

Studying Linguistics Devices Used in Telecom Advertisements and their Effects on Consumer Behaviour: A Critical Discourse Analysis

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Abstract

Telecommunication companies convey various packages to people with the help of advertisements. Such advertisements use a wide range of linguistic devices such as simile, metaphor, ellipsis, comparison, repetition, connotation, euphuism, code-mixing, code-switching, etc. people psychologically. The researchers aimed at to explore these advertisements critically. Fairclough's three-dimensional model (1995) was used for analysis. A questionnaire was also designed to know the impact of language manipulated in such advertisements. The critical discourse analysis of advertisements revealed that they manipulate language to make their messages more persuasive. As a result, consumers buy those offers. Advertisements of telecom use the linguistics devices and images of leading cultures and generate a need in consumers' minds to believe in the advertisements' ideologies. The research concluded that the advertisement's linguistic strategies attempt to persuade to buy a specific network with a range of offers initiated by it.

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Introduction

Language is the most powerful, perhaps most important, and one of the most useful communication tools to express deep human emotions, state of mind, and complexities of meaning (Nabi & Oliver, 2009). It is also employed to convince people and form their own opinion. So, it is also used to mold people's thinking patterns. Thus, the function of language is used exclusively in media and advertisements.

Cook (2001) suggests that ads tell, celebrate, recap, affect and perhaps alter thoughts, feelings, and opinions. He argues that ads help marketing and make people purchase things. Ads also give warning to people. Therefore, advertisements help to create awareness, build personalities and attitudes. Similarly, in promotions, the language and linguistic and extra-linguistic features are the primary communication sources. Language is used in advertisements to attract more customers and persuade them to buy the advertised product.

Advertising is a nature of the discourse that symbolizes clear language. It is a form of persuasion by using language to influence the people to persuade them to buy the products. Advertising is a discourse whose text can be evaluated concerning its framework (Cook 2001). Advertising texts typically use descriptive

language, catchphrases, images, etc., designed to impress viewers and acknowledge the qualities being promoted in the advertisement, resulting in consumers being urged to purchase advertised products (Schroder & Vestergaard, 1985).

Today's advertising discourse includes various types of linguistic strategies to promote the product, such as discerning vocabulary items, suspicious words, colors, slogans, explanation, etc., but also the use of numerous contemporary strategies such as iconograph, Pun, Humor, irony, ambiguity, etc.

Literature Review

What is Advertisement?

Advertisements bring a recent phenomenon to the use of language to communicate and promote a particular product for customers. Each utterance has a function, with a straightforward approach that makes the advertisement a customer to buy their product. Advertisements are all types of non-personal presentations, and some sponsors promote ideas, goods, or services to pay. Advertisements are of various kinds. Almost every requirement of public goods and services is advertised in print and electronic media. Advertising is a communication technique involving a complex motivational process, using several specialized tools to realize that it can create psychological pressure on the concerned public. The sponsor seeks to send an

impersonal message to a well-defined audience about the enterprise, its products, or services (Nichifor, 2014).

Ads play an essential role in providing useful information, messages, and benefits to consumers regarding the product, thus creating a product image in the customers' minds and molding their thoughts and ideas (Elbers, 2013). The importance of advertising is continuously increasing in modern culture as it influences consumers' preferences (Scozzafava et al. 2020).

Common Features of Advertisement

The language of advertisements is basically 'loaded language' intended to manipulate consumers' motivation and stimulate them to follow accordingly (Geoffrey, 1966).

Following are some standard features that are found in the language of advertisements.

1. Cohesive devices: These devices are used to connect clauses and sentences of discourse. Various devices are used to make connections between words, clauses, and corrections.

(a). Repetition: The reappearance of specific lexical items in advertisements is a standard feature. It can be used to help people's cognitive ability.

(b). Ellipsis: It means to ignore or leave lexical objects. In advertisements, sometimes words and phrases are used differently to communicate fully.

2. Vocabulary: vocab items play an essential role in advertising. Advertisers select literal items that are powerfully associated with service and the selection of words to convey a selected group of consumers.

3. Buzz words: In commercial advertisements new words are used in the stream i.e., 'fb', 'wssap', 'insta' etc. these are the latest words in standard terms and are used regularly in the language of social media.

4. Deviation: Like literature, advertising extracts the meaning of language in various forms, which takes away from convention. Although exclusive phrases cannot be used in conjunction with the theory of grammar, the message it shows is incomprehensible (Kramsch & Widdowson, 1998).

5. Code-switching and Code-mixing: These are common phenomena in a bilingual society. The use of such words and phrases in between different languages is also the primary striking function of advertising discourse. People all over the world get many codes under other circumstances. People choose code during conversation and mix particular dialects' dominance or expression in a single discussion (Wardhaugh, 2011).

6. Figurative language: The use of various figures of speech in the discourse of advertisements is explicit. Advertisers' primary purpose is to convince those who try to pronounce persuasive phrases and sentences with the speaker's help.

(a). Pun (Joke): Using funny lexical items that involve more than a single meaning is known as a joke (Morner & Rausch, 1991). It is used only as a funny tool in TV commercials, providing irrationality targets, which the adverts provoked.

(b). Simile: Comparison between two unlike things using 'like' or 'as'. i.e. He is brave as lion.

(c). Metaphor: Two different things are compared to another part of an object (usually compared to human items) i.e. He is Einstein.

(d). Alliteration: The use of words beginning with the same sound. i.e. smooth like silk.

(e). Euphemism: Words or expressions that are neutral or positive and are used in place of negative words or phrases. i.e. His wife is *in the family way* (pregnant).

(f). Repetition: Repeating the same words / phrases to emphasize or attract attention. i.e. Yes, he can do this. Yes, he can achieve this.

Advertisement as a Discourse

It is the analysis of language that is commonly used. Although some linguists may focus on discovering the formal characteristics of a language, the analyst of discourse is committed to investigating what language is used for (Brown et al. 1983). The discourse of advertising is based on the hypothesis that a product or service is manufactured with the viewers' persuading intention to purchase or to present that product or service as desirable to the viewer as possible. Hermerén (1999) tells about the effect of persuasion of commercialized advertising, comparing the process of influence with advertising, which can be organized into four parts: message comprehension, attitude change, acceptance, and retention. A text is created to sell a product through a persuasive strategy. It is that for a message to perform a motivational function on the receiver. The receiver must first be prepared to understand and accept the message and to develop a positive response towards the thing that is being promoted. Even though it seems that buying or reacting to an ad is a personal option, research suggests that processing information is unconscious (Sedivy and Carlson,

2011). The effect of a motivational message is shown in assessing the information provided in the viewer's statement. Although the response to a miss-assessment is improved, the audience is generally accepted, who adjust their perspective on the matter. Whether or not it is suitable to put on one's own choice on the viewer depends on the reciprocal relationship among the participants in a speech event (Sofia, 2015). Of course, there is no mutual connection with the audience and relies on linguistic sources for creating one.

Critical Discourse Analysis (CDA) in Advertisements

In the early periods of 2003 and 2004, advertisements of fashion magazines and beauty products were generally analyzed. After 2010, these advertisements were used to analyze critically from different aspects such as "Beauty Product Advertisements: A Critical Discourse Analysis" by Kaur et al. (2013). "Exploitation of Women in Beauty Products of "Fair and Lovely": A Critical Discourse Analysis Study" by Iqbal et al. (2014). "A Critical Discourse Analysis on *ORIFLAME* Beauty Product Advertisements" by Nugrawidhanti (2016). "Critical Discourse Analysis of Advertising: Implications for Language Teacher Education" by Turhan & Okan (2017). and "Humor as Monotony Breaker in Funny Ads: A Multi-Modal Discourse Analysis of Ads of Pakistani Ufone & Jazz Cellular Companies" by Baig et al. (2020). The researchers were interested to conduct research on different dimension of advertisements beyond from beauty products. For that purpose, the researchers selected the advertisements of telecom networks (Jazz, Ufone, Telenor and Zong) to analyze critically due to massive use of different packages provided by these telecom networks.

Research Questions

Following are the research questions of this study.

- Which linguistic devices are utilized in the commercial ads of mobile telecommunication companies?
- How does the language of ads impact people psychologically?

Methodology

The present research was mixed in nature. It investigated the use of different linguistic devices in telecom advertisements and to know the impact of these advertisements psychologically on people.

Population and Sample

The population for the data collection was people of district Bahawalpur, who belong to different professions. For qualitative research, the researchers selected eight (8) printed advertisements from four (4) networks (Jazz, Zong, Ufone and Telenor) and two (2) TV commercial advertisements of Ufone and Jazz mobile networks for the sake of critical discourse analysis. For that purpose, the purposive sampling technique was adopted.

For quantitative research, a questionnaire exploring the impact of language psychologically on people comprising ten (10) questions was distributed among the people of district Bahawalpur. Sample of Five hundred (500) people from three tehsils of district Bahawalpur was selected through stratified sampling technique (Bahawalpur, Khairpur Tamewali and Hasilpur) i.e. 200 from Bahawalpur (100 males+100 females), 150 from Khairpur Tamewali (75 males+75 females) and 150 from Hasilpur 75 males+75 females).

Research Tools

Two tools were used for data collection. For qualitative research, Fairclough's three-dimensional model (1995) was applied. For quantitative research, an adapted survey questionnaire containing ten (10) questions was taken for data collection from previous research done by Shadabti Dasgupta (2015).

Data Analysis

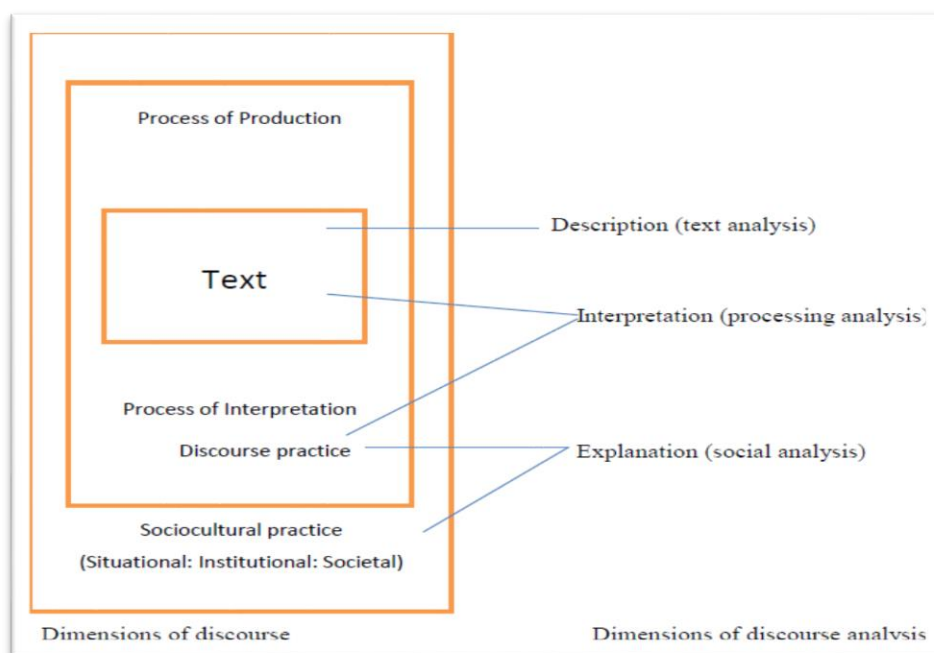
The discourses of the telecom ads and television commercials were analyzed with Fairclough's three-dimensional model, which provided the three features of the discursive situation. The data collected from participants through a questionnaire was analyzed through SPSS software version 22 in statistical form.

Fairclough's Three-Dimensional Model

The current examination pertains to Fairclough's model for essential talk investigation working at three levels; Description, clarification, and clarification. The CDA assumes a necessary function in uncovering concealed messages covered up in excellent pictures and finished music settings. Each talk is related to power relations and philosophies. The Critical CDA intends to reveal those philosophies and force relations along these lines. Chiapello and Fairclough (2002) investigate the connection between CDA and public activity, character, foundations, and perspectives. Through force structures, one (incredible) party turns into the

oppressor and controls the other, the persecuted one (van Dijk, 1997). These force structures are connected to belief systems in the public eye. Fairclough (2003) further characterizes three measurements for each optional function: 1) a spoken or composed book, 2) a disputable work on, including the creation and understanding of a book, and 3) a bit of social practice. The full scale consolidates the subject's thought depending on the apparent reasonable reason in ads.

Thinking about the referenced logical classes of Fairclough's model, the model fills in as a fitting apparatus in playing out this investigation as it comes to past the real content the client is taking a shot at three levels; Descriptions, understandings and clarifications are otherwise called "exercises", "judicious practices" and "social practices".



Fairclough's (1995) Three-dimensional model.

Data analysis

A. Analysis of Printed Advertisements

To find out the linguistic devices used in telecom advertisements, eight (8) printed advertisements were analyzed. Details are given below in the form of a table.

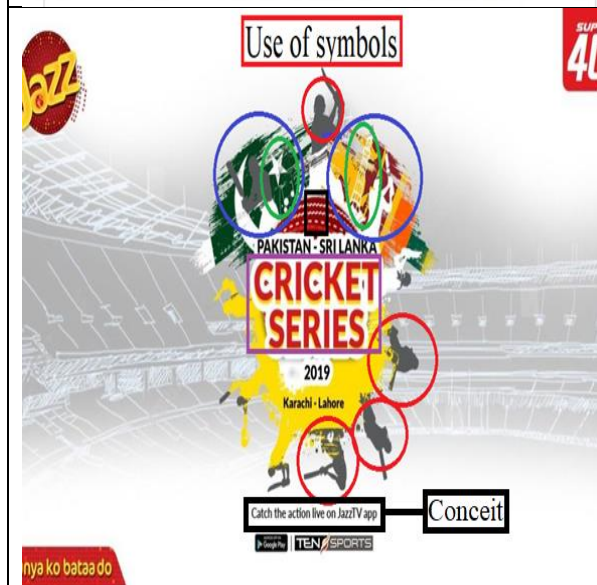
Advertisement	Linguistic Devices
	<p>Metaphor: In this ad "THE F-16" is used as a metaphor. This aircraft moves with the speed of light in air. According to this, Zong network is fast as F-16.</p> <p>Conceit: It is a connection between two different things linked with simile or metaphor. In this ad, "4G" and "F-16" are two other things but linked with metaphor.</p>

	<p>Connotation through Image: In this advertisement of Zong, it connects the connotation between the word "Faster" and a racing car's picture. It is known that a racing car is faster than all other cars. This ad gives some hidden message that this network is as faster as a racing car.</p>
	<p>Ellipsis: in this ad, instead of using "It is a mega super duper weekly offer," only "MEGA SUPER DUPER WEEKLY" is written. The purpose behind this is to make viewers more comfortable and not to make them bore by using hefty sentences.</p>
	<p>Repetition of Same Words: In this ad, the phrase "Muft May Offer" is repeatedly used at various advertisement locations. Here the word "Muft" is notable, which gives the idea that the whole package is free of cost. This phrase strikes the viewer's minds and compels them to think about this, and the viewers start believing that it is really 'Muft' package.</p>
	<p>Simile: With the use of the phrase 'There is no 4G like ZONG 4G' is a simile. Because in this phrase, the word "like" is used. The simile is the comparison between two things by using the word 'like' or 'as.' The marked phrase expresses that the other networks who also have 4G services can never beat the speed of Zong 4G.</p>



Code Mixing: In this ad, two highlighted sentences, “KHUSHIYON KI TICKET” and “Khushiyan Full Vasool,” technique of code-mixing is used.

Code-Switching: Another highlighted sentence, “Life full paisa vasool”, code-switching is used. Code-mixing and code-switching enhance the value of advertisements' language.



Use of Symbols: In the above picture, different symbols represent different things or ideas. The purpose of this ad is to show that a cricket series which is a big thing that is connected to big data offered by Jazz network.

Conceit: Again, in this ad, the phrase “catch the action live on Jazz TV app” is conceited. Because, action can never be caught, although it may be recorded. But the main aim is to attract people to use Jazz app.

Code Mixing

پاکستان میں پہلی بار صرف یوفون سے یوفون
بلکہ Optel اور Ufone پر بھی صرف

Hyperbole

رہنما انتہائی کم... گنتے پہلے سے زیادہ

Use of Different Fonts

Ufone

4 بجے سے شام 5 بجے

Super Ganta Package

Use of Different Fonts: The advertisement has used different colors and font sizes to seek people's attention. People hardly read that part since it is written in tiny fonts. Such information is ignored unconsciously by the people, which is printed in small font as it does not seek people's attention as much as the big colorful fonts. These are the advertisers' techniques to make the audience not to observe all the written information.

Hyperbole: It means the exaggeration of ideas for the sake of emphasis. Here the phrase "Rates intehai kam..Gante Pehle Se Zyada" is a hyperbole. Because the package is about only for one hour, but here it is mentioned that hours have been extended.

Code Mixing: In the right corner "Super Ganta Package" is mentioned. It is code-mixing because "Ganta" is an Urdu word.

B. Analysis of Commercial Breaks

Analysis of Ufone Commercial Break

i. Textual Analysis

The commercial opens with a scene in the morning in the city. A beautiful young lady (white top and dark pants) in western dressing is seen going across the road towards a restaurant. The scene is changed into a delicate, sentimental melody 'suba baarish key pahli boond jesi teyri awaaz ka jadu, hua mai dewaana pall bhar mein teyri awaaz ka jadu' (trans. Your voice resembles main drop of downpour in first part of day, the wizardry of your sound all through the frantiness noticeable all around). At that point, the kid follows the young lady who is presently sitting in a bistro seat outside, gazing at the young lady from behind the menu card (who is as yet making the most of

her discussion on the telephone). At the point when the young lady leaves the table, yet overlooks her phone on which Mikal (the male Pakistani entertainer) is peering toward and he rapidly goes to the young lady's table, gets the versatile, in the interim the young lady takes her portable that is given by Mikal who says 'aa! Aap ka portable!' (your... wireless!). Young lady reacts to 'teyri mehrbaani' (thank you!) In an appalling and vague voice. The man says 'haaainn?' (trans. whatt?) by hearing a revolting voice, the kid moves from the young lady.

At that point, the bundle for saaf awaaz (trans. intelligible voice!) Is performed by a male voice against the foundation of the presentation scene. The male voiceover says, 'kuch bi keho, saaf awaaz sey farq prta toh hey, toh sirf Ufone dyta hai aap ko saaf

awaaz, fori raabta, and wasie network, toh aap ko or kya chaheye?' (trans. Let's assume anything, unmistakable voice does make a difference, at that point just Ufone gives you clear voice, moment association, and wide organization, so what else do you need?). 'Ufone, tum hey tu ho' (trans. Ufone, it's you!) in exacting articulations with the last Ufone monogram with a foundation in orange, green and dark tones. These words are written in a huge strong textual style that incorporates Urdu and English.

The language of promotion is exceptionally straightforward, with basic sentences. The whole commercial is basically in Urdu with an unusually light bit of English at the degree of monogram inscriptions written in English and Urdu. Since publicizing is a video, interdisciplinary techniques are remembered for colors, audio-video effects, acting, music, and singing forming.

2. Interpretation Level/Discursive Practice

This degree of Fairclough's model intends to light up the circumspect practices behind it by featuring the distinction between the creation of promoting and its gathering. The coordination of promoting to various talks (media, music, showbiz, visual, image, and shading) from an outlook of making it more appealing and tempting for watchers to decidedly change and urge them to buy their item. Even though the promotion comprises on fundamentally includes Pakistani entertainers and vehicles with right-hand driving seats, the general setting, the bistro's name, the bistro's exhibition and particularly unfamiliar female models (Carol, Mikael Prominent with) strange climate outside the Pakistani location that isn't comfortable to the crowd. Besides, such a lot of setting with costly vehicles and the young lady's western dressing and the kid shows a tip-top way of life. Initially, publicizing utilizes humor to extend an item using comic components.

ii. Explanation/social Level

The Ufone promotion under investigation portrays a great way of life, which may be accessible to the rich. The utilization of a costly roofless Mercedes with Mikal (an image of male excellence in Pakistan) with a fascinating model Carole shows a philosophy of magnificence and way of life under her co-initiative, which

individuals bring up. Even though the fundamental target is to advance the item yet how it identifies with the picture of an excellent young lady is fantastic. The notice recommends that a pretty young lady have a dainty tall figure and an unmistakable delightful voice. On the off chance that the young lady doesn't satisfy the basic man-centric Pakistani philosophy of being delightful regarding voice and looks, at that point she won't be preferred by men. The picture of a young lady is utilized to fulfill her 'male look' in light of the fact that the unfamiliar model's mentality regarding her dress and change is very appealing concerning why Mikal is pulled in to her and deserts everything to race towards her.

Basically, this advertisement shows the difference between appearance and reality. When the guy comes to know about the reality of modern girl then he runs away quickly from the scene. Because, his all expectations went wrong about girl. Same is the case with this network. According to this network, when other networks are compared with this, other networks also use attractive language to attract people, but their network quality is very down. This thing is related with modern girl who has attractive look, but voice is very ugly.

Analysis of Jazz Commercial Break

i. Textual Analysis

The promotion opens with a Mobilink/Jazz red monogram, which takes in the outside setting of the college cafeteria, where the camera shows understudies strolling, playing, eating and tattling. Two young men dressed in red and yellow shirts have indicated their situated stance and talking style as dear companions. While they are appreciating snickering at a joke, a server is seen wearing a white shalwaar kamiz (the social dress of Pakistan) with a notebook and pen close by, a check yellow and dark 'safah' (staller) on his shoulder to take orders. At the point when two companions see him, he says, 'You came here as well!' (Trans. You're here as well!) The server quickly says 'Huh!' (Trans. truly!) But he is stunned when he sees them and flees. A youthful and dainty young lady in a red current customary dress (with short sleeves and without a scarf) enters the bistro. Then again, the two companions are taken suddenly with the mouth open (a melodic sound of shock out of sight), the kid in the yellow shirt putting his hand over the kid's eyes in the red shirt so he can't see the young lady. A discussion starts between two companions to stand out enough

to be noticed. A kid yellow shirt says, 'mai raat subha tak 24 ghntey tum sey batein krun ga' (trans. I will converse with you 24 hours, day and night!). This announcement stuns every one of them (young lady, red shirt kid and server). The following scene starts by zeroing in on a male voice to present 'Jazz naa qabley yaqin offer' (trans. Jazz's unfathomable offer!) and data about its actuation cycle. There is text written looking like an inscription on the screen and a relentless discussion of young lady and youthful understudies (young men and young ladies) on the telephone out of sight. In keep going server is perched on the steps and saying, soachta hun koan hoga jo es naa qabley yaqeen offer sey faidah nhai uthaaye ga!' (trans. I would figure, who might not get profited by this inconceivable offer!), while he says this the two companions in red and yellow shirt approach him from the two sides of the steps and the kid in red says, 'sochthey kiun ho, tum greetings tu ho' (trans. for what reason would you believe, it's you!).

ii. Interpretation Level/Discursive Practice

The advertisement is seen in a campus café, which comprises of youthful college understudies, mirroring the ways of life of college understudies. The two companions are appeared as being a tease when they see a youthful thin young lady in a college bistro. Both attempt to stand out enough to be noticed by offering her various administrations, such 'mai roaz lunch krwaoon ga, mai apney haathon sey bna ke laon ga, mai tumhari participation lagaon ga' (trans. I will have a lunch day by day, I will make it with my own hands, I will check your class participation). The utilization of red in wealth like young lady's red outfits, young men red tea shirts is in solidarity with the brand so that individuals recall the shade of the item, so at whatever point they see red tone, they partner it with jazz.

The notice is, generally, a straightforward perspective on college understudies, which features their action of utilizing the telephone to converse with their companions (for the most part ladies on account of young men and the other way around). As far as college understudies'

3. Analysis of Survey Questionnaire

utilization of cell phones, offering a 24-hour free bundle for 3 loved ones numbers at entirely moderate rates resembles a bit of cake for youth of a similar age. The notice, nonetheless, is for the dispatch of their item bundle, yet not for concentrates by the more youthful age, but rather for late-night (love/companionship) portrayals of ways of life steady with ways of life following versatile use by communications with female companions do and the other way around. The utilization of Urdu as the fundamental language makes them more important and reasonable for the overall crowd of Pakistan. In spite of the fact that the genuine crowd in promoting is the more youthful age. As in the amusing promotion the state of the server's character as an agent of a serious brand satirically affects his serious organization Ufone. Delegates of different organizations are appeared to deliberately debase the organization and venture it as unacceptable and mediocre. Furthermore, the advertisement portrays a battle between two generally excellent college colleagues in view of the youthful pretty young lady. At the point when the contention between the two companions proceeds, the young lady is pulled in to the kid in a yellow shirt, who offers him a rodent noise (day and night) 24 ghanatay (hours) baat. That is where the item dispatch starts with its actual embodiment.

iii. Explanation/social Level

The commercial is about tall thin young lady in an adolescent outfit in a conventional dress with a refined touch. Like this, every commercial builds a youthful female personality, voicing moderate observations with a delicate touch regarding a satisfactory idea of womanliness in the brains of Pakistani individuals and her dressing. Moreover, the young lady's essence in the promotion between two companions likewise features the cliché perspective on damaging amicability and harmony between two companions. Furthermore, it again speaks to men's soft spot for magnificence on the double.

Which mobile operator connection do you use?		Why do you use this particular mobile operator?		How do you get to know about the package update?		The situation they depict in TVCs can influence the behavior of the audience in real life.		Do you think that these ads have control over your action to choose particular service?	
Jazz	63%	Better Network	66%	Print Ads	44%	SA	66%	Yes	68%
						A	20%		
Zong	16%	Low Rates	19%	TVCs	29%	N	9%		
Ufone	13%	Peer Pressure	12%	Online ads	22%	D	7%	No	32%
Telenor	8%	Portrayed Lifestyle	3%	SMS	5%	SD	4%		

It is clear from the results that most of the respondents are using Jazz network with the highest percentage 63% among all other networks. This is the quality of better network and 66% of the participants have selected this option. The second and important reason for choosing the Jazz network is low rates packages. After 66%, 19% of the participants are satisfied with low rates. According to researchers, this is the main reason for attracting people and enhancing number of users for a network. Because Pakistan is facing problems of major crises. Due to crises, economy of Pakistan has fallen very badly. So, every Pakistani is facing financial issues. This thing stimulates people to select that network which provides better network especially quality with low rates. Hence, the results have proven that Jazz is only the single network that provides both facilities simultaneously.

Results show the importance of printed advertisements. 44% of the participants come to know about package or any new information about network via printed ads. Such ads are shown through billboards and get more attention than online ads and other sources. People can easily see these ads free of cost. This is also a strategy used by network operators that they make an ad by using lot of money. But such ads are easily accessible to everyone without paying any charges. This thing creates an influence on people's minds and people are attracted towards these ads.

The last two statements clearly show the impact of language being used in telecom ads not

only on people's minds but also on behavior and their actions. For example, in Zong network ads, it is shown that its network quality is better in mountain areas rather than other networks. So, the tourists especially buy Zong sims and use in mountain areas. This is how language also effects on actions of selecting a network.

Findings and Discussion

As research has proved, these advertisements are fully loaded with extended metaphors, hyperboles, conceits, simile, code mixing, code switching, repetition of words and other linguistic devices. So, advertisements contain highly graceful language that captures the minds of readers. Readers are caught in such confusion that the true picture of reality is blurred in the fragrance of such decorative language. The linguistic tools used in advertisements directly affect readers psychologically and readers are so mentally affected that they choose the product as the best. In this way the language of advertisements affects people psychologically.

Some similar linguistic strategies are found in previous study conducted by Kaur, K et al (2013). Such as 'use of emotive words' is similar to 'use of different fonts' in mobile network ads. use of 'celebrity' in ads is most common element in every ad because it is a common idea that if a celebrity uses a specific product it means that product is reliable. Every ad is scientifically or clinically proofed so that people may trust easily. The same is the case with the current study that every network

tries to prove its network speed by 'OOKLA' (A network speed checking system). Similarly, beauty products are clinically proofed that these products are not harmful for skin. By using different strategies, advertisers make ads in such an attractive way that these strategies directly stimulate the minds of people to observe and use their products. This study examines the fact that each mobile network company says that their network is the largest and fastest network. At this point people face complexity regarding the selection of networks. They confuse which network to choose. It is because every network wants to maintain its position and power of dominance. Here, the point to note is how all four networks may have the same properties simultaneously. If this is possible then why the number of users varies. Researchers have another important view regarding package prices mentioned in the advertisement. For example, a package costs Rs 3.50 per hour. Advertisers only highlighted a number 3 and 50 is mentioned in a much smaller font. The users consider that this package will be subscribed for only 3 rupees. But the reality is not. If a user subscribes to the package with an idea of Rs 3.50 in mind, the user gets the message that the subscription price of the package is more than Rs 6. Advertisers use such strategies to attract people by drawing packages with very low rates and users are easily attracted. If a company mentions the original price of a package on the advertisement, no one will subscribe to that package due to expensive rates. It is purely a marketing game. Every network wants to grow the business and the business is completely dependent on the number of users. Therefore, each network uses such an extended figure of speeches to trap and attract people. According to Kaur, K et al (2013), it can be summarized on the basis analysis of data that the most noticeable theme in ads is the model appearance for women. The findings suggest that wrinkle-free eyes make women more attractive and beautiful, longer eyelids, raised glossy lips, etc. Ads makers use different methods to influence women to buy their products. Their positive attitude is clear when they claim that their products provide advantages. Advertisers use different sources publicize ideal specifications of beauty. Women, the basic users of beauty products, are consciously or subconsciously engaged in purchasing advertised products. Thus, it seems that the persuasive nature of advertisements is not easy to ignore.

As it is now clear that advertising has influential power to dominate people, otherwise people will not use the services which they provide

for them. Where there is power in use, there must be power in misuse.

Conclusion

It can be said that although advertisements are presenting their products, they are promoting an ideology with an interim aspect of modern wearing and lifestyle. Using figurative discourse and linguistic discourse together is a dominant source of creating the required doctrine. It is said these images and words work collaboratively to generate a world view. Also, advertising is being done avatar of new styles is the best way to adapt to changing places and times Ideological investment. To conclude, it can be said that use of linguistic devices in advertisements is a strategy for selling various products.

Recommendations

Besides, researchers believe that there is a lack of a Pakistani research corpus to have sufficient research on telecom advertisements' critical discourse analysis. This field of study should not be neglected as it relates to the evolving nature of language and it is a serious reality that this language still exists today, and it will take an entirely new shape in the coming years. So, there is a need to do research again and again in this field. Further researchers can explore this topic in different dimensions. For example, digital applications provided by telecom networks i.e., *JazzCash and Jazz World* by Jazz network, *easypaisa* app by Telenor network and *Upaisa* by Ufone. It is also suggested that further study can be done on analyzing the various literary terms used in the advertisements posted on billboards by multiple brands.

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