is considered that advertisements depict the target market's values and beliefs.

Research Question

1. How do linguistic and visual features reflect and propagate the cultural difference in Pakistani and UK advertisements?

Research Objectives

- To evaluate the cultural differences and assimilation
- To analyze the linguistic and visual features of advertisements

Literature Review

Gillespie (2004) states religion, language, history, and education are the elements of culture. They further say that "these aspects of the society send direct and indirect messages to consumers regarding the selection of goods and services." (Gillespie et al., 2004, p. 49) Gould et al. (1999) describe that large US-based advertising agencies believe that "the main issue of global communications is not thought to be standardization versus adaptation per se but rather organizational coordination which recognizes and encourages global strategies while working with local managers and markets" (p.13). "Who buys brands promoted in global as well as local media throughout the world" (Hassan et al. 2003, p 446) is essential. Hofstede et al. (1999) proposed a new method to establish an effective segmentation. A gathering of individuals, who have confidence in the shared characteristic of their family, potentially because of similitude in their



traditions or physical sort or on account of their aggregate recollections of colonization or migration, has been portrayed as an ethnic gathering. (Lindridge and Dibb 2003). Ethnic groups socially derived from larger group of society who shared activities of their origin. (Yinger 1986). By the time, these groups adopt the dominant host culture, i.e. called 'acculturation'.

Redfield, Linton and Herskovits (1936, 149) states acculturation 'those phenomena which result when groups of individuals having different cultures come into continuous first-hand contact, with subsequent changes in the original culture patterns of either or both groups. There are two thoughts about the process of acculturation. The first school of thought says that acculturation is a uni-dimensional process, (Gans 1979; Hair and Anderson 1972). The uni-dimensional model believe that the people of ethnic minorities lose their own culture and get closer to the host culture (Gans 1979; Gordon 1964). When an immigrant completely enters the host culture that is called 'assimilated' (Odgen, Odgen and Schau 2004). The bi-dimensional model is second and the most popular one. (Berry 1980; Mendoza and Martinez 1981; Ryder, Alden and Paulhus 2000).

Theoretical Framework

Multidimensional critical discourse analysis is used to analyze the data. The researcher followed the multimodal critical discourse approach (Machin, 2007), Van Leeuwen's framework for recontextualization (2008), and Berry's model of acculturation (1980). Leeuwen's (1996, 2008) framework presents how participants communicate ideology. Machin's (2007) modal provides a tool to analyze the semiotic resources. Machin's (2007) modal for multimodal is as follows:

Participants

People who play the role in an advertisement are called participants. What are they doing and how they are being depicted? Machin (2007, p. 109-123) says "analyzing the precise details of actions in written or speech can reveal more subtle messages about the way people are represented as having power or as being passive....applying these toads gives us a more precise tool kit for thinking about action and agency".

Settings

Setting is used to communicate general ideas. Machin (2007) states that settings are used to discuss the importance and actions. Settings can provide whole sequences of activity.

Poses

Images signify broader values, concepts, and identities. "Poses are a semiotic resource that can be used for their meaning potential. We must pay careful attention to



these when we wish to understand what kinds of people are depicted in the image” (Machin, 2007: P. 31).

Objects

How the objects are being represented and what context they are used. What message do they communicate? According to Machin (2007) objects carries meaning and increase their importance of it.

The researcher follows (Machin, 2007) framework for all aspects of the analysis of social actors. Van Leeuwen (1996) expresses views that cannot be said straightforwardly. As Van Leeuwen’s ‘representation of social actors’ (1996) includes a category ‘over-determination’.

My second methodological tool is recontextualization which depicts how models reconstruct discourse from the events. “Recontextualisation can exclude some of the participants of the practice they decontextualize” (Leeuwen, 2008: 8). They propagate particular ideologies and stances. Semiotic resources are used for communication or persuasion but in the context of social construction (Machin and Abousnoug, 2010: 29). Leeuwen (2008, p. 12) says “recontextualization makes the social practices explicit to a greater or lesser degree; it makes them pass through the filter of the practices in which they are inserted”. The researcher used these categories of recontextualization which Leeuwen (2008) highlighted. Berry states that individuals have a great ethnic identity and their participation in foreign or host culture is low. Berry’s model of acculturation and assimilation is also included as a theoretical framework. (Lerman, Maldonado and Luna 2009).

Selection of Data for Analysis

The data for the present study have been collected from Pakistani and UK advertisements. For this reason, I have selected four UK and Pakistani ads. The data collection source is YouTube.

Pakistani Ads

- 1) Al-Karam
- 2) Aerial Detergent
- 3) Fair and Lovely
- 4) Perk

UK Ads

- 1) Rocco
- 2) Cadbury



3) Olay Cream

4) Juice

The reason for the selection of these ads is quite obvious that these are the things that affect everyone. We all have an idea about these things so I randomly selected these ads, four from Pakistan and four from the U.K. The researcher has selected these advertisements because people of both countries are very much interested in them.

Analysis

i) Al-Karam(Pakistan)

Participants

Al-Karam advertisement represents many participants. They are engrossed in the performance of their chosen role. Machin (2007, p. 112) says: "In this case, we are invited into the thoughts of the person represented". The front image of the participants tells "what you see here is part of our world, something we are involved with" (Kress & Leeuwen, 1996, p. 136). Machin (2007, p. 148) says: "The central image gives meaning and coherence to those in the margin.... the central element is normally a photograph, diagram, or icon, which conveys the immediate symbolic meaning". This action reflects that they are close to each other.

Settings

The setting is mainly about tables, chairs, and a few props. Al-Karam advertisement has many settings. The opening setting of the video is a very impressive, purely elite class setting it is. The way things were managed, the curtain, the doors, the walls, and the windows of the wood show the artistic touch.

Poses

The "In Al-Karam ad we find participants in dancing and talking posture.

Objects

There are a number of objects, such as camera tape, the desk, the chair, and photo frames. We can focus on participants' " clothing, their shoes, hats and other accessories. Machin (2007, p. 150) says that frame can show boundaries and the absence of them can show natural connections".

Linguistic Analysis

Fairclough et al (2001, p.14) argues: "Texts are both socially structuring and socially structured". Words like "khud utho" (stand up you) show that a very clear message has been given in this ad for the uplift of women.

ii) Ariel Detergent (Pakistan)

Analysis



Procter & Gamble is a major U.S. manufacturer of soaps, cleansers, and other household products. P&G has three main product lines: household and personal care, food consumer, and health care products. P&G interacts with over five million consumers each year in approximately sixty countries around the world (PG. 2010).

No company in the world has invested more money in consumer and market research than Procter & Gamble. Each year the company conducts at least fifteen thousand research studies and invests three-hundred and fifty million dollars in consumer research (PG. 2010). Currently, P&G products are sold in 180 countries (PG. 2009) International expansion to markets with potential for growth and innovation in marketing campaigns is one of their major goals. Goddard (2002) suggested that "Although advertisements are ephemeral in that each one is short-lived; their effects are longstanding and cumulative" (p.3). Indeed, a commercial remains last long on the audience's mind if it is happening to inspire or motivate enough. Let's see how a company thinks differently while peeking into Ariel's website.

Are we too quick to judge each other? We often stain characters by applying labels without understanding. Ariel knows that labels are tougher to remove than stains. Have you ever endeavored to observe Pakistani society where passing any negative comment is piece of cake without bothering its lethal effects on other's life? Maybe no one bothers about it, but P&G certainly has wondered about it as seen in their "remove the label" ad. This very commercial is of 2 minutes 26 seconds released on December 19, 2016, that Attempted to stop the stereotypical behavior of our society for labeling others so easily without even knowing the factors.

This ad provokes intellectual thought and conversation surrounding negative stereotypes by taking the idiomatic phrase, "Labels are tougher than stains. Wash the label" "This ad has so much emotional appeal that one cannot resist making its analysis on a language basis.

Participants

In this ad, there are five characters presented of which three are visible 1 can be only heard from a telephonic conversation and the last one is just a name discussed. One is Fizza, the protagonist, the other is Kiran the director, and there is another strong character who is Kiran's mother. The last one is Kiran's and Fizza's boss Sohail.

Setting

In the setting part, we may discuss the identities, actions poses, and values of the characters in the said ad.



Identities, Action, and Values

Each character in this ad has multiple identities i.e. Fizza, a working girl who is already enjoying enough luxuries of life like personal conveyance and freedom to do a job but her second identity is noticed when she is talking to her telephonic friend. This time she has a dual personality which is unthoughtful, unthankful, jealous, fainéant, ravenous, acedia's, outspoken, who is bluntly commenting on others, representing the above-mentioned characteristics via her actions. Her values are materialistic when she is appreciating Kiran's house. She is also judgmental while saying the slang "Boss Ki Chamchi"(In Boss,s good book), here she is much rather attributing the success of her peers to some other underlying cause. The second Character is Kiran who is again a split personality. Apparently, she is securing a supreme job title as director of a company, which demands her to be rude, straightforward, and authoritative On the other hand, she is doing house chores which is actually a very unrealistic idea for a working woman in our society. Yet her values are above measure. She is a helpful, dedicated, well-ordered, and philanthropic kind of woman at home. Our third character of Kiran's mother is again having two aspects. Physically she is a handicapped woman but intellectually she is a very wise sober and polite lady who can offer a chance to apologize to anyone by giving it a good piece of advice. Our telephonic character's identity as a very strong antagonist appears on the screen that is not only digesting Fizza's verbosity yet pumping her to go beyond the limits.

Poses and Objects (ideas)

Advertisements construct normalcy (Kilbourne, 2010). Specifically, women in advertising are used as objects, rather than human beings. Particular Specific poses show the woman as weak individuals.

Furthermore, women are often shown in silly or trivial poses (Kilbourne, 2011). In Roco's advertisement when the woman is wiping out her tears its shows that women are weak.

Celebrities are presented in modeling and it is visible for showing the objectivity of women. In this ad it is easily observed that the Fizza is a good looking good-shaped pretty woman but weak in morals, follower of the Western array, lacking ethics of getting permission while entering into any house and at first her pose is as a quilter who is disturbed in her life as representing the most of our society disposition. Yet her pose changes when she was influenced by the defensive wording of the lady. Now we



can observe her pose is apologetic. This is a prime example of how an image of a woman is portrayed differently.



Pose

In this ad, the pose of the old lady depicts that she is dejected, enhancing sympathy for her. The image of Kiran with a basket represents the idea of a traditional woman who has no arrogance of her job tag. Elements of acculturation, assimilation can be seen in this video as well. Here in this very ad, we can observe the chunks of this idea when Fizza appears in western clothes, dye hair, her being independent, her driving a car, her accessories like Bluetooth and goggles all shows her inclination towards a dominant society. She already took up the cultural modification and borrowed the traits. Yet another aspect of modification can be discussed here that this ad is presenting a very good tactic of European culture that nobody there is passing remarks on others bluntly. They used to keep their own business with them. Yet they don't hurt others by labeling them. Which is the actual message of this ad too? (Berry, 2006).

The developer of this ad wants us to show his preference by highlighting the ethnicity merged with universality. (Berry, 2006). This aspect can be observed while Fizza, turning to be a sensitive girl sits near the old lady's feet in an apologizing manner. This is indeed our own culture to give respect to our elders. Yes, the working lady Kiran is doing house chores while maintaining her position as head of the company is as appreciable as could be said. The traditional dress of the lady is also awe-inspiring. So here we can see the adaptation of the culture of two different groups.

Here are a few imprints of Pakistanis in this ad too. Kiran is an organized, kind-hearted, helpful, hardworking yet typical woman wearing very simple yet rough clothes while doing house chores by herself. It is her cultural heritage to take care of her elders in every thick and thin. (Berry, 2006). Another symbol of separation is presented here when the lady is offering her tea even, she was hurt. And in the end, her gesture of tapping Fizza on her forehead shows her affection towards Youngers is extremely Pakistaniness. When the individual has little interest to keep his or her own cultural



heritage as well as taking up the dominant cultural identity (Berry, 2006). Also, the Failed attempts at integration cause high stress, such as in the form of marginalization. Fizza is badly marginalized why because at first, she was a proud and arrogant woman, yet her silliness became visible when she enters one's house and blindly starts commenting on her peer. It shows her bold behavior which was catastrophic. Upon being caught red-handed, her transformation is showing her marginalization.

In other meanings, there is no male character which shows that either the males are marginalized in this ad or males are far away from such labeling non-sense. It's only the characteristics of females being sarcastic. Another aspect of marginalization is an expression of "Sohail Sir ki chamchi" which shows that if a male boss is helpful to some employees, it is considered that he is very generous and kind. But when a female boss is discussed, she is rude and "Saroo".

Analysis (OLAY, UK Add)

Setting

In the opening scene of the ad, there is a wall behind which clearly shows that women were earlier marginalized. Now they are not ready to be within the four-wall boundaries of the house, so they are leaving that wall far behind. The setting is very sophisticated which shows the strength of women that they are equal to men and in every role, they are proving their mark. There is a green plant in the setting as well which is quite fresh as the women of the ad are. Even the plant is symbolizing that if it gets water on a regular basis then it will continue to grow same is the case with the skin of women. The white light in the background delineates "PEACE, PURITY, and POWER". The strength of a woman as the Second Sex on equality grounds.

Participant

Machin (2007, p. 112) says: "In this case, we are invited into the thoughts of the person represented". The front image of the participants suggests that "what you see here is part of our world, something we are involved with" (Kress & Leeuwen, 1996, p. 136). All characters seem to be dominating and enjoying their role. Machin (2007, p. 148) says: "The central image gives meaning and coherence to those in the margin.....the central element is normally a photograph, diagram or icon, which conveys the immediate symbolic meaning".

In Olay commercial ad there are nine participants, and all are women. They are middle-aged and quite confident. Although there are two black-skinned and seven white-skinned ladies. All of them are representing their own culture. The ad shows them as



active ladies. All are ready to fight for their rights. In the ad, the placement of two black women shows the element of racism that the majority are of white color. It is observed that in the opening scene of the commercial, all the women representing their respective fields step forward in a single straight horizontally illustrating the women's unity around the globe irrespective of their color, class, or race.

Costumes

Black is the symbol of grief but 5 out of nine wearing black shows elegance, prestige, strength, and power as an authority. One Black and another creole with their black and white dress among the rest 7 shows purity, safety, goodness, and a successful beginning of their life.

Poses

All women are having their own poses which indicate their confidence and sense of being noticed. Few ladies are sitting on chairs and even one woman is kicking which means that they are ready to move with the world and not ready to waste their energies and sit dull and dump. They are interested in shaping their bodies as well. Women made faces even which highlight their skin

Objects

The "lamp", "plant", 'day light' and 'sun light' are used as an object to communicate the meaning. "Face anything" campaign encourages women to be fearless and unafraid to be labeled as 'too' anything. The ad seems to be a sort of a social campaign for women. The message of this ad is that women should remain strong and face everything courageously. Olay has explored in its inspiring creative and influencer campaign called Face Anything, the study shows that women were tired of being judged. Being described as to something, instantly changes what could be perceived as a positive into a negative. You're too nice, too quiet, too sensitive, too independent, comments that can have an effect on your confidence. Olay aims to spark a movement for all women to embrace natural and real beauty, as well as embody confidence despite unrealistic expectations placed on them. From 'too driven' to 'to mumsy', Olay's ambassadors show women nationwide that they can face anything, no matter the labels society throws at them:

Em Ford, Film Maker & Storyteller: "Too outspoken"

Jazmin Sawyer, Professional Athlete: "Too dedicated"

Lady Leshurr, Musician: "Too bold"

Louise Pentland, Mumfluencer: "'Too mumsy'"

Suzi Grant, Broadcaster & Blogger: "'Too strong'"

Felicity Hayward, Model & Activist: "Too confident"

Tanya Burr, Actor & Influencer: "Too driven"

Jamie Rose Dee, Model & Content Creator: "Too feminine"

Hannah Witton, Online Creator & Author: "Too open"

The word "Too much" is a phrase that means excessive and in the said advertisement the word "too" has been used as the power of expressing the strength and qualities of being women either belong to any race or age group. Embracing these qualities, each woman is pictured with the word "too" crossed out. The word "skin" is metaphorically used and restricted by portraying it to women specifically. Face Anything also opens up about diversity, mental illness, vulnerability, ambition, and being driven, but mentions nothing about the quality or appearance of a woman's skin

Olay targets women of 25 to 45 as the product is for reducing wrinkles. With the opening of 29 seconds social campaign advertisement, a group of 9 women walking confidently with promising equality devoid of being limited on the basis of their skin and color. This campaign highlights that women cannot be restricted. A woman from every walk of life is more efficient and bold enough to face worldly challenges. Black women are portrayed both positively and negatively. Element of racism and white supremacy is still going on in advertisements. It is not enough to increase the number of positive portrayals of black people; negative portrayals must also decrease and eventually be eliminated altogether.

Behaviors

It is generally said that behaviors are acquired through conditioning.

- Chubby and blubbery Felicity Haywood poses to be confident and contented being obese and illustrates that being "over-weighted" is not a stigma to escape but one should be more confident as being indifferent.
- Jamie Rose, a renowned model is contented being "Too Feminist". Feminism means to be more compassionate, nurturing, and empathetic.
- Jazmine Sawyer is a professional Athlete and emphasizes dedication
- Louis Pent Land's "To mumsy" shows how she usually been rebuffed for challenging and pointing to the set domains of "Fashion". Her pink hair illustrates her femininity, boldness, confidence, and her realistic approach to kick out the traditional cultural set patterns.
- Lady Leshurr, British Rapper. Born to Caribbean parents, Black by skin usually been marginalized on the basis of her color Black and have been labeled as



“Someone”. Although she is British-born but social hierarchy has outcasted her but she is ready to face anything.

In collaboration with young women’s trust, this campaign encapsulates the exhausting expectations around women’s behaviors to fight against the fact that women are often labeled.

Power words

The repetition of the word “Too” reflects the embedded confidence, experience, dedication, and traits. The use of the first-person pronoun “I” depicts

- Individuality
- Identification
- Uniqueness
- Distinction
- Peculiarity
- Singularity

Commercial concludes with “If you feel confident in the skin you are in, you can face anything”

Women’s satisfaction lies in Self-recognition, endorsement, and ratification being women.

Analysis (Cadbury, UK)

In this ad, basically, there is a relationship between a mother & her baby girl. The relationship of a mother & kid is the same in West & East is the same, the love and tenderness which mothers have the same. The participants are wearing western dress. They are representing their own western culture. The ad indicates that the west often used soft & light colors.

Participants

There are three participants. The shopkeeper seems humble towards the kid. The kid is not having much money but still trying to get a present for her mother. The mother is a working lady who is working in a factory and she is traveling in a train to get to her daughter. Her excitement can be seen.

Object

Chocolate is being represented as an object. The gift is sweet and it resembles love, which has a strong feeling of care and affection. So it can be said that the object of chocolate is represented as an object of love and care. The little girl gave the shopkeeper her money and toys even to buy a gift for her mother and in change baby girl got her toy horseback.

**Pose**

The shopkeeper is not sitting straight he is looking at ng the other side of the wall. The woman and her colleagues are in a standing position and are busy with their work.

Setting

Color combinations are also used same in both types of ads. The setting is somehow different according to culture and its place, but different props or things are used which have western reflection both in the eastern and western ad.

In comparison to eastern culture, chocolate companies also portray the same message with little difference. Consciously & unconsciously, they focus and represent west culture as they use the English language (code-switching & code-mixing). The participants also wear western dresses which show their prestige. In linguistic analysis, there are few sentences that are uttered by a child, shopkeeper, and mother that just mention the adjectives, important words, facial expressions, and gestures that are conveying significant messages compared to words.

Analysis (Fair and lovely, Pakistan)**Participants**

In this ad, there is only one participant. It's just for the sake of glamour. Female as a symbol of objectification and glamour. There is no sense of the lines. What is this? Again? You are shocked etc. The model is sleek and fair and is quite attractive and appropriate as far as objectification is concerned.

Object

The girl has been used as an object of beauty.

Setting

The girl is in the washroom. The neat and clean setting is associated to the skin which can be like this after using this soap.

Pose

The girl is in a standing position. She is surprised by having fair and lovely in soap form. Earlier this product was available in cream form. This shows the growth of the product that the company is taking care of customer's choice and try to come up to the expectations of the people which is the reason of their success. White face and hands were the focus of the company. The gestures of the heroine are childish. The way she turns on the shower it's quite impractical, no one does such thing.

Beauty is a symbol of objectification. Whiteness is a standard symbol of beauty. Why are blacks not taken in any advertisements as an object of beauty? The Lexical items '*chonkgae*' (surprised), '*yhkya*' (what is this?), etc., show the hyperbolic nature of a woman. Why looking lovely and fair is only associated with females? Why men can't be used as



models instead of females? The name of the soap bar 'Fair and lovely' is quite catchy; here the question arises what about those people who are not fair it means they are not lovely? Who gets so excited while using a soap bar? The hyperbolic expression has been used in this ad. The woman has been objectified fair skin has been prioritized. If fair skin is so important then why not a man has been cast in this ad. Does it seem that Stereotypical standards on beauty are only for women? She already has a fair complexion then why she will use this product why not a woman with a darker skin tone has been cast ladies with darker skin tone will feel inferior. This inferiority complex can lead to financial crises and domestic violence. Fascination towards the product and dress also causes many problems which lead to deviation from the dress norms. We should accept ourselves the way we are this shows that a woman with a darker skin tone will not be acceptable by society if she won't do anything to get fair skin. This is the reason for the distortion of an individual's personality and ultimately it leads to low self-esteem.

The ideology that is being portrayed through this advertisement is that fairness is the only color that is taken as standard and it is only attainable if you use this beauty bar. e.g 'ab glow milay ga sabun say' (will shine from morning) This line shows that due to soap fairness was not achieved in the past, but now it is basically a modern trait that beauty is attainable by using soap bar. The lexical item soap is written in capital words which shows that achieving beauty through a soap bar is a new concept and it is used to add stress among people.

Analysis (Roco, UK)

Participants

The participants of this ad are kids. The participants are five in number. In this commercial, the young models of 8 to 10 years performed skillfully the showcasing of various formal and semi-formal, shoes, outfits, and fancy accessories. The movements, conduct, poses of the models promote the products and successfully gauge the attention of the viewers. The most highlighted thing in this ad is that all the young participants have different races, have different identities, and possess different values. The idea behind this choice of models that is three white and two black, is to convey the message of integrity, acculturation, assimilation, and solidarity.

Object

In this particular ad chairs, couches and flowers are shoes are used as an object. This particular commercial advertisement showcases a variety of footwear, special occasion dresses/ formal dresses, and fancy accessories. Semiotics resources were used very effectively by the advertiser. Semiotics is related to the signs and their meanings in



society. Signs can convey meanings. So, words, drawings, logos, street signs, photographs can be signs. This commercial advertisement is a candid example of semiotics because a plethora of signs and objects for instance dresses, shapes of different accessories, flowers, have been used by the director in this ad. Besides this, objects like flowers, balloons, colorful balls, white backgrounds, stairs decorated with green floral arrangements are perceived as a sign and symbol of freshness, happiness, optimism, and positiveness. One can easily see the objects like dresses, shoes wear, flowers, etc, as a signifier whereas the feeling of happiness, cheerfulness, and positiveness is a Signified. By using all the semiotics resources in the ad, the advertiser tries to emotionally interact with the viewer.

Setting

The kids are in a sitting position. They seem to be a friend and close with each other.

Pose

The pose is quite normal, and they are looking at each other in a happy mood. Festivity can be seen on the faces of kids. They are laughing, walking, moving, and talking to each other. Furthermore, the advertisements are mostly time constraints, so the advertiser is always bound to convey the main idea within in few seconds. Advertisers use semiotics not only through repetition but also through combining signals, bringing words, images, and music together into one meaningful and coherent composition. Hence semiotics is a vital discipline in the science of marketing, communication, advertising, and branding. So, by seeking help from this tool this particular company can easily access their customers. This commercial advertisement is about the UK, s leading brand of children's formal wear. It carries a huge range of boy's suits and girl's formal and semi-formal costumes along with hair embellishments for communion, bride's maids, wedding guests, and some special occasions. So, through effective use of verbal, visual, and performative elements, companies can easily approach the customers and hit the target.

Shadows of acculturation, assimilation, and integrity are quite dominant in this ad. Although all the models possess different identities and cultures (African and English culture) yet they are assimilated happily leaving behind their own native traits and adopting naive traits and trends of the host culture. Hence putting aside all the racial and cultural differences young individuals are hands in hands with each other. The black girl is not showcased as a traditional black girl (rough and tough) rather she is shown as an



elegant and sophisticated girl, wearing delicate outfits, and walking arrogantly down the stairs. The same goes true with the English girl who is posing in a mischievous way instead of being sober which is the characteristic of an English girl. So, the dressing and the demeanor of both the girls are examples of Acculturation. Since it is an act of transition from one culture to another. The objectives of this commercial ad are to showcase new and novel items to the viewers. The company wants to capture the attention of customers from all over the world. Company introduces new business partnerships for new business ventures. This ad shows a positive image of cultural amalgamation instead of cultural differences and marginalization. This in fact is a hidden strategy of the popular businesses to hit the two birds with one stone. The company is quite successful in doing so. In a nutshell, this particular brand seems to be an online Guru to create a strong foundation that is strategic, effective, and easy to manage. ROCO. CO. U

Analysis (Juice, UK)

Participants

Characters are animals that are attractive for the children as they will long for that. The woman at the end is the symbol of separation and marginalization as she seems to be no idea about the fruits and juice and her dress reflects the separation. The end depicts the power and strength as he knocked over the train and gets all the fruits and food items. All the participants are active except women as she seems to be lonely and isolated as she is provoked to know what is happening. The woman seems to be lost her path as she ponders where she has come. The place is unknown to her. Her age and confusing mind also reflect that even though she has spent a lot of years, but she is unaware of this new unique item.

Object

The object is a maximum amount of attraction from the audience.

Setting

The setting and atmosphere are friendly as all the animals are harmless. We find no snakes or other dead animals in the ad.

Pose

The moving bicycle and animals are also reflected harmony and Union but against power and strength, they prove helpless. It also shows the current life of modern man which deprived him of nature and its beauty seem to be enjoying and having all resources they have time to sing together and enjoy nature but the only human character seem to be lonely and deprived of these things. Lady journey from unknown to known



unapologetically knows about the juice and now she is in a state of to be or not to be. Give another angle of women as well they can have a beautiful young lady as well which can be more beautifully fill the gaps but sometimes old people are the child too if we study behaviors too.

Analysis (Perk Pak)

Participants

There are two participants. This ad is based on a brother-sister relationship.

Object

The girl is doing makeup and her brother disturbs her by throwing the football. As a result, she remained unsuccessful in putting on proper mascara.

Setting

The girl is sitting in her makeup room. So, there is much light to see the features very clearly. The colors of the commercial are the same as of the perk packing. The combination of the ad is quite good.

Pose

The girl is sitting and applying makeup stuff on her face. Her younger brother tries to tease her she got angry but as soon as she sees chocolate she starts smiling and is ready to go with wearing sunglasses to hide her improper mascara.

This video reveals acculturation that is dominant in the language in form of texts that lady receives the western dress and settings of the room is unlike most of the Oriental woman rooms. Using text messages in the first-place later language switches to the Urdu language. Again, depicts acculturation where westernize is dominant. The woman is shown marginalized when a far young brother hits her sister and mocks at her. Her helplessness is shown in actions/expressions as she receives texts of friends being outside and an order to get out. That is how feminism seems to be dominant and separates the woman from the atmosphere. Further, she uses a perk that shows a product name already chosen in English for an Urdu-speaking country or people. Overall language of the ad shows a woman as a victim of atmosphere and people who is unable to go after her wishes so to cover up herself or lose tension stress or fidget she uses a product named perk that means a gift and later says to perk up means a gift that can re-energizes Someone helplessness is shown in her expressions too. So, the woman is shown marginalized. Even though acculturation as well the expressions are signs. That enhances the semiotics space of the ad. Expressions of boys are winning or achieving something by teasing the girl or sister. Assimilation is also depicted through dress coding language used in audio and language used in written texts.



As concerned with marketing and advertising woman is chosen according to my information it was a good technique only two characters are there a child and a girl. Girls are more prone to such products while so are children. But the only female is shown enjoying the product. The population of women is increasing worldwide. This rate is more than 50 percent in this country and around 52 percent in the whole world which means advertisements targeted more than fifty percent class of the world. Specifically targeting the audience or viewers of sub-continent as the language used in this advertisement is akin to the subcontinent. Bilingualism creates this sense of assimilation of language at all levels in form of assimilation to the levels of understanding and to the levels of mixing the two cultures and languages. As per budget is concerned the advertisement is cheaper on monetary foundations. As it's short concise in conveying a message and a single model gets less budget than bringing more people in the ad while the ad may have extended by introducing characters who wrote text messages. But keeping it to a short period of span brings less budget for ad. The campaign is successfully launched as two genders and age groups have been targeted that can easily be convinced for such products of edibles and the product is launched in the way that it brings the effectiveness of the advertisement. It seems that finance is much controlled through this.

Conclusion

The UK ads highlight their own culture whereas in Pakistani advertisements local culture is dominating yet still there is an assimilation of dominating culture, i.e., west. The reason is obvious that eastern advertisement companies are attracted towards the strong economic condition. That's why in Pakistani advertisements there is a use of English words whereas no western or UK ad is using even a single word of Urdu. This is not the case of language only but also the dresses of Pakistani models are affected by west culture. The female models are wearing pant shirts and frocks with confidence and by speaking a foreign language and wearing another culture costume they are feeling confident and called themselves modern as well. So, the linguistic and visual features of participants and their color shows acculturation that UK's culture is dominant.



References

- Berry, J. W., & Padilla, A. M. (1980). Acculturation: Theory, models and some new findings. *Acculturation as varieties of adaption*, 9, 25.
- Berry, J. W. (1997). Immigration, acculturation, and adaptation. *Applied psychology*, 46(1), 5-34.
- Berry, J. W., & Kalin, R. (1995). Multicultural and ethnic attitudes in Canada: An overview of the 1991 national survey. *Canadian Journal of Behavioural Science/Revue canadienne des sciences du comportement*, 27(3), 301.
- Berry, J. W., & Padilla, A. M. (1980). Acculturation: Theory, models and some new findings. *Acculturation as varieties of adaption*, 9, 25.
- Brierley, S. (2005). *The advertising handbook*. Routledge.
- Cavusgil, S. T., & Nevin, J. R. (1981). State-of-the-art in international marketing: an assessment. *Review of marketing*, 1, 195-216.
- De Mooij, M., & Hofstede, G. (2010). The Hofstede model: Applications to global branding and advertising strategy and research. *International Journal of advertising*, 29(1), 85-110.
- Díaz-Pérez, F. J. (2012). The use of wordplay in advertisements published in men's magazines. A comparative study in the UK and Spain1/El uso de los juegos de palabras en los anuncios publicados en revistas masculinas. Un estudio comparado en el Reino Unido y España. *Complutense Journal of English Studies*, 20, 11.
- Donnelly, J. H. (1969). Standardized global advertising, a call as yet unanswered. *Journal of Marketing (pre-1986)*, 33(000002), 57.
- Douglas, S. (1977). Looking at the cultural environment of international marketing opportunities. *Columbia Journal of World Business*, 102-109.
- Douglas, S. P., & Dubois, B. (1977). *Culture and Consumer Behavior: Time for a Fresh Look?*. Marketing Science Institute.
- Ferrin, D. L., & Gillespie, N. (2010). Trust differences across national-societal cultures: Much to do, or much ado about nothing. *Organizational trust: A cultural perspective*, 42-86.
- Gould, S. J., Lerman, D. B., & Grein, A. F. (1999). Agency perceptions and practices on global IMC. *Journal of Advertising Research*, 39(1), 7-7.
- Gould, S. J., Lerman, D. B., & Grein, A. F. (1999). Agency perceptions and practices on global IMC. *Journal of Advertising Research*, 39(1), 7-7.



- Harvey, M. G. (1993). A model to determine standardization of the advertising process in international markets. *Journal of Advertising Research*, 33(4), 57-65.
- Hassan, S. S., Craft, S., & Kortam, W. (2003). Understanding the new bases for global market segmentation. *Journal of Consumer Marketing*, 20(5), 446-462.
- Hofstede, G. (1983). National cultures in four dimensions: A research-based theory of cultural differences among nations. *International Studies of Management & Organization*, 13(1-2), 46-74.
- https://www.academia.edu/4027755/Objectifying_Women_Using_Sex_in_Advertising_Pose
- Katz, H., & Lee, W. N. (1992). Oceans apart: an initial exploration of social communication differences in US and UK prime-time television advertising. *International Journal of Advertising*, 11(1), 69-82.
- Kaur, J., & Chawla, R. (2016). Impact of Culture on Marketing Strategies. *Imperial Journal of Interdisciplinary Research*, 2(3), 325-330.
- Kaur, J., & Chawla, R. (2016). Impact of Culture on Marketing Strategies. *Imperial Journal of Interdisciplinary Research*, 2(3), 325-330.
- Kress, G., and T. Van Leeuwen. (1996). *Reading Images: The Grammar of Visual Design*. London: Routledge.
- Ladipo, P. K., Nwagwu, K. O., & Alarape, W. B. (2013). Relative Communication Power of Selected Advertising Media.
- Lewis, R. J., & Erickson, L. G. (1969). Marketing functions and marketing systems: A synthesis. *Journal of Marketing*, 33(3), 10-14.
- Lutz, R. J. (1985). Affective and cognitive antecedents of attitude toward the ad: A conceptual framework. *Psychological process and advertising effects: Theory, research, and application*, 45-63.
- Machin, D & Abousnoug, G. (2010). *The language of War Monuments* London: Bloomsbury.
- Machin, D. (2007). *Introduction to Multimodal Analysis*. Bloomsbury: London
- Machin, D. Mayr, A. (2012). *How to do Critical Discourse Analysis*. London: Sage.
- MacInnis, D. J., & Price, L. L. (1987). The role of imagery in information processing: Review and extensions. *Journal of consumer research*, 13(4), 473-491.
- Mikhailitchenko, A. G., & Whipple, T. W. (2006). Modeling the effects of culture-related variables on the attitude towards advertising: A USA-Russia-Iran study. *Journal of East-West Business*, 12(2-3), 39-59.



- Mikhailitchenko, A., Javalgi, R. R. G., Mikhailitchenko, G., & Laroche, M. (2009). Cross-cultural advertising communication: Visual imagery, brand familiarity, and brand recall. *Journal of Business Research*, 62(10), 931-938.
- Moeschler, J. (2007). The role of explicature in communication and in intercultural communication. *Exporations in pragmatics. linguistic, cognitive and intercultural aspects*, 73-94.
- Mueller, B. (1992). Standardization vs. specialization: An examination of westernization in Japanese advertising. *Journal of Advertising Research*.
- Roth, M. S. (1995). Effects of global market conditions on brand image customization and brand performance. *Journal of Advertising*, 24(4), 55-75.
- Sommers, M., & Kernan, J. (1967). Why products flourish here, fizzle there. *The International Executive*, 9(3), 14-16.
- Sriram, V., & Gopalakrishna, P. (1991). Can advertising be standardized among similar countries? A cluster-based analysis. *International Journal of Advertising*, 10(2), 137-149.
- Thackray, J. (1985). Much ado about global marketing. *Across The Board*, (April), 38-46.
- Van, Leeuwen, T. (1996). *The Representation of Social Actors in Discourse*. In C.R. Caldas-Coulthard & M. Coulthard (Eds.) *Text and Practice: Reading in Critical Discourse Analysis*. Pp 32-70. London: Routledge.
- Van, Leeuwen, T. (2008). *Discourse and Practice. New Tools For Critical Discourse Analysis*. Oxford University Press.
- Whitelock, J., & Chung, D. (1989). Cross-cultural advertising: an empirical study. *International Journal of advertising*, 8(3), 291-310.
- Zhang, Y., & Gelb, B. D. (1996). Matching advertising appeals to culture: The influence of products' use conditions. *Journal of advertising*, 25(3), 29-46.



@ 2022 by the author. Licensee University of Chitral, Journal of Linguistics & Literature, Pakistan. This article is an open access article distributed under the terms and conditions of the Creative Commons Attribution (CC BY) (<http://creativecommons.org/licenses/by/4.0/>).